



up retail concept **The Dandy Lab**, warns against using omnichannel tools just for the sake of having them: to him, they should only come into play if they solve a particular problem. The interactive screens that were used in his store only secured a meager 2% customer adoption rate. He reckons this was a behavioral issue: people “just don’t want to wave their product at the screen in front of everyone”. Interaction with technology needs to be frictionless and private, not public; and should not require the consumer to perform any actions s/he would not

perform otherwise. From that point of view, digital mirrors in fitting rooms are indeed a perfect solution.

As the cost of in-store technologies is coming down and becoming more accessible to retailers, now might be the time to consider introducing them: they enhance in-store experiences and, paradoxically, restore the romantic idea of an olde worlde bricks-and-mortar store where every customer’s individual needs are catered for in a discreet way.