

Estée Lauder launches virtual Clinique Lab

What is it?

The beauty brand launched its Clinique Lab, a metaverse space where customers can create custom avatars to enter an immersive world. Here they can access Skin School videos, chat with a Clinique consultant or purchase products. Through gamification, users can collect discounts.

Why does this matter?

Having launched its physical concept in July 2022, Clinique is leveraging online to interact with shoppers around the world and attract the younger Gen Z demographic.

Strategic implications:

Retailers are experimenting with online to tell brand stories and engage customers to expand reach. Gamification is set to grow.

Winning Strategies:

Beyond-reality experiences

Customer obsession



CLINIQUE

