

MirrorMirror



The future of fashion retail: an interactive virtual mirror



Market Opportunity

- Customer philosophy in 2007
 - Strong competition from low price, high volume retailers (e.g. Primark)
 - Stealing market share from experience-driven retailers
 - Lowest ever 'boredom threshold'
- Marketplace growth
 - UK fashion retail market growth estimated at 18.4% for 2007 [Intel]
 - Advertising spending of top ten retailers has doubled in the past four years to £114 million
- Internet sales growth hindered
 - Problem of sizing & fitting
 - Unprecedented growth in online advertising



The Solution: *MirrorMirror*

MirrorMirror
Virtual Image



Reality

Key advantages

- Additional interface with customer
 - Unique, tailored, time-efficient customer experience
 - Increase in-store sales
- Incentive to create a customer profile
 - Improved loyalty
 - Customers encouraged to provide information
- Improved market research
 - Collecting statistical data
 - Targeted advertising

>>> Opens up internet clothing retail market



Conclusions

- Efficient and unique experience for the customer
- Increases in-store sales and income from advertising
- Gathers statistics and market research
- Opens internet fashion retail market

