Mira Mirror – Fact Sheet

Mira Mirror is an honest AI style coach from Switzerland – as a consumer app for everyone and as the "Style Screen", an in-store AI styling solution for owner-run fashion and menswear boutiques.

COMPANY

Name	MYSYMP AG, Nottwil (Lucerne), Switzerland
Product	Mira Mirror – AI styling app (B2C) and Style Screen boutique solution (B2B)
Founder	Isidoro Celentano
Claim	Honestly analysed · No filter
Languages	German, English, French, Italian, Spanish

CONSUMER APP (B2C)

Features	Photo-based colour analysis, honest outfit feedback, digital wardrobe with outfit of the day, virtual try-on, sale check
Price	Mira Free: free forever · Mira Plus: CHF 6.90/month or CHF 59/year
Availability	Apple App Store and Google Play (free download); free 60-second colour analysis in the browser

STYLE SCREEN FOR BOUTIQUES (B2B)

What it is	A free-standing in-store display that lets customers virtually try on the boutique's own stock
How it works	The boutique scans its assortment by barcode; customers see the pieces photorealistically on themselves; window displays get a QR code so passers-by can try the mannequin's look before walking in
Key features	Virtual try-on of the store's own assortment, Window Display Mode (up to 30 looks), attract loop, QR handover to checkout, shareable "Mira moments" with boutique branding
Hardware	Standard 55-inch screen (portrait) plus tablet – no special hardware
Price	CHF 149/month, everything included (annual payment -15%); additional branches from CHF 99
Status	In first conversations with boutique owners in the DACH region (Germany, Austria, Switzerland)

PRESS MATERIAL

Press page	mira-mirror.ai/press (press kit ZIP: logo, key visual, imagery, releases in DE/EN)
Business page	mira-mirror.ai/business – includes a 36-second intro video (DE/EN)
Contact	info@mira-mirror.ai