NYX Professional Makeup Taps Snapchat, Triller for Spring 2021 Collection Rollout

Beauty brand NYX Professional Makeup will roll out its spring 2021 collection Wednesday, with some assistance from Snapchat and Triller.

NYX will open the doors to a n augmented reality shopping experience on the Snapchat and Triller applications Wednesday, tapping Snap Inc.’s Camera Kit tools—which enable developers to use Snapchat’s camera in their own apps—to bring the experience to Triller.

The Snap-powered virtual store enables Snapchatters to take part in a fully immersive shopping experience, including virtual try-ons and gaming, and Triller users can take part, as well, interacting with the custom Snapchat lens) without having to leave the Triller platform.

The store can be accessed via a custom-branded lens in Snapchat Lens Carousel, via Snapcode, by using Snapchat’s camera to scan NYX’s Marsh Mellow Smoothing Primer or via the Triller app.

The virtual store will remain open well into 2021, with quarterly updates to highlight future product debuts.

Triller will feature a free virtual concert starring Bebe Rexha Dec. 18 at 5 p.m. PT/8 p.m. ET, via the @nyxcosmetics page on Triller, as well as Twitch and YouTube.

The pop star will showcase the newest products from NYX and help drive viewers to the AR shopping experience.

Snap head of product marketing for AR Carolina Arguelles Navas

said in a statement, “Consumers are always looking for new ways to experience the world and products, and Snapchat AR has long been an innovative leader in that area. It’s great to see partners like NYX pushing the boundaries of at-home beauty experiences by bringing virtual in-store browsing to living rooms everywhere and coupling it with AR makeup try-on.”

NYX general manager Stephanie Binette added, “As a digital-first beauty brand, we are always looking to surprise and delight our audience with new and exciting experiences. We are experiencing a very dynamic market, and our approach is constantly evolving. With this first-of-its-kind cross-platform virtual integration with Triller and Snapchat, we are shaping new digital and shopping experiences, while offering consumer entertainment in an accessible way.”

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