



# Magic Mirror Case Studies

## For Retail Stores

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# Centre Piece of the VIP Fitting Rooms

Providing premium concierge service to the VIP shoppers, with "Wear and Compare" mirror as the decision making tool.



CEO of Harrods Nominated Magic Mirror for Walpole British Luxury Awards

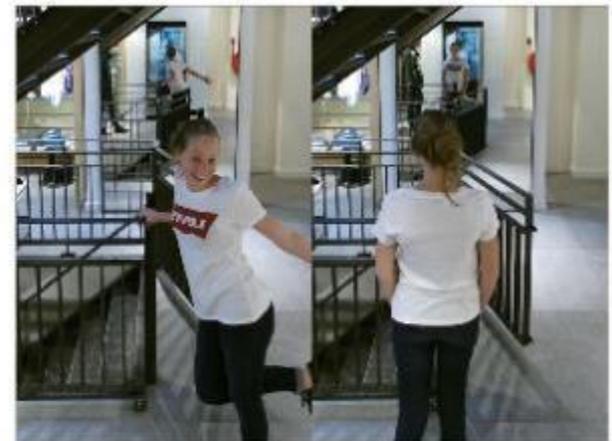
# Wear and Compare in Levi's World

Pick up your favourite jeans from the shelf, wear it and compare the jeans cutting at different angles. Share your jeans look with your friends via Facebook and email.



**LIVE IN Levi's**

Magic Mirror @Levi's Paris Flagship Stores



**LIVE IN Levi's**

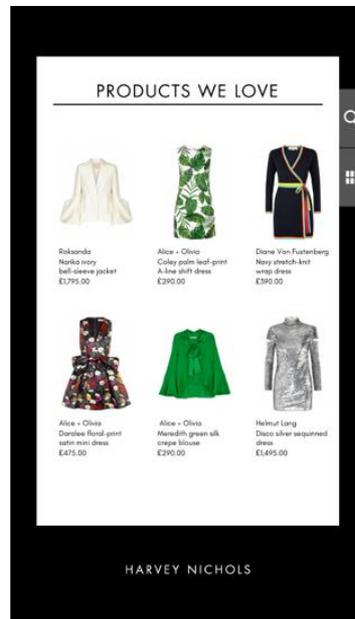
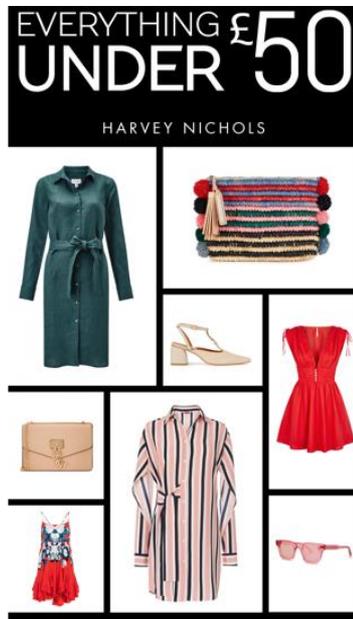
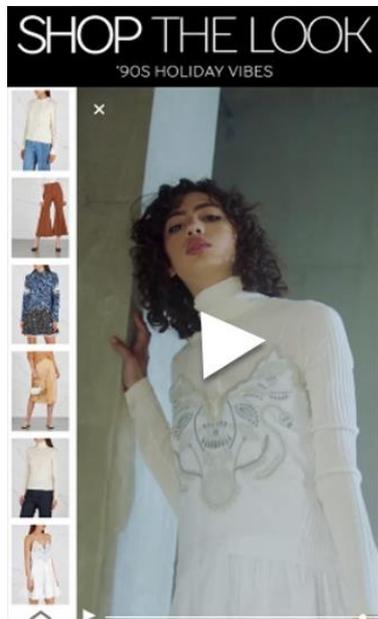
Magic Mirror @Levi's Amsterdam Store

# Harvey Nichols

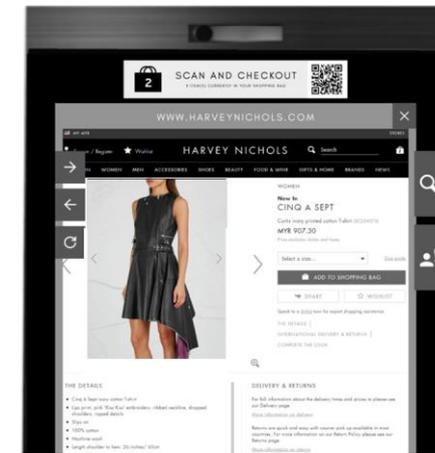
## Connecting Online & Offline World

Offering an endless aisle of selections for shoppers to browse in store, Magic Mirror syncs the E-commerce merchandises to the immersive shopping experience at Harvey Nichols London flagship store.

Magic Mirror In-store Advertisements



Browse & Purchase - www.harveynichols.com



Usage rate: Number of clicks



# Shop The Look at Camel Active

Quickly browse through the top best looks worn by a model, instantly try them on. With the help of a sales staff, pick your favourite garments and matching accessories to try it at the fitting room.



Passerby

Interested

Engaged

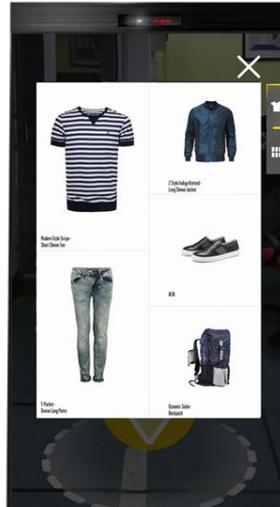
Prospect



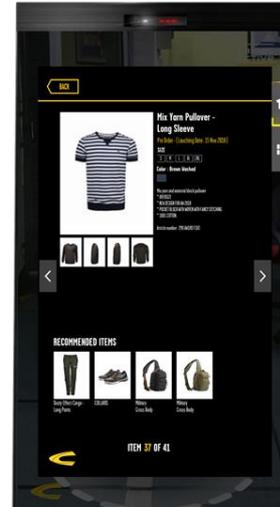
Catwalk Video



AR Experiences



AI Recommendation



Story-telling



## Case Study #5:



# NaRaYa Leaps Into NEW RETAIL

With the goal of maximizing in-store engagement rate, NaRaYa brought in a variety of features to be explored in store, including virtually try-on handbags.



"As we continue to develop the NEW RETAIL consumer experience bridging offline shopping with online & digital consumer behavior, we must maximize in-store engagement to continue our leadership position as one of Thailand's most successful home-grown brands. The partnership with Magic Mirror™ allows our consumers to utilize some of the best retail technology right here in Thailand for the first time!"

-- George Hartel, Chief Operating Officer

## 2019 Grand Opening at IconSiam, Thailand



### Fun Photobooth

**7,200**  
PHOTOS  
TAKEN

**2,212**  
INSTAGRAM  
SHARING

### Virtual Bag Try-on

**4,610**  
MOST POPULAR ITEM

### 360° Delay Mirror

**535**  
CALL FOR STAFF

Magic Mirror



# Clients We Have Worked With

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RIVER ISLAND



極度乾燥 (しなざい)  
Superdry.



HARVEY  
NICHOLS



Harrods



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