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"How does this look on me?" Mira answers honestly in seconds – the AI magic mirror brings virtual try-on and style advice to every boutique

Saturday afternoon in the boutique: the fitting rooms are full, the stylist is deep in conversation – and by the rack, a customer hesitates in front of a blazer that might just suit her. Mira Mirror ends the hesitation: scan the item, take a photo – and the customer sees herself photorealistically in the new piece on the smart mirror, before she even enters the fitting room. Complete with Mira's lovingly honest comment: "The cut elongates you – but try the camel instead of grey, it makes your face glow."

NEW AT LAUNCH: WINDOW LOOKS – THE SHOP WINDOW ON EVERY CUSTOMER

With the launch, Mira Mirror introduces its new "Window Looks" feature: the boutique photographs its mannequin or campaign poster just once – the AI recognises every piece and links it to the boutique's own assortment, including prices and availability. From then on, a single tap on "See this look on me" is all a customer needs: after around ten seconds she wears the complete window look photorealistically on herself – no fitting room required, with every piece on her wishlist. Up to 30 looks per boutique, swappable at any time and included in the subscription at no extra charge. The mannequin shows the look – Mira shows it on the customer.

WHAT MAKES MIRA UNIQUE

- **Virtual try-on without a fitting room:** Scan the item, take a photo – a photorealistic AI preview in seconds, on request as a complete look with up to six pieces ("Shop the Look").
- **Honest instead of salesy:** Mira rates fit, colours and overall impression lovingly honestly – and only recommends what truly suits the customer. That builds the trust that sells.
- **Advice based on colour type and figure:** The AI determines skin undertone, contrast and silhouette and recommends matching pieces straight from the boutique's own assortment – with reasoning.
- **Conversion at the till:** Wishlist via heart icon, QR code at the till – staff see items and total. The "Mira moment" sends the try-on image to the customer's phone, boutique-branded and directly shareable on Instagram.
- **Self-service without staff effort:** Kiosk mode without an account, a warm voice greeting, window-display mode when idle – in five languages and four currencies.

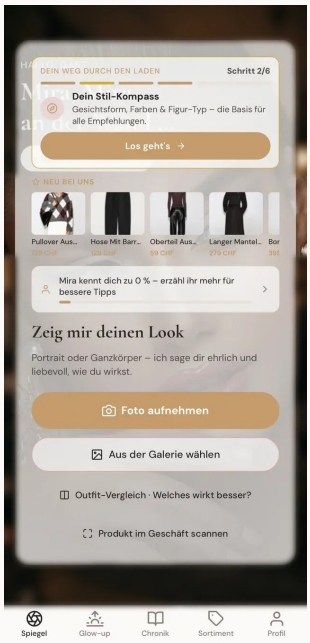
READY TO GO IN 30 SECONDS PER ITEM

The boutique manages its assortment itself: photograph an item and the AI recognises name, category, material and colours – barcode labels come as a print-ready PDF. The dashboard shows sessions, most popular occasions and the top 10 items by scans, try-ons and wishlists. The hardware stays deliberately simple: a standard 55-inch screen in portrait mode plus a tablet. Mira does not replace a stylist – she complements her: the house's style expertise reaches every customer, even at peak times.

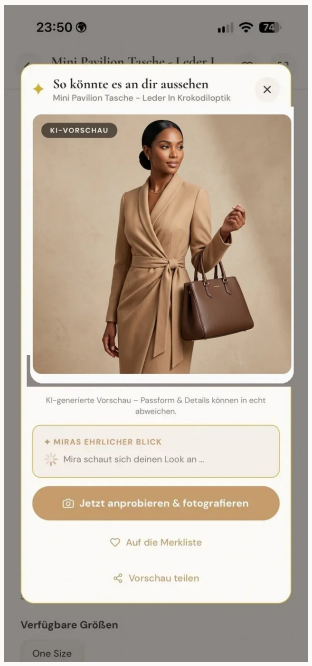
> "Honest advice sells better than any compliment. Mira tells the customer lovingly honestly what truly suits her – the boutique gains trust, time and revenue."
> Isidoro Celentano, founder Mira Mirror / MYSYMP AG

The Mira app is free on the Apple App Store and Google Play. The boutique solution costs CHF 149 per month – one price, everything included, 15 percent less on annual billing. Additional stores from CHF 99 per month, inventory extensions from CHF 29; display and hardware are not included in the licence – Mira Mirror is happy to advise.

The magic mirror in action



Kiosk mode: "Hi – I'm Mira" greets every customer.



Virtual try-on: AI preview in seconds.

AT A GLANCE

- **For boutiques:** Kiosk/smart-mirror solution with virtual try-on, assortment recommendations, QR wishlist and dashboard – assortment captured by AI in approx. 30 seconds per item.
- **New: Window Looks:** Photograph the mannequin once – every customer sees the complete look on herself with a tap; up to 30 looks, included in the plan.
- **For customers:** Honest style analysis, colour-type and figure advice, outfit comparison and Mira chat – as an app at home, as a magic mirror in store.
- **Price and hardware:** One price, everything included: CHF 149 per month (-15% on annual billing); additional stores CHF 99 (CHF 79 from the 5th), item extensions from CHF 29; 55-inch LCD in portrait mode plus tablet, wall-mounted or free-standing.
- **Available:** App live on the Apple App Store and Google Play; boutique solution available now.
- **Languages and currencies:** German, English, French, Italian, Spanish · CHF, EUR, USD, GBP.
- **Links:** mira-mirror.ai · mira-mirror.ai/boutiquen · mira-mirror.ai/presse (press kit).

ABOUT MIRA MIRROR

Mira Mirror is the style platform of Swiss company MYSYMP AG. At its heart is Mira, an AI style coach with heart and attitude: she analyses outfits lovingly honestly – "Honestly analysed · No filter" – and answers the question "What truly suits me?" in seconds. At home, Mira helps as an app with the daily outfit; in the boutique she becomes a magic mirror – advice that reaches every customer, with virtual try-on, recommendations from the house's own assortment and an experience people talk about.

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Interviews, test access and demo appointments are available at short notice.