



← LuisaViaRoma

THE FUTURE IS NOW!

Klaus Vogel/Leonie von Lieres

The new generation of top shops around the world has discovered a soft spot for new electronic media. And these industry leaders are pulling out all of the stops: using high-tech touch screens, virtually enhanced window displays, computerized fitting rooms, and flat screen walls that communicate directly with clients. The newly designed **LuisaViaRoma** store in Florence, Italy, uses a series of flat screens, all connected to a central computer, which acts as a direct link between the visitor and the shop. The messages and images the store wants to communicate arrive in real time. Constantly changing colors and images give the store a look that's always new and at the same time deliver valuable information to clients. A similar concept can be found at the Italian brand **Freesoul**, which has introduced a new shop design where flat screens provide information about a product that is placed beneath it, including looks, sizes, prices and other details. The customer receives inspiration and entertainment at the same time. These new features also help to reduce the workload for salespeople. Interactive touch screen interfaces change shop windows through interactive devices. They make it possible 24/7 to browse collections and special articles from outside the store, receive information and even make direct purchases. **adidas** and **Harrods London**, for example, use 'VirtualShop' technology from the Dutch company **Cityscape Media**. With a unique technique that uses life-sized digital media to change shop windows, they show new collections using music, spoken text and even holographic avatars. A fun shopping experience, advertising and desirable interaction with multiple clients are all made easy. The new interactive window launched in July by **Diesel** in Berlin lets customers join in on the fun. It uses motion tracking, an animation technique, in which real footage is read by a camera and put into motion in another scene. This way, shoppers can move objects and products around in these interactive windows for a hands-on experience. The retail concept from **Mint Fashion**, introduced at this year's World Retail Congress in Barcelona, is just as exciting. Its fusion of technology and fashion through the utilization of innovative ecologically conscious technology was developed at FIT New York to reflect the future possibilities of retail, as the Mint project team explains to us: "The future of store design will encompass a high level of connectivity and technology as well as incredible customer service in order to create a personalized atmosphere where customers can individualize their experience and shop however they so choose. Stores of the future will allow customers to personalize their experiences by choosing the music, lighting, and even scent of their fitting room. These highly customizable experiences will be a great advantage to the future of retailing. With the ability of the customer to individualize and personalize the atmosphere and clothes, a retailer will never again have a dissatisfied shopper." At Mint clients are greeted by holograph projections of models; in the shop with a fingerprint scanner, desired products can be added to a shopping cart, and the items will be ready and waiting for pickup at the cash register. With the store's own 3D body scanner, shoppers can be measured to create a virtual model of themselves, and the appropriate makeup for each outfit can be tested at the digital makeup counter. This is only a small selection of the services it offers. You can find more virtual inspiration here: → www.sign-graphic.com/clients/mint. Welcome to the future!