Virtually Sample 4,000 Shades of Eyeshadow With Pinterest's New AR Try-On Feature



While most people would rather try on makeup before buying, inviting customers to touch the same product samples and rub them all over their faces is a pretty clear violation of current health and safety guidelines. In the meantime, Pinterest is helping users mimic this real-life experience as closely as possible with the help of a feature that Snapchat took mainstream: augmented reality.

Emmy Liederman
Emmy is an Adweek contributor who is completing her journalism degree at The College of New Jersey with minors in Spanish and broadcast journalism.

https://www.adweek.com/brand-marketing/pinterest-augmented-reality-tool-eyeshadow/