

IN-STORE

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New Look windows style up customers

New Look has launched interactive technology in the windows of three of its key stores, allowing passers-by to see themselves dressed in the fashion retailer's collections.

Ultimate Window Shopping, by design company Odd, transposes shoppers' faces onto mannequins.

Cameras activate as a customer walks up to the window. "You align your face in the panel, press the button and are transported to the window, so you can preview the clothes without moving a muscle," says an Odd spokesman.

The service is available in Oxford Street West, Bluewater and Newcastle's Metro Centre until 23 October.

New Look has also announced a major expansion of



its menswear range over the next 12 months. The retailer will extend the range to 150 stores, from the current 35.

"We have responded to requests for a greater and more diverse offer," says chief executive Phil Wrigley.