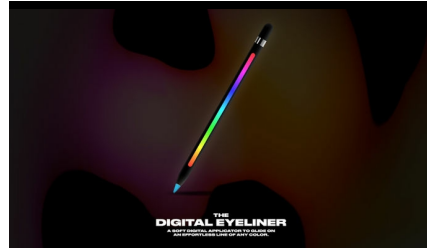


THE FIRST COSMETICS COLLECTION FOR AI, BY AI

By Holly Friend and Livvy Houghton

12 : 10 : 2018 Beauty : Cosmetics : Digital



Global – CGI model Perl.www has launched a cosmetics brand for digital beings, ‘in a world where beauty isn’t exclusive to humans anymore’.

The avatar, who has gained popularity through [Instagram](#), wants the beauty industry to acknowledge CGI entities like herself. To do this, she’s created a conceptual line of cosmetics products, including a pixel injection to intensify the skin’s DPI, a MHZ palette for restoring youth and a skin tone disc to recreate any skin or metal colour.

‘Brands need to begin to recognise that inclusivity is broader than gender, ethnicity, body type, sex and age,’ Perl told Dazed Beauty. ‘Digital beings are a reality, they are consumers with desires and currently no brand has stepped up to offer tangible solutions.’

While avatars have found a place among the **fashion industry**, this is the first time a digital influencer has sought to change the beauty sector. For more on how algorithms are shaping a new beauty ideal, read our [macrotrend](#).