



Smarter, Safer, Scalable

Movie Launch Meets Marketing: Essie's Real-Time Nail Polish Try-On with AR

CASE STUDY

Industry: Cosmetics and Beauty

Client: Essie, part of L'Oréal Group

Year: 2025





Essie, part of L'Oréal Group, is a globally recognized nail care brand known for its high-quality formulas and bold, trend-setting colors. As a strong brand in the beauty industry, Essie continuously seeks innovative ways to enhance the in-store shopping experience.

For the launch of its Disney "Schneewittchen" collection, Essie set out to create an engaging, tech-forward point-of-sale activation. One that would attract attention, encourage product trials, and make it easier for customers to choose the perfect shade.

essie®



CHALLENGES

Essie aimed to create an engaging and intuitive in-store experience for its Disney “Schneewittchen” nail polish collection. To deliver a memorable AR totem display that enhanced product discovery without disrupting shopper flow, the following goals were defined:

1. Instant AR Interaction



The application had to maintain smooth and responsive AR filters at **30 fps on a vertical Android 13 display** (681 × 1209 mm), ensuring users could interact without lag or delay.

2. Color Accuracy



Precise color rendering was essential for the eight Disney-themed shades, requiring calibration for consistent appearance under varying in-store lighting conditions.

3. Simple User Experience



The **interface needed to be intuitive and efficient**, limited to just two screens, so shoppers could try on shades quickly without blocking others at the display.



SOLUTION

FROM IDEA TO STORE IN JUST 4 WEEKS

To meet Essie's goals, OPTI designed and delivered a custom AR application tailored to high-traffic retail environments. The project was completed in just 4 weeks and included the following key components:

1. Custom AR App for Android

- ✓ A Kotlin-based app developed, designed for real-time AR rendering and accurate hand detection. The app ran smoothly at 30 fps on a vertical display (681 × 1209 mm) with Android 13.

2. User Interface & Real-Time Try-On

- ✓ The app featured a branded intro screen with a single call to action ("**Try the Shades**") and a live video passthrough interface. Automatic nail detection applied a virtual mask, allowing users to tap on-screen bottles and instantly preview Essie's Disney "Schneewittchen" shades.

3. Color Accuracy & Deployment

- ✓ Colors were ICC-calibrated to match in-store lighting conditions for high fidelity.



RESULTS (30 DAYS LATER)

120 Hours of Development
Planned, Delivered in 4 Weeks

TESTIMONIAL

"The experience drew people in right away. They engaged, enjoyed themselves and everything was handled smoothly and on time."

— Project Manager

Want AR on your shelf?

→ Let's launch a pilot in 30 days



Nail polish is rendered in real time, adjusting to hand movement and lighting, while maintaining brand fidelity through ICC-calibrated color mapping.



The AR app enables automatic nail detection and real-time shade application from Essie's Disney "Schneewittchen" collection. Users can tap any of the 8 virtual polish bottles displayed on the screen, instantly previewing the selected color on their nails with high visual accuracy.

CONTACT US

Direct

✉ office@opti.ro
☎ + (40) 774 453 302
🌐 www.opti.ro

Find us here

Str. Dr. Ioan Nanu Muscel 4,
București, România

in 

OPTI

Focus on Business Processes & Automation!

OPTI builds software, AI agents, and HubSpot integrations on Google Cloud - with DevOps and ISO 27001 certifications.

Founded in 2005, OPTI has a team of senior analysts and programmers, is a HubSpot Solution Partner, Google Cloud Partner and certified in other technological stacks.

CERTIFICATIONS



KNOW-HOW

