

VOGUE

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THE FUTURE ISSUE

Starring Dua Lipa



When it comes to innovation, the beauty industry is a force to be reckoned with. Take this past year, for example. From direct-to-consumer brands to first-to-market technologies and artificial intelligence, it has moved so quickly that it has been almost impossible to keep up.

Beauty has combined product innovation and the digital revolution in a brilliant and unique way," says Adrienne Skas, managing director of L'Oréal's consumer products division in the UK. He calls the links between technology, social media and a new beauty product or trend (such as 2018's "social beauty"). Even the outreach and subsequent engagement that a

beauty launch can foster via selfies and online tutorials, it's no surprise that brands are quick to jump on advancements in social media. It's "social beauty" that connects brands to consumers in the digital age, then it's the personalisation of products that's physically bridging the gap offline. From skincare tailored to your DNA (London brand Marie Reynolds is leading the way here) to AI subscription services

that use algorithms to deliver your perfect make-up kit to you each month (see Mespoke, the first to launch this service), it's the individual and their specific needs that now lie at the heart of all new developments.

Expert services coming into our homes via hi-tech tools also mean that the time-poor can have custom-made beauty routines – however, even in this new beauty era, the importance of the human touch should not be underestimated. "The future of beauty lies in the fusion of technology with personal service," says Philippe Warnery, senior vice president and general manager of The Estée Lauder Companies UK & Ireland. "People want the ease and intelligence that

technology provides, but also to touch, learn and have fun with products."

One thing's for certain: thanks to the accessibility of social media and the online marketplace, beauty's next frontier is anyone's for the taking. With that all-important good idea, a dash of self-belief and a little crowdfunding, your launch could be the next big thing. It doesn't get much more exciting than that. ■

Best face forward

*What's the future of beauty?
Anything is possible, says Jessica Diner*

TURISTIC BUYS



1 Clarisonic Mia Smart 3-in-1 Sonic Facial Cleansing Brush, £189. Attachments, from left: Atcakening Eye Massager, £49; Exfoliating Brush, £36; Foundation Brush, £32. 2 L'Oréal Paris Revitalift HA Ampoules, £20 for seven. 3 Clinique iD Dramatically Different Hydrating Jelly plus Active Cartridge Concentrate, £36. 4 Aime skincare supplement subscription, £30/month. 5 Dr Dennis Gross DRx SpotLite Blemish Reducer, £58. 6 Marie Reynolds Hydr8 Misting Veil, £28. 7 YSL Rouge Pur Couture The Slim in Rose Absurde, £29. 8 MZ Skin LED Mask, £385. 9 Sarah Chapman Facial Steamer, £119