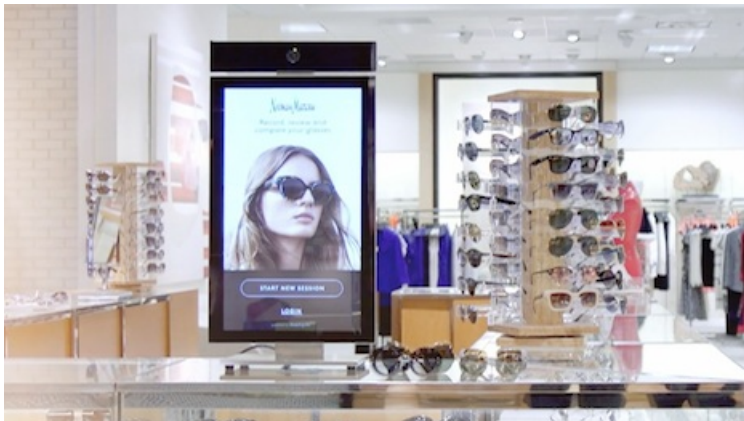


RETAIL

## Neiman Marcus extends digital solution to in-store eyewear trials

August 31, 2016



*Neiman Marcus' Sunglass Memory Mirror*

By JEN KING

Department store chain Neiman Marcus is easing eyewear purchases by enhancing its digital touchpoints through the placement of at-counter Memory Mirrors.

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To implement its latest in-store technology, Neiman Marcus has partnered with MemoMi, the developer of Memory Mirror, a digital solution that has strengthened in-store trials. As consumer demand for omnichannel experiences has grown, retailers have been adapting the in-store model to tie together physical retail with digital touchpoints that bolster quality and service.

"The Sunglass mirror expands on what we learned from the full size mirror concept," Scott Emmons, head of [Neiman Marcus Innovation Lab](#). "We knew that the full size Memory Mirror apparel try on use case was just the tip of the iceberg for this technology.

"Retailers are doing a lot of experimentation on bringing interactive digital into the bricks-and-mortar experience," he said. "Some of these ideas are fun and some are useful, but very few are both. This is both.

"By providing an in-store digital experience that customers are excited about engaging with, we open a channel that provides seamless integration with all the great things we are doing on the online side of things."

Sunny with a chance of purchase

Neiman Marcus introduced MemoMi's Memory Mirrors outside its dressing rooms in select department stores in 2015.

The Memory Mirror takes a 360-degree video of a client modeling a particular outfit, allowing them to see clothing on themselves from all angles as well as save and share the visual. By design, the interactive digital touchpoint will alter the in-store experience for Neiman Marcus' consumers and further empower sales associates to provide customer service ([see story](#)).



*Memory Mirror at Neiman Marcus*

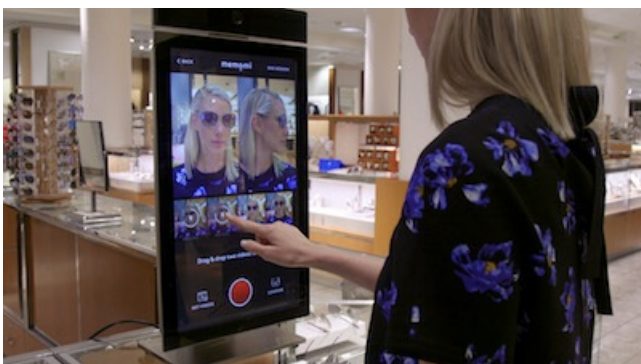
"The new Sunglass Memory Mirror builds on the success we have had with the full size Memory Mirrors that are used for apparel try ons," Mr. Emmons said. "The customer gets three immediate benefits from using the mirror.

"She can see how she truly looks from all angles, she can easily compare different Sunglass try-ons side by side on the mirror and she can instantly share her try ons with her friends and family, meaning she can share her shopping experience with people who cannot be there with her," hr said. "It is both fun and easy to use and delivers a unique way to shop for sunglasses."

Eyeing the potential for categories outside apparel, Neiman Marcus has selected five of its department stores to launch the Sunglass Memory Mirror. The first locations to debut the technology are Palto Alto, CA, San Francisco, Houston, NorthPark in Dallas and Newport Beach, CA's Fashion Island.

Neiman Marcus' Sunglass Memory Mirror will feature eyewear licensed by Luxottica, the manufacturer and distributor of brands such as Bulgari, Chanel, Michael Kors and Versace among others.

"We saw an opportunity to better engage consumers within Neiman Marcus' high-touch sunglass retail environment," said Fabrizio Uguzzoni, president of Luxottica Wholesale North America, in a statement.



*Neiman Marcus' Sunglass Memory Mirror*

"The Sunglass Memory Mirror integrates technology seamlessly into the shopping experience, giving the shopper the tools to find their perfect sunglass fit and share their experience with friends across social channels," he said.

"It's one of many ways we're looking to improve the way consumers shop for, and interact with, eyewear."

When in use, the Sunglass Memory Mirror will show the consumer her picks in "perfect clarity and color," allowing for informed and trusted purchases. The technology also shows selected sunglasses in a side-by-side view using

ultra-high definition video.

The TryOn video lets the consumer compare different eyewear options and can be shared via email or social media. Also, the consumer can share with sales associates to spur future recommendations.

*Sunglass Memory Mirror from MemoMi Labs Inc on Vimeo*

"[Retailers such as Neiman Marcus] only know what gets sold, but retailers do not get to see what is tried on at the store," said Dave Rodgerson, a retail business development executive at [Microsoft Canada](#), Toronto. "This will allow Neiman Marcus to keep track of what has been tried on.

"Maybe a style is often tried on, but not often purchased," he said. "[The Memory Mirror] helps with the retailer's buying process and measures something that was once unmeasurable.

"How can you measure something that doesn't happen? In this case a sale. This builds a metric."

Try this on for size

With approximately 50 million emerging consumers accessible through entry-level products such as sunglasses ([see story](#)), brands and retailers alike have developed intuitive ways for consumers to interact with the category either in-stores or on-the-go.

For example, U.S. fashion label Michael Kors allowed consumers to try on its Kendall II sunglasses via a one-day-only Snapchat filter lens.

Using Snapchat as a virtual mirror, consumers were able to try on three colors of the Kendall II, a circular-shaped, mirrored sunglass style. Each color brings a different experience, allowing the user to capture the look that best suits her personality and style.

Michael Kors created the Snapchat filter to coincide with celebrations for National Sunglasses Day June 27 ([see story](#)).

On the in-store level, offering consumers a new take on retailing spikes consumer interest.

"Customers have been delighted with the full size Memory Mirrors," Neiman Marcus Innovation Lab's Mr. Emmons said. "The most common comment I get is, 'This is great, why has nobody done this before now?'

"The Sunglass Mirror is brand new, but our early observations are that customers are also very excited about this new application," he said. "We will carefully monitor how the Sunglass mirrors are used over the next several weeks.

"We can quickly react and tweak or change the experience as we observe how customers use the mirrors."