Retail Innovation Shout Out: L’Oreal Goes Underground

by Ashley Allen

Many Americans live a fast-paced lifestyle, have a demanding schedule and rush from place to place to make the next meeting or event. Beauty brand L’Oreal’s latest innovation to the customer experience targets today’s active women with little spare time dedicated to fulfilling their beauty routine. L’Oreal has provided a revolutionary solution: a vending machine filled with beauty products, ranging from eye shadow to nail polish, in a New York City subway station. Designed to catch the attention of a woman on the go, this massive and colorful installation features a full-length mirror that captures the colors a woman is wearing and provides suggestions. The products can either be purchased at that time from the vending machine or the suggestions can be sent to her email for later perusal.

Not only does this vending machine enhance consumer experience by providing custom recommendations and the ability to make purchases without additional travel time to a store or wait time for shipping, but it doubles as a reliable means to gather real-time market information. The “smart” machine keeps track of the number of people who engage and make purchases and the number of people (or foot traffic) that passes by.

With this experiment, L’Oreal is piloting a channel which bridges the gap between brick-and-mortar stores and online shopping. When the experiment ends December 30, L’Oreal will calculate if this is a viable channel on which to expand.

Like This Blog?

Click to check out more Retail Innovation Shout Out blogs and join the conversation!

Originally published on November 18th, 2013

What’s your view? Add your question or comment
About the Author

Ashley Allen
ashley.allen@kalypso.com
Ashley is an analyst with Kalypso.