Retail Innovation Shout Out: Neiman Marcus Develops Smart Mirror for Shoppers

by Heather Arnold

Ever wonder how the dress you are trying on in the fitting room looks from the back? Or if it might look better in another color? Neiman Marcus has found a solution for your problems with the launch of its new innovative technology called the MemoryMirror in their San Francisco store. The MemoryMirror enables customers to put on their own personal fashion show and see themselves as if they were on the big screen. It’s actually not a mirror at all, but rather a screen projecting images that are captured by an overhead camera. The MemoryMirror saves images of each outfit you try on, and can project them so that you are able to do a side by side comparison.

The mirror also has a 360-degree view so users can see how an outfit looks on their particular body types from all angles. A customer can also see how an outfit looks on them in every color that the store offers by just the click of a button. Lastly, in case you are shopping alone, users can send outfit selections to friends to get a virtual opinion. MemoryMirror is a great example of a consumer experience innovation that will likely increase conversion by giving customers more confidence than ever when making their fashion purchases.

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