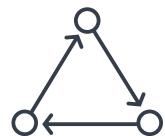


Digital Fitting Room

Browse the collection, request products and be inspired from within the fitting room

Results & Effects



Streamline operations between fitting room, shop floor and stock room

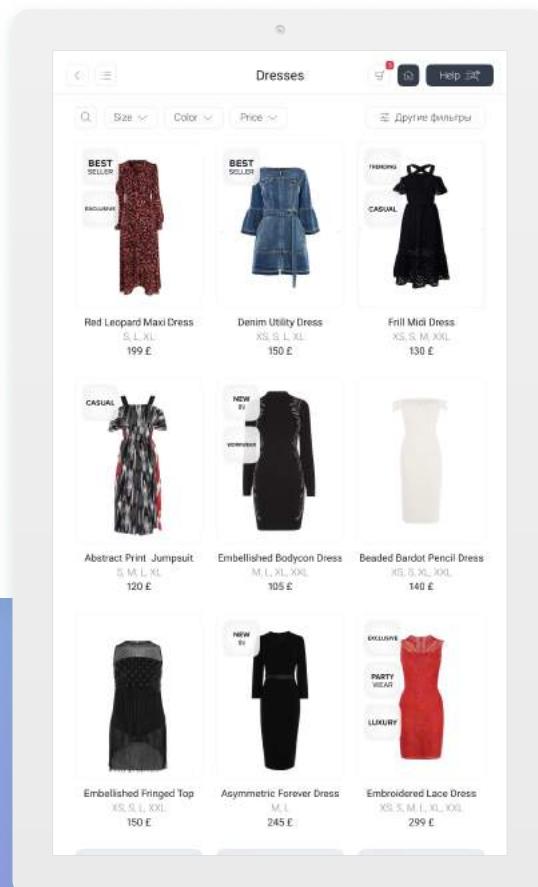


Enhance customer experience by giving them the option to self-serve



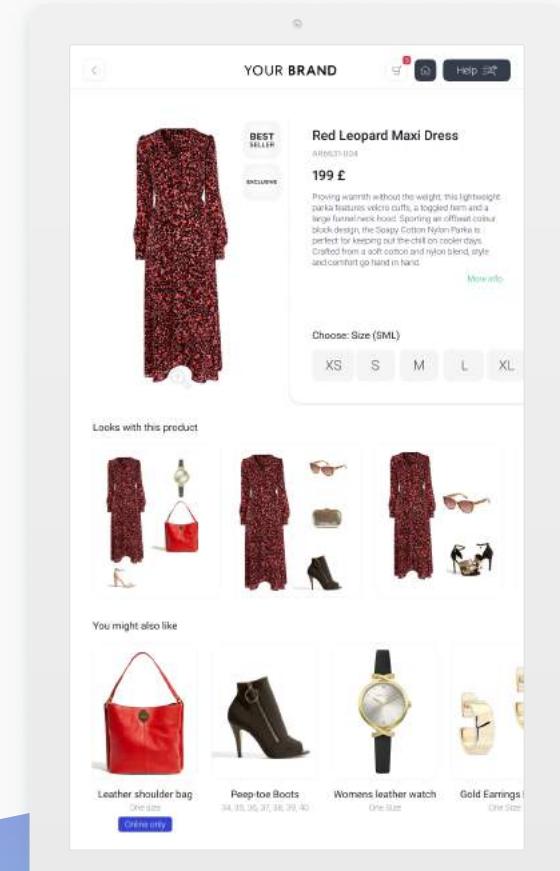
Cross-sell additional items to increase basket size (UPT) and conversion

Functionalities



Scan. Browse or Search

In addition to scanning the barcodes and displaying rich product information, customers are also able to browse the full catalogue or search for specific items without having to return to the shop floor.



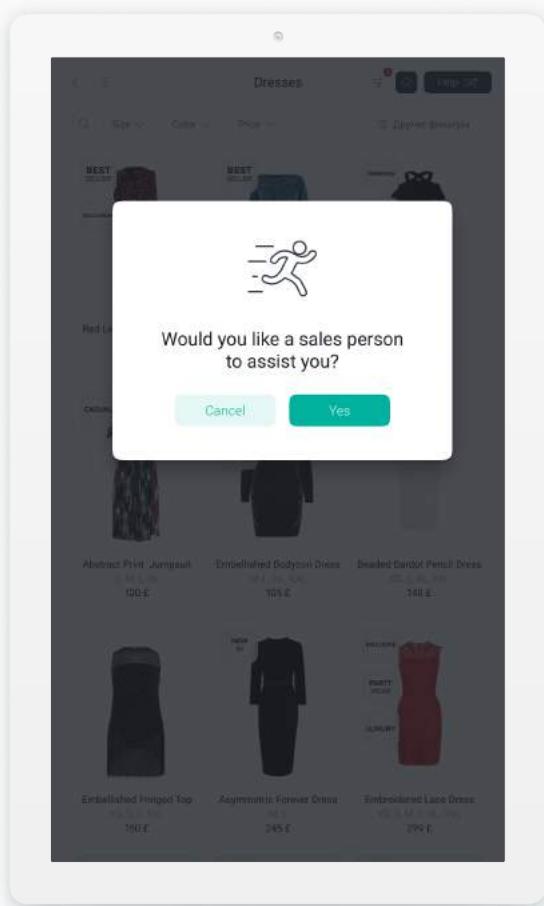
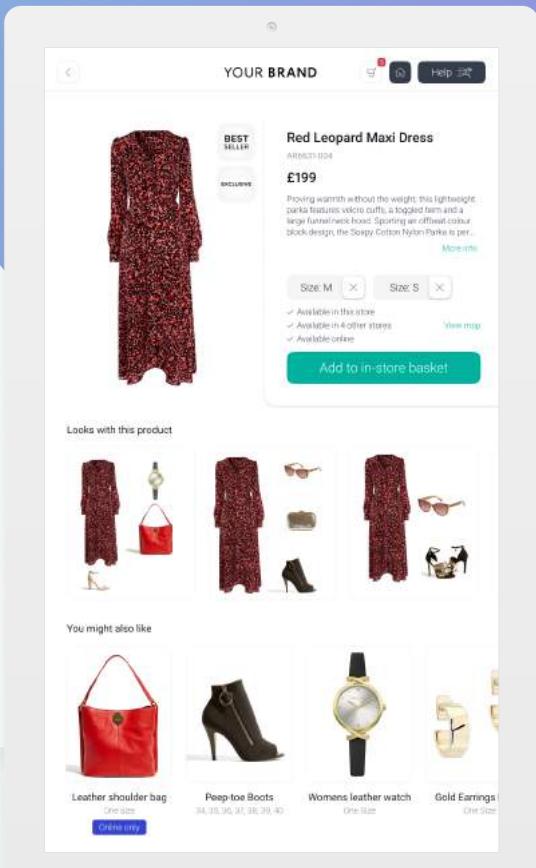
Display Complete Looks

Once a customer has scanned or chosen an item, automatically display additional items to inspire them to purchase entire looks instead of individual products.

Further increase the likelihood of purchase by offering a special bundle price to buy the complete look.

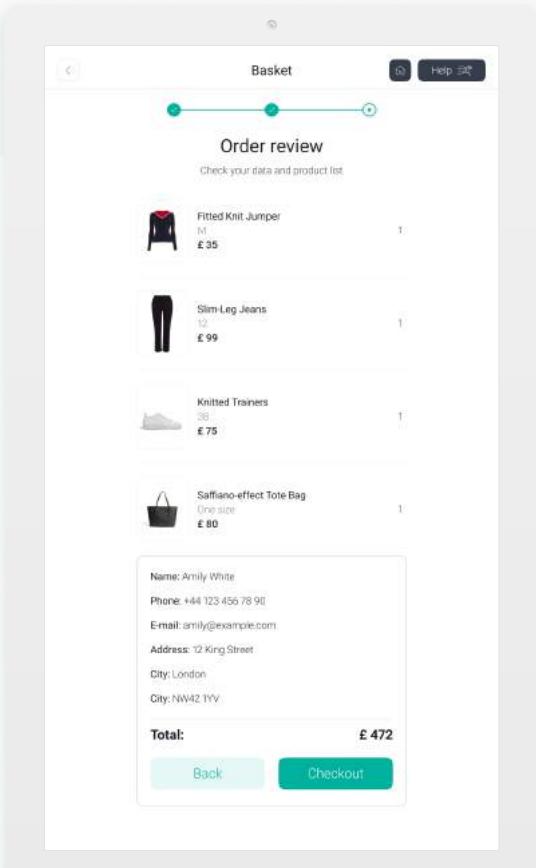
Request Products to the Fitting Room

Eliminate the need for customers to go back and forth from the fitting room to the shop floor by allowing them to request additional sizes (or brand-new products they have discovered in the App) be brought to them in the fitting room to try on and track the products that are being tried on in the fitting room.



Call for Assistance

Although the full path-to-purchase can be supported by Digital Fitting Room, Sales Associates are just a tap away should the customer wish to ask for product or styling advice, want to clear unwanted clothes from the space or are ready to checkout from within the fitting room using Mercaux's mPOS solution.



Buy In-Store, Ship to Door

If you have small store formats with little space for inventory, why not offer to buy in-store and ship to door.

Display a limited assortment in-store for customers to try clothes on and display full online availability in the App so customers are able to browse, build a basket and purchase online items to be shipped to their homes.

If you'd like to learn more about our Digital Fitting Room Solution, schedule a demo:

[Demo Request](#)