Nottwil (LU), Switzerland, November 2026 · For immediate release. No embargo.

Mirror, mirror in your pocket: Mira Mirror is now available on the App Store and Google Play

The honest AI style coach for your pocket has arrived: Mira Mirror is now available as a free download on the Apple App Store and Google Play. Mira answers the question "What really suits me?" in seconds – with photo-based colour analysis, lovingly honest outfit feedback and styling from your own wardrobe. What sets Mira apart from other styling apps: she will also say "That doesn't suit you" – and explain why.

DOWNLOAD LINKS

Apple App Store: https://apps.apple.com/app/id6802234267
Google Play: https://play.google.com/store/apps/details?id=com.emergent.beautyinsight.s29va4
Try without the app: the free 60-second colour analysis runs directly in the browser at mira-mirror.ai/farbtyp-test

WHAT MIRA CAN DO

- **Photo-based colour analysis: the mirror analysis determines skin undertone, contrast and a personal colour palette – the basis of every recommendation.**
- **Honest outfit feedback: Mira rates looks lovingly but honestly by fit, colours and occasion – "Honestly analysed · No filter".**
- **Digital wardrobe: photograph your closet once – Mira combines daily outfits from your own pieces, including an outfit of the day and a personal style signature.**
- **Virtual try-on: see new pieces photorealistically on your own body before buying – including complete looks.**
- **Sale check: before a purchase, Mira checks whether the piece works with your existing wardrobe – and honestly advises against it if it doesn't.**

> "Every woman deserves a stylist who is honest – not one who wants to sell. That is exactly why we built Mira."
> **Isidoro Celentano, Founder Mira Mirror / MYSYMP AG**

Mira Free is free forever. Mira Plus costs CHF 6.90 per month or CHF 59 per year (around 29% less), can be cancelled monthly and extends wardrobe, try-ons and AI images. The app is available in five languages: German, English, French, Italian and Spanish.

AT A GLANCE

What:	Mira Mirror – the honest AI style coach: colour analysis, outfit feedback, digital wardrobe, virtual try-on, sale check.
Price:	Mira Free is free · Mira Plus CHF 6.90/month or CHF 59/year.
Languages:	German, English, French, Italian, Spanish.
Availability:	Apple App Store and Google Play, free download.

CONTACT & MATERIAL

Company	MYSYMP AG, Nottwil (LU), Switzerland
Web	mira-mirror.ai · Business: mira-mirror.ai/business (EN available)
Press contact	info@mira-mirror.ai
Material	Press kit (logo, imagery, releases): mira-mirror.ai/press