

Bambuser & Parfums Christian Dior Pioneers Virtual Try-On in Video Commerce during Viva Tech 2023

June 12, 2023 – Bambuser, award winning video commerce leader, today announces in collaboration with Parfums Christian Dior & Perfect Corp, their unveiling of Virtual Try-On Solution at Viva Tech 2023. This cutting-edge AR video commerce technology will be showcased from 14th to the 17th of June 2023.

”This collaboration of Parfums Christian Dior x Perfect x Bambuser marks a significant milestone for our Maison and presents a tremendous opportunity for growth and innovation. We can leverage our collective expertise to develop new innovative omnichannel solutions to go beyond our clients’ expectations.” Elodie Planchon, Direct-To-Consumer Marketing Director at *Parfums Christian Dior*

As the retail industry continues to embrace digital transformation, Bambuser, in this latest collaboration with Parfums Christian Dior & Perfect Corp, pushes the boundaries of video commerce, revolutionizing the way customers interact with and purchase beauty online.

”We are incredibly excited to partner with Parfums Christian Dior & Perfect Corp by introducing Virtual Try-On in Video Commerce at Viva Tech 2023,” said Mary Ghahremani, CEO of Bambuser. This collaboration represents a new era in retail, combining cutting-edge technology with interactive video and beauty. By bringing the in-store try-on experience to the comfort of customers’ homes, we are redefining the boundaries of online commerce.”

For more information about Bambuser and the Parfums Christian Dior Virtual Try-On Video Commerce, please visit www.bambuser.com.

About Bambuser

Bambuser is the world’s leading Video Commerce company with the largest customer base in its industry. More than 350 brands from 40+ countries leverage Bambuser’s best-in-class solutions.

Bambuser is truly global with headquarters in Stockholm and offices in New York, London, Paris, Tokyo and Turku. Our rapidly growing team speaks more than 30 languages and 62% of our senior management is female.

Founded in 2007 as a livestreaming pioneer, Bambuser pivoted to Live Shopping in 2019, leveraging our legacy as industry-leaders in video-first technology.

www.bambuser.com

For further information, contact Chief Marketing Officer Qabil Shah at ir@bambuser.com

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Attachments

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