



One of the most universal ways that the Virtual Retail Model has been implemented with success is through a Virtual Retail Corner. It comprises of five core components essential to the deployment of the Virtual Retail platform and experience in a physical retail space:

- **3D foot scanner hardware & related tablet app:** to gather the customer's measurements.
- **Virtual Style Catalogue:** A navigable catalogue of shippable virtual products.
- **Virtual 3D Product Configurator:** Customers can view and select configuration options for a selected 3D product.
- **Physical Samples:** Material and product part samples introduce a tangible side to the customization process for a customer, giving them a sense of the texture and quality of the final product.
- **Sales Assistant's tablet app:** A remote device to navigate through the options and make selections.

The implementation of technology in stores to choose a new item, from the customer's side, has been more successful as a real business strategy. As seen with the Virtual Retail Corner, it includes a scanner and measurement extraction software. The scanner generates hundreds of images of the individual and the software automatically extracts thousands of measurements, creating an accurate digital twin person on the screen. The computer calculates all parameters needed to match the particular person's original measurements.

By the time standards ensure hardware and software unity, 3D body scanners make it possible for shoppers to buy clothes that fit and look good on their body type. They'll even be able to virtually check the fit of the apparel that has been designed but not yet manufactured. Brands and retailers could satisfy their customers' needs, because there won't be any time wasted on fitting. 3D body scanning and digitized images are used in mass customization of apparels, where the consumer is measured three dimensional, and through the digitized image seen on the computer screen, a garment can be chosen with a style that goes with choice.

The presence of technology in retail clothing stores brings a new level of engagement to the shopping experience and provides consumers, with realistic and interactive visual views, a sense of style on one hand and a better view of how garments fit their bodies on the other. Members of IEEE-SA say that Virtual Retail also would open up opportunities for

"immersive shopping". Customers could use virtual reality to see how clothes look on avatars that resemble them and move as they do. Manufacturers could use such virtual shopping to assess customer acceptance of designs before mass-producing them.

It is frequent that up to half of the clothes bought online are returned to the seller, mostly because they are the wrong size. To solve this problem the industry should be provided with a tool that gives consistent advice, fast and reliable for the customers. On average, about 20% to 40% of all on-line clothing purchases are returned back to the retailer because they don't fit. Technology has already caught the attention of various luxury brands, like Scabal on London's Saville Row. When scanners give you the measurements, they give you everything you need. And that's just the part of the truth. Next to measurements, it gives you the perfect fit, comfort, your own taste, and so on.

It's very accurate to be targeting and solving a problem that the industry is facing right now. Customers though, appear to really embrace the technology, also in fashion. And it will gain even more acceptance if it is integrated into existing personal data. For the apparel retailing industry, the Virtual Retail Model has the potential to provide new levels of personalized customer service in stores and increase on-line sales. It could also prove to be the solution to reduce the number of returned clothes due to incorrect fit.

This is a breakthrough and an authentic Omni-Channel platform. It is set to operate worldwide through traditional retail locations, but also in non-retail spaces such as airport lounges, hotels and specialized clubs. The VRM opens countless possibilities to be closer to people in various locations. It suits customers who are constantly seeking for tailored items, searching for new virtual interactions and pursuing better shopping experiences. Customers want to be close to their favorite brands and want them to understand their needs and desires. A better fit, a customized product and a tailored experience will be a better business and once implemented, the Virtual Retail Model will solve the problems of shopping.