**Pinterest's Latest Try-On Feature Shows AR's Evolution**

Pinterest unveiled a new augmented reality try-on feature for eye shadow, enabling users to virtually try more than 4,000 shades from various brands. The feature follows the platform's lipstick AR try-on product, and QReal's Mike Cadoux notes, "AR used to just be to drive engagement with a brand, and now it's moving more to the e-commerce side."

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[*https://www.adweek.com/brand-marketing/pinterest-augmented-reality-tool-eyeshadow/*](https://www.adweek.com/brand-marketing/pinterest-augmented-reality-tool-eyeshadow/)