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Virtual Fitting Rooms: The Future of Retail

The virtual fitting room is a sustainable concept which is contributing in conversions with lesser returns, ultimately cutting waste and reducing brand's carbon footprint.

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Shop white magic mirror of 'The Sims' is no more a story or a simulation game now, the retail industry has brought the same for their customers as a 'new interactive mirror' and a fitting for the future. This mirror helps the customer in real-time with 3D clothing, best fit as per customer's size, and easy swapping of available color options. The artificial intelligence technology in fitting rooms is not only acting as a Virtual Fashion Mirror but also collecting customers' feedback and allowing them to share their feedback in real-time on social media too.

TRENDING ARTICLE

