

In-store technology & innovation

Victoria's Secret, Bond Street, London Flagship Store

PlayNetwork installed 30 sharp displays integrated in the design of the Victoria's Secret Bond Street store. They play regularly updated content with live feeds from the latest fashion shows to keep the store fresh and new. This can be controlled by staff members remotely from any smart device. This creates a sense of theatre and excitement which is important for a Flagship, and to gain interest in the environment and engagement with the brand.



Boux Avenue Fitting Room experience, all stores

Any good lingerie brand/retailer knows that fit is regarded as highly important. Boux Avenue have a intercom fitted in each fitting room in which customers can use to call a for assistance with the fit or for extra sizes. As shown in the image above, the brand also has three different light settings in the fitting room, so customers can adjust the lighting according to their preference.



Empreinte Holographic model, Paris France

Possibly the most tech-forward approach seen by any lingerie brand so far, French lingerie brand Empreinte incorporated a holographic model in the design of their store in Paris, France. The retail concept was thought up by trend forecasting company Carling International, and the model wears the brands latest collection, appearing in the store window and then disappearing in a shower of stars.

ANALYSIS

Lingerie brands are beginning to embrace technology to assist in the fitting process, as seen at Boux Avenue, and to enhance the in-store experience. Lighting and an intercom may not be the most cutting edge, but sometimes the simple features are the most effective. However, there is scope for lingerie retailers to use technology in the fitting process such as body scanning to maximise customer satisfaction and to achieve a perfect fit. Secondly, for a more personal approach, databases logging customers sizes and preferred styles could be used to increase brand loyalty, and ease of the shopping experience.