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The shop window that dresses every customer personally: Mira Mirror introduces Window Display Mode for boutiques

The mannequin in the window shows the look – but not how it looks on the customer. That is exactly what Mira Mirror's new Window Display Mode changes: the boutique photographs its mannequin or campaign poster a single time, the AI recognises every piece and links it to the store's own assortment – including price and availability. From then on, a tap on "See this look on me" is enough: after around ten seconds, the customer wears the complete window look photorealistically on herself – before she even enters a fitting room.

WINDOW DISPLAY MODE IN DETAIL

- **Photograph once, sell again and again: photograph the mannequin or poster – Mira recognises the pieces and rebuilds the look digitally, linked to articles, prices and availability from the assortment.**
- **Up to 30 looks per boutique: season changes by photo instead of rebuilding the display: looks can be swapped at any time – included in the boutique subscription at no extra charge.**
- **Attract loop when idle: after 90 seconds without interaction, the Style Screen automatically switches to Window Display Mode and draws passers-by into the store with changing looks.**
- **From look to checkout: all pieces of the tried-on look land on a shortlist; at the till, a QR code is enough – staff see the articles and total.**
- **Sharing included: the "Mira moment" sends the try-on image with boutique branding to the customer's phone – directly shareable on Instagram, with the store's name.**

> "The shop window has always been the boutique's best salesperson – it just could never respond to the customer. With Window Display Mode it shows every woman her look on her own figure."
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> **Isidoro Celentano, Founder Mira Mirror / MYSYMP AG**

Window Display Mode is part of the Mira boutique solution: one price, everything included, CHF 149 per month (annual payment -15%), additional branches from CHF 99. The hardware deliberately stays simple: a standard 55-inch screen in portrait orientation plus a tablet.

AT A GLANCE

What's new:	Window Display Mode: mannequin looks photorealistically on the customer's own figure with one tap – before the fitting room.
For whom:	owner-run fashion and menswear boutiques that want to turn window traffic into store visits.
Price:	CHF 149/month, everything included (annual payment -15%), additional branches from CHF 99.
Hardware:	standard 55-inch screen (portrait) plus tablet – no special hardware required.

CONTACT & MATERIAL

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