

livid

Make clothes sensible



Table of content

Introduction	3
About Baltika	5
About Future Of Retail	6
Research	6
What is Fashion?	6
Impact Of Technology On Fashion	8
The Impact Of Technology On Clothing Retail Behavior	8
Apps Entering The Fashion Industry	9
The Future of Fashion Is In Tech	9
People	10
Shopping Behaviour	10
Self-awareness	10
Independency	14
Relational Aspect	16
Sustainability	17
Problem Statement	18
Behind The Problem	18
Focus	18
Raw Concepts	20
1.Clothes with Stories: Re-Using and DIY Customizing	20
2. Fitting Room: A Pleasant, Intimate Experience	22
3. Platform For Creating Personal Wardrobe and Style	24
Development of The Concept #3:	26
Final concept	30
Proposals	34
Appendix	36

Introduction

This project is a concept proposal in the topic of future of retail in clothing industry. It was done by international group of students apart of Design & Engineering course in Tallinn Technical University in fall 2015.

The partnering company of the project was Baltika Group which introduced their work and provided knowledge in the topic during the 4 month period.

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About Baltika

The Baltika Group, with the parent company AS Baltika, is an international fashion retailer. Baltika Group develops and operates fashion brands: Monton, Mosaic, Baltman, Bastion, Ivo Nikkolo. Additionally Baltika operates under franchise agreement British fashion brand Blue Inc London stores in the Baltics. Baltika uses a vertically integrated business model that combines collection design, manufacturing, supply chain management, logistics, wholesale and retailing.

Many items are designed and manufactured right here in Estonia, in factories owned and operated by the Baltika Group. To compliment this, buyers and designers also work with a network of carefully selected partners in Europe and around the world in order to bring a complete collection of fabulous garments to our customers.

Most of supplying partners must comply with the Ethical and Responsible Sourcing Principles set out by the Baltika Group, which in turn are based upon the Ethical Trading Initiative Base Code (ETI) founded upon the conventions of the International Labour Organization (ILO) and additional safety standards required specifically by the Baltika Group. Compliance with the Baltika Group standards is a contractual requirement for all suppliers, the Standards are reviewed and updated regularly and Baltika Group has initiated a rolling program of factory inspections to ensure compliance with these standards.

Mission

Baltika creates quality fashion that allows people to express themselves and feel great.

Strategic Strengths

Learning organisation with high targets
Flexible, vertically integrated business model
Centralised management with strong retail organisations in markets
Brand portfolio covering a broad customer

About Future Of Retail

Over time, retailers will continue to integrate physical and digital resources and incorporate new platforms and devices as they build an enhanced shopping experience in response to their customers' desire for retail solutions that deliver anything, anytime, anywhere, anyhow.

Tomorrow's customer will also demand increasingly customized fulfillment of preferences, from convenience and access to exploration and relaxation.

Successful retailing has always been- and will continue to be- based on providing the greatest number of consumers options possible and creating the most value on the customers' terms. And, in the future, that will require physical stores supplement by digital capabilities, and retailers with the skill to get the most from each channel.

Retailing has come long way since the prehistoric moment when one human tentatively bartered with another. What may have begun as a simple one-on-one exchange of bright feathers for a polished stone has evolved into what would have seemed like science fiction only 50 years ago.

For all the change we have seen, the basics of retailing remain the same. There is always a buyer, a seller, a product or service, and some location where value is exchanged. And, based on the research, it would seem that shoppers prefer- and will continue to prefer- a robust variety of shopping options, anchored by a physical store.

(brick and mortar is the foundation of omnichannel retailing)

2. Research

What is Fashion?

Fashion is a means of self-expression that allows people to try on many roles in life. Fashion is a billion-dollar industry employing millions of people around the world. Ever since the economy became more global, consumers have to a large extent been affected by this fast evolving industry. Fashion reflects our society and our culture, likewise it reflects how people define themselves. People tend to equate fashion with clothing and accessories even though fashion processes affect all types of cultural phenomena. Fashion can be found in almost any human activity. The term involves change and can be defined as series of short-term trends. (Solomon & Rabolt, 2009)

The term fashion also includes the personal shopping behaviour that displays individual's' values and tastes to others. Fashion can be related to all characteristics of someone's appearance that provide value on different levels. Fashion can now more than ever become an important and meaningful activity in a clothing interested person's life. (Pentecost & Andrews, 2009)



The Impact Of technology On Fashion

Successful retailers today work closely with their vendors to predict consumer demand, shorten lead times, reduce inventory holding and ultimately save cost. Access to timely and even real-time information to a wide variety of channel and trading partners, sales personnel, line managers, store managers etc. is the key to achieving this. Over the years as the consumer demand increased and the retailers geared up to meet this increase, technology evolved rapidly to support this growth. It is technology that will help the retailers to score in such fierce competition. Technology has proven to be a competitive weapon in retail, which is a dramatic shift from a decade ago. (Impact of Information technology on Retail operations, Mar 11, 2012)

The Impact Of Technology On Clothing Retail Behavior

Great customer service and provide a services that brings them back for more. Technology is constantly changing, and fashion companies are trying to adapt or stay up to date. There is a definite connection with using technology as a forecaster for trends. Why? To meet the consumer's needs.

Why retailers should be open to new technologies? In the current retail industry, technology and forecasting are joined together forever. In other words, the development of a technology made, tracking, monitoring and forecasting trends of fashion possible.

The company that has the larger data base will more likely be able to understand the current fashion trend more and therefore able to gain more profit. Real-time data will not be sufficient to predict long-term fashion trends. Because the fashion industry which creates new fashion may start to rely too heavily on these data and just react to customer's tastes rather than acting and taking control of trends.

Apps Entering The Fashion Industry

Mobile App innovations will have a huge impact on retail over the next few years. From launching basic websites that have been rendered to fit most smartphones to developing more sophisticated native apps, designed to leverage each functionality of the specific operating systems – the trend continues. A recent survey conducted by the Luxury Institute confirmed the importance of apps in the luxury world by showing that 80% of wealthy smartphone users had downloaded an app and two-thirds have shopped on their smartphone. (Fashion Tech: how retailers are accelerating the app phenomenon).

Shoppers are using their mobile devices to support the whole customer-shopping journey, from discovery of new products and brands through to purchase. Shoppers can research and explore new product features, compare prices, read reviews, find store locations, take pictures of products, scan barcodes, download digital coupons, actually buy something and then, in the long term, expect the customer support needed to establish a long-term relationship. In addition, as shoppers become addicted to any kind of fashion sales, they are becoming increasingly responsive to any promotions pushed through their phone. In short, Fashion Tech is helping the consumer become much savvier and more demanding than ever before. (Fashion Tech: how retailers are accelerating the app phenomenon).

The Future Of Fashion Is In Tech

One thing is clear: Mobile Retail is here to stay. As technologies improve, it will continue to have a greater impact on the traditional shopping journey. Changes are already starting to show – Take Fancy, for example is a social media site that essentially crowd sources interest in a product and allows merchants to sell them in real-time. It puts demand at the heart of the business model, not supply. It is now up to retailers to stay on top of changing customer behaviour and evolving technologies to increase sales both online and in their brick-and-mortar stores. But they should also be reassured that new technologies present enormous opportunities to foster deeper and more loyal relationships with new and existing customers.

People

In our research we decided to focus on finding insight from talking to people. We conducted 15 qualitative interviews, out of which two were done with extreme users. We also interviewed 3 sales-people and made one customer observation.

We categorised the key findings into four sections to describe the affect that shopping for clothing has on people. They are self-awareness, independency, relational aspect and sustainability.

Shopping Behaviour

The consumer behaviour area is a very broad subject and we have therefore chosen to focus on certain variables that are commonly used in the research dedicated to mapping and understanding the acts of people. There are many other variables that a retailer has to take into account when setting up the perfect environment for the target consumer. Some of these are mentioned above as; store location, store environment and shop image. We will not examine these areas, we do however touch the subjects in our investigation and hence there are comments that regard them in the result and analyses chapters.

Self-awareness:

Fashion expresses our social identity. It provides opportunities to place ourselves socially, communicate to outer world, our belonging or exclusion.

Why people are considering self-awareness in the shopping:

The shopping trip is pre-planned but completely open-ended. In fact, it may not even result in a purchase. People like to use shopping as a means to relax or get entertained or just learn and discover and even fantasize.

- To know their personality
- To know their body
- To develop their own clothing style
- To know what and how to mix clothes
- To feel better
- To increase self-esteem
- To be liked (social belonging)

The concept of 'retail therapy', where people, especially women shop to bust stress or relax is a part of modern lifestyle. Very often we find young shoppers browsing through merchandise just to keep up with the times. People who can't ever afford a BMW walk into a dealership for a test drive to fulfill their fantasies. (" why people shop", Anand Narasimha)

It's a fact that the more time people spend at a store the more likely they are to buy. Also, even if they don't buy today they may come back later. Lots of teenagers first check out the new dress they want to purchase with their friends and return later with their parents to buy it. (" why people shop", Anand Narasimha)

Also, a global study by P&G shows that the store is now the second largest source of information on new products, after television.

Shopping As Learning Process

Learning refers to the process by which consumers change their behavior after they gain information or experience. It's the reason you don't buy a bad product twice. Learning doesn't just affect what you buy; it affects how you shop. People with limited experience about a product or brand generally seek out more information than people who have used a product before.

How people are increasing their self-awareness?

1- Physical

People go to different shops to see, feel, try on , touch, and smell the clothes that they are going to buy.

Also, people go to different shops not just for buying clothes, they also want to know their style by trying on different type of clothes.

Pros:

- Loyalty
- Trust
- Openness
- Physical experience
- Relational interaction

Physical sales model for clothing is simple: customers try first and then they buy, but in Online, the process is fundamentally the complete opposite: customers must buy first, and only when the garment lands on their doorstep can they try it on.(The online fashion 'boomerang effect')

Cons:

- Less control of the environment
- Vulnerability

2- Online shopping

A deeper understanding of the customer, their online habits and their purchasing habits has become essential. No retailer can ignore the fact their customers live in an integrated online/offline world and they need to make sure they have an appropriate presence on the channels where their customers are. One third of the consumers who purchase online, use the store before or after the transaction. 55% of people prefer to use both stores and online throughout the entire journey. One third of the consumers use more than one channel for shopping.

Pros:

- More control of the environment
- Privacy
- Opinion of other people
- Lots of info
- Can see cloth on people

Cons:

- Inaccurate information
- Cannot experience products: The reasons for consumers returning items of clothing bought online vary. "The feel of the fabric is the main reason for returning items for 25% of people, while it's the style of a garment for 15% of shoppers, he reported. "However, by far the most popular reason for returning items is that the size did not fit, amounting to 43% of returns. (The online fashion 'boomerang effect')
- Less trust
- Not accurate impression
- inaccurate size: 41% of the customers buy multiple sizes of the same garment when shopping online simply to check the fit, and then send the 'wrong sizes' back – with women more likely to do this than men. (The online fashion 'boomerang effect').
- High return rate: The cost of these returns is significant. Retailers bear the fixed fees of the reverse logistics – of warehousing, restocking, and shipping fees (if free returns are offered). "More importantly. The retailer also has to absorb the diminished value of returned items: the seasonality of fashion means that a garment originally sold at full price will almost inevitably have to be sold at a discount if it is returned mid-season or later. Taking all these things into account, for a retailer, reducing returns by 1% increases the net profits almost by 1%. (The online fashion 'boomerang effect')

Existing problems:

- People do not get the right information at online
- People do not find what they are looking for
- People do not get the right advice
- People do not know what they want (you don't know what you don't know)

Opportunities:

- Clothes encourage: versatility, inventiveness, personalization, individual participation
- Garments that start a debate, invoke a deep sense of meaning or lets user to finish them

Interview quotes:

People do not get the right information at online	I think that fashion depends on each of us. Fashion means feeling comfortable and pretty (21, woman)	When I wear high heel shoes , I feel at least 50% more confident and feminine	Fashion seems to me a good way of expressing personality (22, woman)
I would like a place where I could try on all the clothes I want, and have someone who gives me advice about what suits me.	Men at shopping: time- find what you look for (Baltman)	Clothes are not addressed and the qualities are bad	I don't find what I'm looking for (21, woman) (45, woman)
This is my shopping process: idea-develop idea- online research, if I find it I buy it if not-going to the physical store. (21 woman)	I would like universal sizing and self-service cash desks. (21, woman)	I want to buy bikini over the year (21, woman)	I would like to buy online and be able to choose the item, size, color, and appear as a hologram or virtual reality to see how it looks on me. (22, woman)
	Fashion is wearing clothes that best fits you.(anonymous)	I wish there was technology, that you put sensors on, it would tell you what is your style. (21, woman)	

Independency

The new intelligent fashion consumer is not afraid to buy things from different layers of the fashion pyramid. She might have a bag from Chanel, a top from H&M and a skirt from a new young designer. When she brings these items together they send a message to others that she is an intelligent consumer in charge of her own image. (Tungate, 2008).

Why people want to be independent in shopping?

- Freedom in making own decisions in shopping
- Freedom in mixing brands
- Don't want to follow trends
- Don't want to be dictated by fashion
- They want to make conscious choice
- Freedom to choose and wear the things that they like

While shopping with others, they may not like a certain brand, or hate a particular shop so that puts it out of limits for you as well. When alone you can do as you want. The change in style and the experiment can be done easily and happily with you being the judge of you. (Article by sneha pujani, October 2, 2013)

How people become independent?

- Believing in own personality
- More options and bigger variety
- Big department stores
- Second-hand shops
- Good advice giver not persuader

Existing problems:

- Fashion stores won't give you the opportunity to buy clothes that fit you
- People don't trust fashion
- People don't want to be persuaded, but they are looking for helpful advice

Opportunities:

- Future of fashion: choice, transparency, and self-reliance

Interview quotes:

Aesthetic models do not reflect reality.
(22, woman)

Too much publicity telling us who we are depending on the clothes we wear.
(21, woman)

I think fashion is a very controlled world, adhered to a very established ways of doing things and difficult to change, such as the current canoy of beauty.
(22 woman)

What looks good doesn't mean it fits you
(21, woman)



Relational Aspect

Why people consider relational aspect in shopping?

- 1- Shopping process:
 - Sharing knowledge and information
 - Good and honest advice
 - Advice giver knows you
 - Confirmation judgment
- 2- Wearing clothes
 - Companion shopping
 - Belonging

How the relational aspect is built in shopping?

- Social networks
- Sending photos
- Apps
- Shopping with friends and family
- Sales assistant
- Second hand
- Community- living
- Support socially- responsible company
- Fair-trade
- Relationship customer
- Producer-designer

Problems in the relational aspect:

- People do not trust the sales assistants' advice
- Being too much dependent in others advice
- The pictures in the changing room might give right impression

Opportunities in the relational aspect:

- Social networks in the changing room
- Consumer most important indicator of other people's behavior
- Reinforcement of social differentiation
- Social innovation: new behaviors, new forms of organizations, new ways of living.
- Product-oriented linear production => service -oriented network production

Interview quotes:

I don't have a dream shopping experience. I like to have a different experience and feeling while shopping.
(21, woman)

I like to shop with my mom, because she makes me try on clothes, otherwise I won't!
(woman)

Don't know the style anymore!, don't know where do I belong!
(21 woman)

We judge people just because of the clothes they are wearing
(21 woman)

Sustainability

Why ?

- Limited resources
- Cleaner environment
- Future oriented
- Long-lasting product use

How ?

- Teaching people
- Role-model
- Localization
- All level engaging solutions

Problems in sustainability:

- It is hard to buy/be green if the ways in which life is organized force you into un-green behavior

Opportunities in sustainability:

- A new vision reconnect us with our clothes, their design concepts, materials and manufacturing.

Problem Statement

People are lacking of knowledge, confidence and freedom in finding a garment according to their needs and in creating personal clothing style.

The Y and Z generation are finding new ways of creating own clothing style, in which the relationship between a customer and a producer is less personal.

Behind The Problem

People's free choice has been misused by the industry in promoting mass-consumption. Causing identity crises, confusion and mistrust in people with the use of mass marketing and overload of information.

Because the industry has marketed things to people by manipulating with their desires
Because the industry is profit-driven, not consumer's need- driven

Focus

We would like to increase people's confidence through a learning process by providing an assisting tool in developing personal clothing style

A learning experience enabling the users to discover, create and share their clothing style

Education in Our Context

Giving more information and creating knowledge about clothing for the customers before, during and after buying process with the aim to assist them in making conscious decision in buying clothes and developing own clothing style.

Discover the variety of styles and garments
Create outfits by mixing garments in wardrobe
Share your results and get feedback
Learn by creating your personal clothing style

32% of U.S. consumers, 20% of U.K. consumers and 8% of French consumers follow brands on social media. Also, The moment of browsing around various web sites can be seen as a hunt for joy or finding a good deal

Today's consumer society is characterized by multi-channel consumer behaviour and individuals are exposed to a variety of signals and impulses on daily basis, whether they are in physical or virtual worlds (Sundström 2007).

Raw Concepts

1. Clothes With Stories: Re-Using and DIY Customizing



Where is education taking place?

Value propositions

Transparency: showing the customer the history of the clothes the company becomes more transparent and gives the customer reliability.

Education: Show where and how the garment is made and provide an opportunity to choose garment accordingly.

Transforming the passive consumer to an active contributor: by leading, guiding and providing the appropriate tools, let him/hem expressing their personality and developing their own personal style.

Educational: teaching the customer how to personalize the garment, make edits, and take care of the garment.

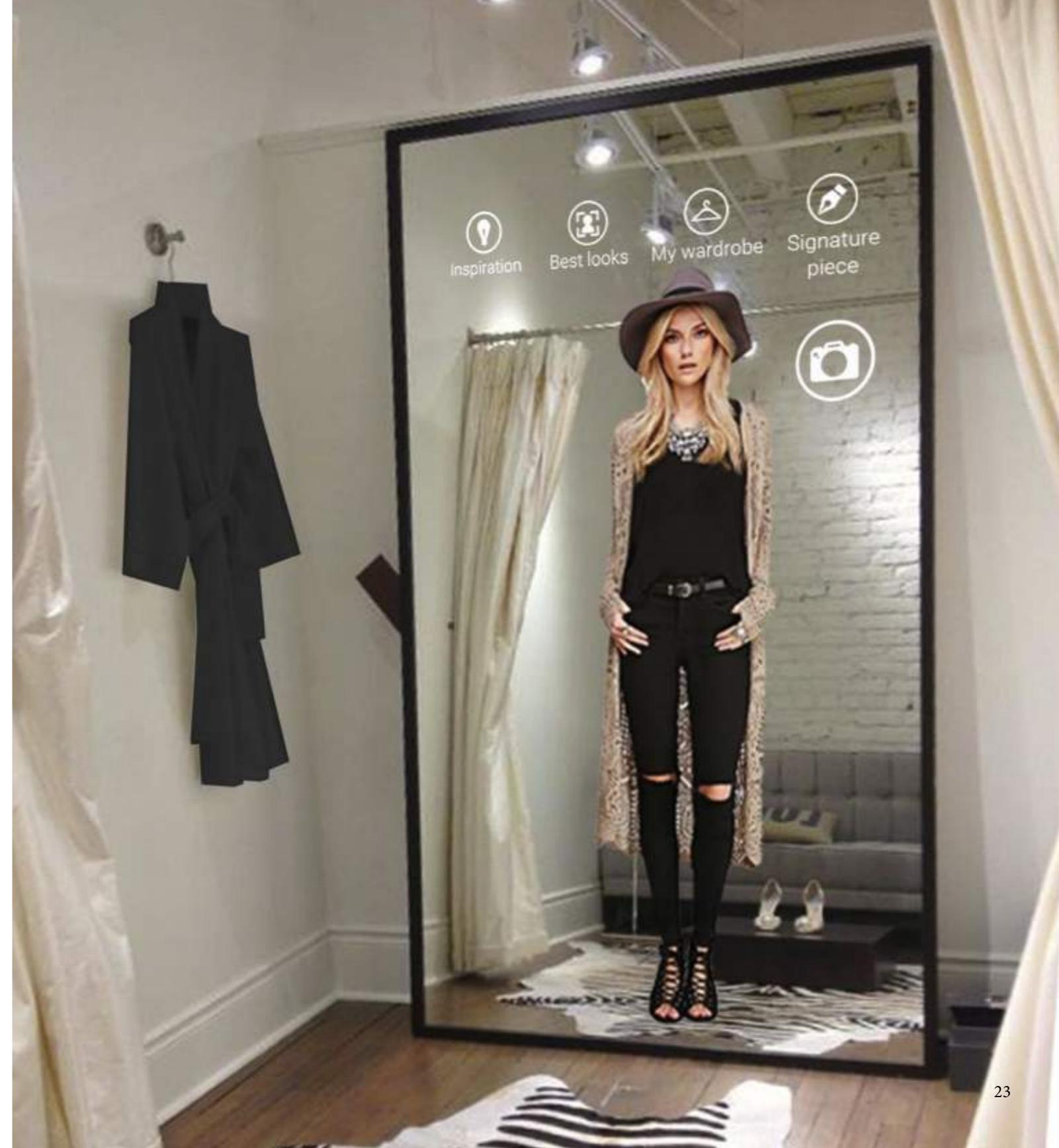


Enriching the user and product relationship: knowing and creating a story (storybook) behind the clothes will make the user want to hold on to the clothing for longer, which will entice him/her to consume less. Besides, the same happens by giving the customer the opportunity of customizing the clothes. These will include emotional values, such as memories, and notions of effort and achievement.

Education: Teaching the different use of one garment, and ability to enhance garments lifetime.

2. Fitting Room A Pleasant, Intimate Experience

- The fitting room is the place where almost the 100% of the sale is decided.
- Becoming the fitting room a comfortable place where all the tools for making the decision are provided.
- Digital mirror with a store's application where all your data will be logged:
 - You will have the opportunity of accessing to your digital wardrobe where all your clothes will be logged. (By this we remind the customer what he/she has, attempting to slow the consumption of clothing)
 - Besides, all the store's accessible clothes will be in the app too, so you will be able to see how it looks like with the clothes you already have.
 - You will also be able to see which sizes and colors are available, so can ask for them without going out of the fitting room.
 - Although going shopping alone, you will have the opportunity of contacting with a relative or a friend to ask for advice of confirmation by a camera that will be placed in the fitting room. Also the opportunity of making photos, so you can see the back, or upload it to social networks.
 - Taking into account your recent purchases, the store will provide you with new clothes you might like or some advice about how to combine the clothes depending on your style.



3. Platform For Creating Personal Wardrobe And Style

A platform, which works as a personal assistant in developing users' personal clothing style by taking the user through the journey of re-creating his personal wardrobe according to his needs and wishes.

The control is in the user's hands and it enables him to create his style in an easy, intuitive way.

Inspiration

- You are able to gather inspiration in the web and save ideas in the app.
 - Connect with Pinterest.
 - Alternative suggestions in gathering ideas for your personal style: Theme related movies, pictures, perfumes - When entering preferences what are you looking for or wanting to achieve.
- Impact: In an ever-increasing availability in choice, it enables you to be connected with your own preferences, ideas and current wardrobe. Results: more aware, more satisfied, more confident

Organize wardrobe

You are able to organize your wardrobe according to:
different use - work, leisure time, friends, workout, important events, at home
moods - inspirational, sophisticated, regular, celebration, lazy day, workout
weather

Re-create your wardrobe

According to your wishes, needs and preferences, he teaches you how to re-create your wardrobe or just bring a more refreshing update from time to time.

He teaches what are the important few things to have in your wardrobe that should be in a good quality.

Impact: Not to overbuy, keep your wardrobe stylish, less is more

Teaches about classical styles, elements and new modern trends.

Impact: Educates about timeless trends and current trends

Wardrobe in your pocket

Your wardrobe will be available and accessible in all platforms - web, tablet, smartphone, making it accessible everywhere, all the time.

Plan your clothing outside from home

E.g. You can prepare your next day concert clothing even when you are out in town.

If you need a new element to your costume, you are able to see the offers from different stores.

Your favourite brands come first.

Experience in the store.

- When entering the store you are able to see your personal wardrobe and the store's clothes in the same app and mix and match to find the best solution taking into account what you have.

Scan the barcode of clothes

Interactive fitting rooms

Impact: Seeing what you own helps against over-consumption, enables to find the best fit, mix and match in a fun/easy way.

Facebook, Email. Enables to ask for friend's opinion.

Development of the concept #3:

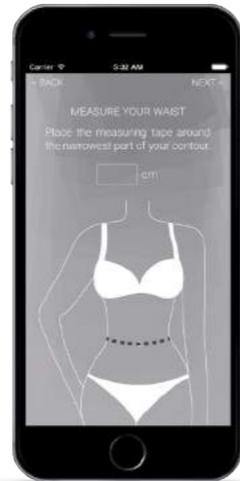
Introduction

We chose to proceed with the concept #3, a solution for personal styling and digital wardrobe. The concept changed over time to find the best solution for different stakeholders and making it easy to use.

The first version of the app included an personal styling process which consisted of a six step journey and a thorough digital wardrobe function. The journey of creating a personal style and managing personal wardrobe influence each other and are often a simultaneous processes. More info about the process is shown in appendix.

Registration:

The user is asked the basic personal information and is instructed to take body measurements. The measurements are used for a personalized avatar and to enable best fitting solutions for more knowledgeable decisions.



Home screen:

The home screen of the app features the steps of personal styling and access to personal wardrobe.

Personal styling consists of 6 steps as following:

- Gathering and labelling inspiration,
- Saving The Best Looks throughout the time,
- Identifying most common pieces
- Identifying odd pieces in wardrobe,
- Identifying a signature piece of your style and
- Identifying personal strengths in appearance and personality.

The personal styling journey is not a linear process but rather an ongoing circular process, which takes the user back to various steps. The need for creating a personal style varies - it can be done for once every few years for a change in an overall style or creating a short term seasonal looks.

The six step style developing process is a self-reflective and educational process through which the user discovers the aims of the style, creates it and identifies what he can use from his current wardrobe.

Inspiration board:

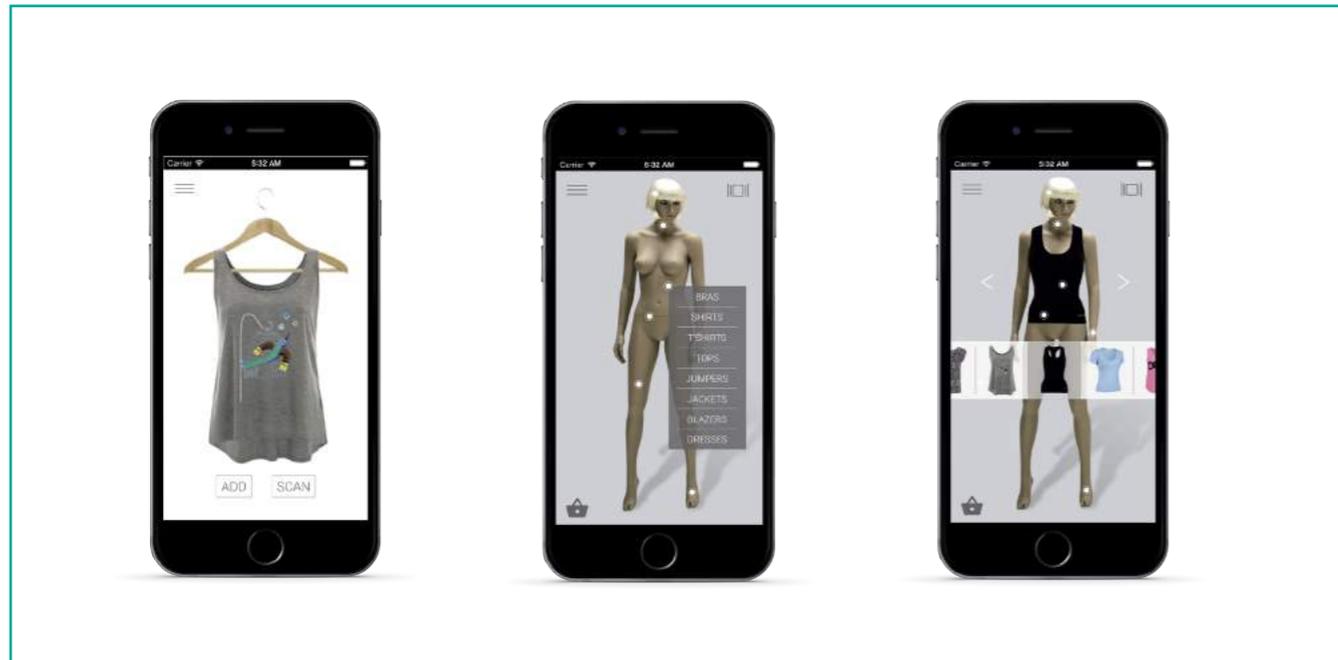
The personal styling process starts by identifying your goals by creating an inspirational board from your findings in the internet. It is followed by "labelling" in which the user identifies what does he like about it.



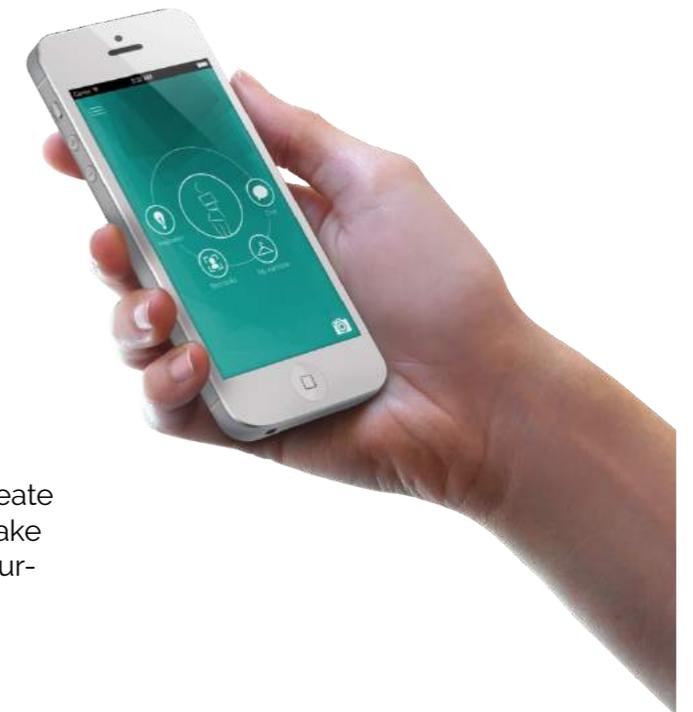
Digital wardrobe:

The app enables to add items from personal wardrobe by taking picture of it and scanning the item to your album. As mentioned above, the avatar is personalized to personal measurements. The items can be added to the avatar in an intuitive way by clicking on a body section the garment goes to. This opens up a list of item categories, which enables to easily find the garment the user is looking for and makes mixing items for new outfits a fun and playful process.

Shopping can be done straight from the digital wardrobe giving the user an access to all the brands that have partnered with the app. The brand's clothes in online store can be added easily on the avatar for comparing the brand's apparel with the clothes in your wardrobe, enabling an easy shopping and better purchase decisions.



Vivid



Vivid is an app that enables to discover, create and share a personal clothing style and make best use of personal wardrobe for better purchases.

Final Concept

- Personal styling
- Digital Wardrobe
- New shopping experience

Personal styling takes place in:

Inspiration - Discover the styles you like

Best looks - Save your best outfits and findings

Wardrobe - Access your wardrobe to create outfits, compare the garments during shopping and identifying your wardrobe needs

Chat - Get feedback for better decisions and share your accomplishments with your friends



Inspiration - Discover the styles you like by surfing the internet or exploring the physical stores to learning about different garments and save your findings in the inspirational board

The findings are "labelled" by the user in which the user analyzes and identifies what he likes about it.

Best outfits

Outfits present the full look of the style being created.

Benefits in personal wardrobe

- Identify your current best outfits
- Identify your current best garments
- Reference point of your new style

Benefit in the stores

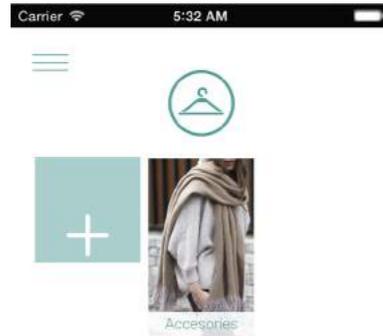
- Enable learning with limitless option of styles and materials
- Feel the fitting of the new outfit and style
- Enable saving the experience with the new style



Wardrobe

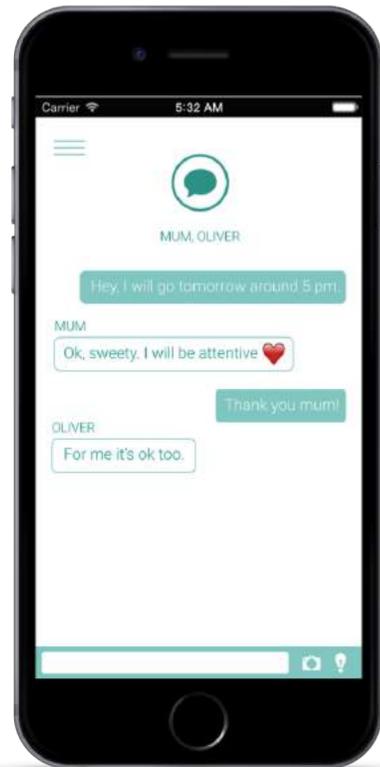
Accessing wardrobe enables to create outfits, identify wardrobe needs and compare the garments during shopping.

Items are added by taking picture and scanning them to your album. Items are categorised by type, mood, occasion or by customization.



Chat

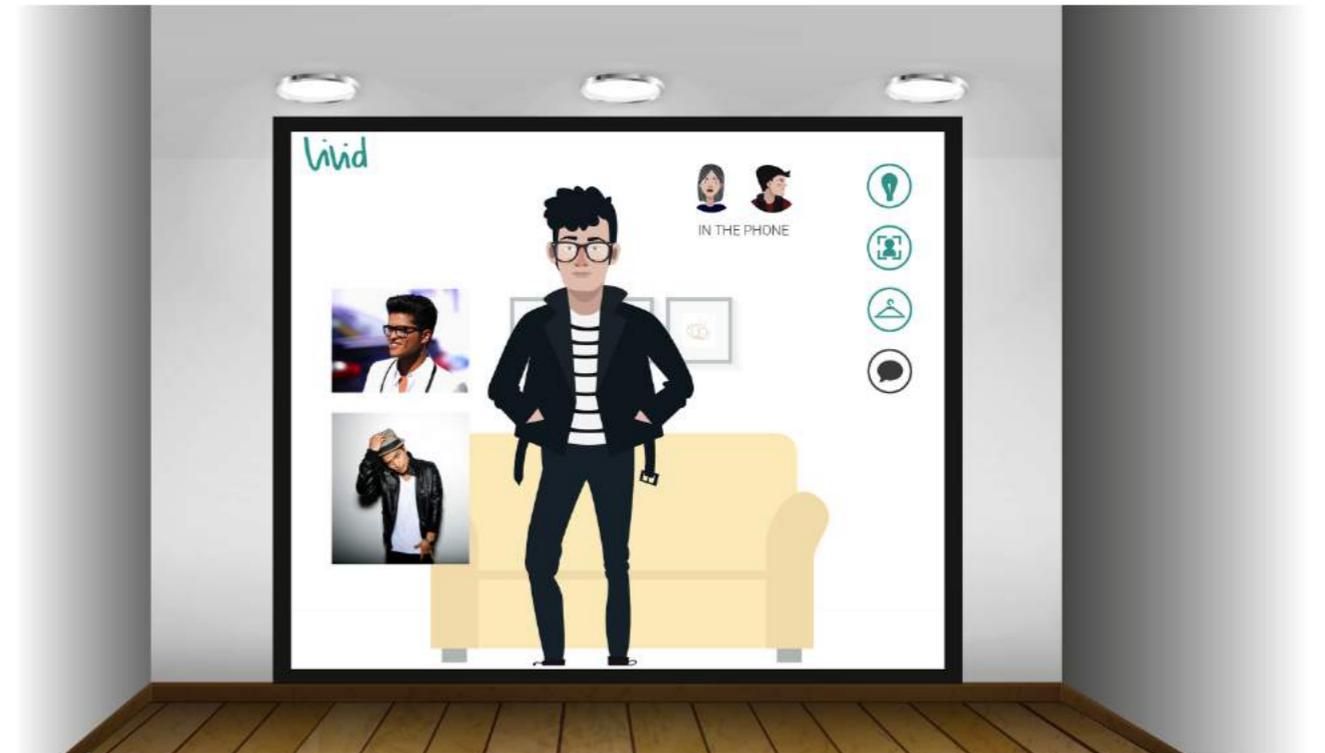
The chat feature enables to add people from trusted circle for feedback and sharing in the style creating process. It enables to use text conversation, share pictures or make a video conversation via phone or in the fitting room.



New shopping experience

The new shopping experience proposal in the concept mainly focuses in the development of fitting rooms as an important touchpoint in providing a new physical and digital experience. The fitting rooms include digital mirrors which provide more information about the garments and materials, availability of garments and access to customers personal data. It gives more control to the customer to make faster better and more conscious purchase decisions.

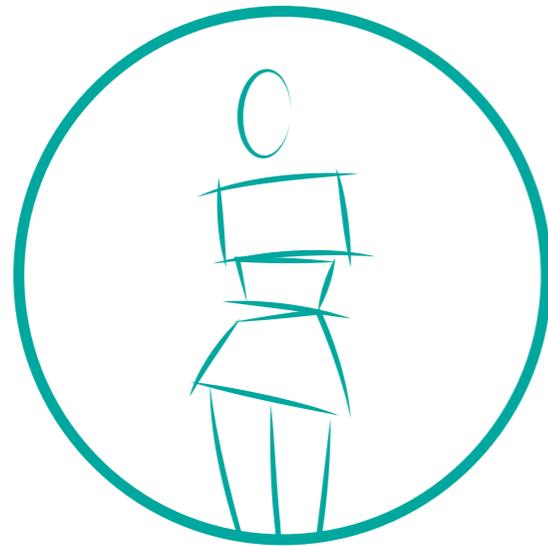
The company will be able to get personalized info in will benefit in customer loyalty and is able to contribute in educating the customer and being transparent, enhancing the customer loyalty. This new role of fitting rooms will grow to become a far more important in the decision making than it has at the current time.



Proposals

Hereby we would like to propose a business option to develop.

VIVID will also start to distribute digital mirrors to fashion brand retailers and thereby offer valuable information on customers shopping habits and their style preferences. The companies are able to better learn their sales, learn about their customers and make personalized offers to according to their style preferences and the items they are looking for.



vivid

THROUGH THE PLATFORM

3. DEVELOP MY STYLE

1

INSPIRATION

The user can see and relate him/herself with the style that he/she wants to achieve. Start setting goals.

2

LABEL IT

It will help the user to understand and explain what he/she wants.

3

SAVE YOUR BEST LOOKS

It will help the user to save the moments when he/she have understood their personality in clothing.

4

SIGNATURE PIECE

It will help the user to find a part of his/her identity

THROUGH THE PLATFORM

3. DEVELOP MY STYLE

5

IDENTIFY REPEATED ITEMS

It will help the user to discover the items that make him/her feel happy and comfortable.

6

IDENTIFY ODD ITEMS

It can be an insight that will help when the user wants to develop a new style.

7

PLAY TO YOUR STRENGTHS

It will help the user to discover and use the unique strengths of him/her.

