

IN-STORE

Brioni adds digital touchpoint to ease custom tailoring

June 24, 2014



Video still from Brioni's "Su Misura"

By SARAH JONES

Italian fashion house Brioni has created a digital component to its made-to-measure tailoring to help consumers visualize a completed custom look.

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Luxury Daily

Brioni's "Mirror" uses 3D technology to show virtual representations of what garments will look like in different fabric and fit options. Allowing consumers to visualize on a screen how their particular choices will look may make the in-store consultation process less overwhelming.

"[Brioni's mirror] presents an individualized customer experience, which is key when you're differentiating from an increasingly large crowd," said Paula Rosenblum, managing partner at [RSR Research](#), Miami.

"I think it will definitely appeal to millennials as they gain more and more discretionary income," she said.

Ms. Rosenblum is not affiliated with Brioni but agreed to comment as an industry expert.

[Brioni](#), a Kering brand, did not respond by press deadline.

Custom reflection

Brioni's Mirror launched at its Milan and Rome stores, and will be expanded to the label's direct-operated stores by 2015.



Brioni flagship in Milan, the label's largest yet

The digital mirror is projected onto the physical mirrors in both boutiques. During the roll out, more pieces will be added, allowing a consumer to see the entire range of choices, including look, fabric, color and accessory.

Brioni's sales associates and tailors assist the consumer as he goes through all of the options available. The brand has determined that there are around 8 million styling options, with 1,500 fabrics to choose from.

Once the selection is made, the consumer can follow his garment's process at any Brioni boutique internationally through the Mirror.



Brioni Mirror

New aspects of the technology will be unveiled over time. For now, the system allows for a virtual look to be created, but in 2015-2016, consumers will be able to create an entire wardrobe with the digital touchpoint.

Finally, expected to be launched in 2017, Brioni will be able to let consumers look at themselves in the entire range and combinations of Brioni attire.

To introduce its mirror, Brioni used social media. The brand published a video to YouTube showing the steps in the process, from picking out fabric to adding accessories.

At the end of the video, a virtual mannequin wears the completed head-to-toe outfit.

Embedded Video: [//www.youtube.com/embed/KBYxr-iL7io](http://www.youtube.com/embed/KBYxr-iL7io)

Brioni Mirror

Virtual dressing room

Other fashion retailers have found ways to allow consumers to combine products virtually to help them envision a whole look.

Saks Fifth Avenue is empowering consumers with the ability to digitally put together outfits on specific body types by joining up with a fashion-centric iPad application.

The app created by Stylewhile aggregates product images from participating retailers such as Diane Von Furstenberg and allows consumers to see how outfits look on an avatar with a similar body type. Since consumers will have an idea about how items mesh or clash before making a purchase, the app will likely reduce the amount of returns ([see story](#)).

Likewise, other apps bring the in-store consultation online.

London department store Harrods is using its iPad magazine application to mimic an in-store makeup trial to strengthen mobile commerce beauty sales.

Found in the December/January 2014 issue of Harrods' magazine app, the interactive "Makeup Studio" features four high-end beauty lines carried by the retailer. Interactive digital content that allows consumers to "try on" a product or see how an item works mirrors the in-store experience and empowers consumers with a better understanding of products ([see story](#)).

Brioni's new touchpoint will likely help ensure that consumers can find what they want and are happy with the finished product.

"[The digital mirror] should increase average transaction value, as customers can build their own look and be satisfied with results," Ms. Rosenblum said.

"It should also decrease the number of returns," she said. "This becomes much more important as more purchases are made through digital channels.

"Made-to-measure merchandise is very hard to liquidate. So this is the most pragmatic and practical use for the application."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

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