

SMART SHOPPING

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NEW OMNICHANNEL SOLUTIONS COMBINE THE EFFICIENCY OF VIRTUAL TOOLS
AND THE TANGIBLE ASPECTS OF A PHYSICAL STORE



Tommy Hilfiger at Pitti Uomo

At **Polo Ralph Lauren's** flagship store in New York smart mirrors in fitting rooms offer styling advice: as a customer is trying on an item, the mirror "suggests" other pieces to match it. It can also relay a request for an alternate size to the store's staff and message a link to the chosen products to the customer's phone or email, so that s/he can purchase the items online later.

Mirrors are not the only store fixtures to become digitized. At the last **Pitti Uomo** in Florence **Tommy Hilfiger** presented a variety of new display features, including touchscreen retail walls and an in-store virtual shopping device that shows the availability of sizes and colors for some of the brand's most popular basics. This technology allows custom-

ers to shop additional options when space is limited on the sales floor.

At department stores such as **Saks Fifth Avenue Downtown** in New York, opened in September 2016, product displays are inspired by websites that encourage shoppers to browse. The German retailer **Breuninger** has made its Düsseldorf branch a platform for testing out new digital services, including a virtual 360° tour, a digital shoe mirror and innovative 3D-hologram display tools that offer a seamless omnichannel shopping experience.

But are these solutions truly necessary or just the latest gimmick? Peter Jeun Ho Tsang, the co-founder of London's technology-packed pop-