

**Company:** A.S. WATSON, Hong Kong

**Nomination Submitted by:** MARIONNAUD PARFUMERIES ITALIA SRL

**Company Description:** The A.S. Watson Group is a multinational retail and beauty group based in Hong Kong. It is one of the world's largest health and beauty retailers, operating a wide range of well-known retail brands in over 25 markets worldwide. The group's portfolio includes popular brands such as Superdrug, Kruidvat, Watsons, and Rossmann, among others.

**Nomination Category:** App Categories

**Nomination Sub Category:** Best Use of Augmented Reality

**Nomination Title:** AS Watson - Marionnaud Italy App's Use Of AR

1. Date this app or site was first released:

2014 was our initial Launch

2. Briefly describe this mobile site or app's objectives and how it has met those objectives (up to 200 words). If applicable, include here the platforms your app supports:

**Total 200 words used.**

At Marionnaud Italy our goal is to transform the beauty experience by constantly renovating our app through cutting edge technology and innovation. We aim to create a seamless journey that blends personalisation convenience and discovery. Our success is already clear with hundreds of thousands of sessions recorded in 2025 so far.

The app is designed to elevate and redefine personalization through our beauty profile, launched in 2024. This feature brings together user preferences in one powerful space driven by AR technology. With just a simple scan with the phone camera users can find the perfect colour palette matched to their individual skin tone. Once they have found their palette, users can find the foundation perfect for them and virtually apply makeup, trying new looks and experimenting freely. Users can explore new hairstyles and colours through a recent addition that turns their phone's camera into a personal hair stylist. All of this is saved within their profile and connected to a seamless shopping journey, where every product tested can be instantly added to the cart, driving conversion.

The beauty profile sets Marionnaud apart, making the app the go-to destination for luxury beauty while supporting goals of innovation and enhancement.

3. Provide the applicable creative and production credits for this entry:

### Attachments/Videos/Links:

[AS Watson - Marionnaud Italy App's Use Of AR](#)



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