

Bambuser and Perfect Corp partner to offer virtual try-on in One-to-One shopping experiences, premiers with Parfums Christian Dior

Stockholm – 6 September 2022 – Joined by the mission to cater the ultimate shopping experience and reinvent the consumer beauty journey, two world leading SaaS companies Bambuser and Perfect Corp today announced a strategic partnership, enabling cutting-edge makeup try-on technology in One-to-One Live Shopping experiences.

Perfect Corp has in recent years set the standard in beauty tech by marrying the highest AR (Augmented Reality) and AI (Artificial Intelligence) offerings to offer solutions such as the world renowned Virtual Try On, Makeup AR. The powerful 3D AR face technology gives users a true-to-life makeover experience in real-time where they can – in just one tap – try real world products virtually to get an accurate understanding of colors and textures ranging from matte to metallic.

Bambuser in early 2021 – after pioneering Live Shopping in 2019 with its One-to-Many solution – launched One-to-One: a solution that enables a two-way video calls with shopping capabilities, available for both calendar bookings and drop-in sessions. One-to-One has gained significant traction within the beauty and makeup customer segment.

By joining forces and facilitating the integration of the two solutions, Perfect Corp and Bambuser can together cater a unique digital shopping experience where hyper-realistic makeovers are now be available in face-to-face interactive video sessions. Existing customers of both companies will be able to activate the two solutions, pioneered with Parfums Christian Dior, who as of today offers their clients virtual makeup try-on sessions in online, private consultations.

“We are excited to partner with Bambuser and offer brands a new avenue to engage with their customers online. By combining our respective expertise, we are delivering another powerful solution that will increase consumer satisfaction and confidence, providing brands with a sustainable option to showcase their makeup products conveniently and instantly for shoppers to try during online consultations.” says Perfect Corp. Founder and CEO Alice Chang.

“The Beauty industry is one of our core verticals and we are continuously working to enhance the user and client experience by partnering up with market-leading tech solutions like Perfect Corp. Considering that Perfect Corp. is the leading SaaS AI and

AR solution provider within beauty and fashion, they are also the ultimate development partner for Bambuser in this segment. Together we are re-imagining the consumer shopping experience while also differentiating Bambuser's product features, remaining the leading Live Shopping provider globally." says Maryam Ghahremani, CEO at Bambuser.

Contact information

Corporate Communications, Bambuser AB
+46 8 400 160 00 | ir@bambuser.com

Certified Adviser

Erik Penser Bank AB | +46 8 463 83 00 | certifiedadviser@penser.se

About Bambuser

Bambuser is a software company specializing in interactive live video streaming. The Company's primary product, Live Video Shopping, is a cloud-based software solution that is used by customers such as global e-commerce and retail businesses to host live shopping experiences on websites, mobile apps and social media. Bambuser was founded in 2007 and has its headquarters in Stockholm. Subscribe to Bambuser's press releases [here](#).

Attachments

[Bambuser and Perfect Corp partner to offer virtual try-on in One-to-One shopping experiences, premiers with Parfums Christian Dior](#)