



Magic Mirror for Wedding Boutiques



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Dress shopping can be overwhelming for a bride-to-be

Challenges in Wedding Boutiques



Too Many Choices

Sweetheart neckline, embellishments, A-line silhouettes – with hundreds of wedding dress designs available in the bridal shop today, picking up what to try can be daunting and overwhelming for a bride-to-be.

Tiring and Time Consuming Gown Fitting Process

Imagine a wedding gown can weigh from 7 to 15kg and the layers of fabrics which make it cumbersome to wear, it can easily take up to 20 minutes to change one gown and brides-to-be gets tired especially when time drags on for longer time.

Virtually 'try-on' different styles in minutes

A Revolutionized Gown Hunting Experience

Magic Mirror is popular among the wedding boutiques, especially those premium boutiques with the vision of revolutionizing how brides-to-be search, find and buy their 'dream gown' to alleviate some of the physical and mental stress faced during the gown hunting process.



Harrods

Installed in Harrods VIP rooms to provide personal shopping experience.



ITAB

Installed at GlasMagasinet, one of Norway's oldest departmental store in Oslo.

Halved the efforts and time in gown hunting

Wedding Boutique App – Functions



30 Different Styles to Choose From

A range of styles – the dress silhouettes, neckline designs, fabric's textures, etc. are ready for the brides-to-be.



Visualizing the Virtual Gown Fitting

Gives them a solid idea on what styles will potentially look the best on them, without the trouble of changing in and out of different gowns.



Share or Print

With the options to print or share the photo on social media, they can ask for the second opinions before finalizing their 'dream gown'.

Got your measurement right in 5 seconds

Wedding Boutique App – Technologies



Body Measurement

Using Kinect to detect the features point of the body such as shoulders, chest, waist and legs, Magic Mirror is able to take the body measurements in a matter of seconds.



2D Virtual Fitting

Magic Mirror detects the shoulder points of users and maps the 2D dresses onto their body to visualize how these gowns fitted on them from the front view.



3D Virtual Fitting

3D virtual fitting allows users to see how the 3D dresses fitted on them from 360-degree, even the folds of the fabrics as they twist and turn.

Just like another mirror in your boutique

Blend into Wedding Boutique's Interior

Magic Mirror can be flush mounted into a wall or a cubicle that make it looks like a normal mirror in the wedding boutique, to better fit with the store's interior.



Find out more on our packages

Wedding Boutique Package

Hardware

- Kinect Body Sensor
- DSLR Camera
- Studio Flash
- Photo Printer
- Response Visual Unit
- Full HD Display
- Touchscreen
- Mirror Cabinet

Notable Features

- Kinect body tracking
- Studio quality photography
- Social media, email and QR code sharing
- Digital signage player
- Print photos
- Gesture control
- Branding and graphics customization capability
- Data input via touchscreen
- Online photo gallery
- Print copies selection
- User data harvesting
- Mirror usage tracker

Apps



Wedding Boutique 2D



Wedding Boutique 3D

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