

YOOX

YOOXMIRROR: YOOX unique virtual-styling feature expands its catalog to 50,000 pieces to choose from

YOOXMIRROR*, powered by Artificial Intelligence, was pioneeringly launched in the market two years ago. As a response to the rise of influencer-driven styling, customer self-styling and image creation on social-media amongst the younger generation of customers, starting from today, YOOX virtual-styling suite has become even more personalized and interactive, with a completely new layout and an expanded catalog of exclusive items to choose from.

Developed to entertain YOOX customers by allowing them to express their style and combine their favourite items from the YOOX catalog, the upgraded version of YOOXMIRROR now offers 50,000 fully digitized products, which customers may select to personalise their own avatars thanks to a series of in-app algorithms.

In addition to the garments and accessories of the different brands featured on YOOX, with the upgrade, the entire 8 by YOOX collection has for the first time been fully digitized and made available for customers to enjoy in their virtual dressing room.

The final touch: the *share* function, which allows all users to share their favourite looks on their social-media channels, involving their friends in a new and unprecedented virtual shopping experience.

The technology behind YOOXMIRROR is a perfect example of the balance between Man and Machine, thanks to which YOOX can offer an increasingly exclusive shopping experience.

*available on YOOX iOS app