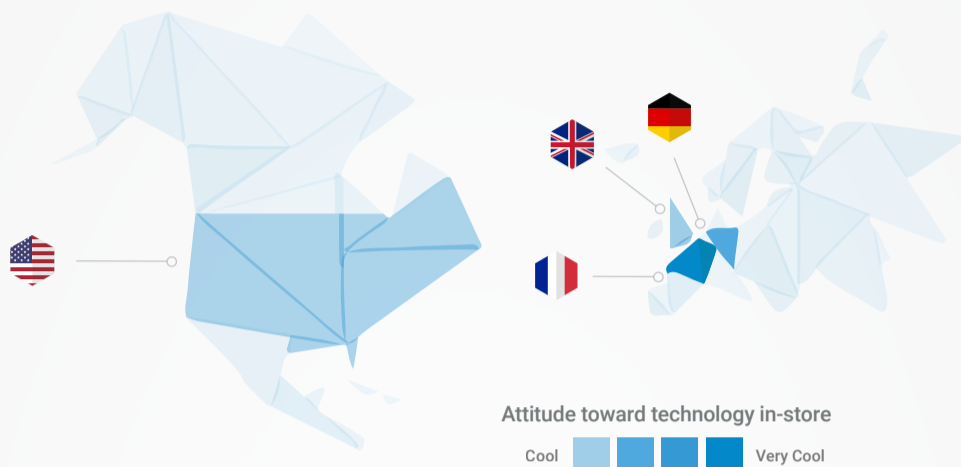




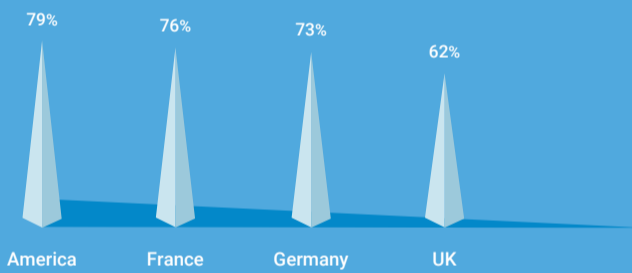
CREEPY OR COOL?

RichRelevance recently surveyed shoppers in 4 different countries – America, UK, France and Germany – to find out attitudes towards today's shopping experiences. The results unveiled some marked similarities as well as differences in attitudes towards technology initiatives in-store.



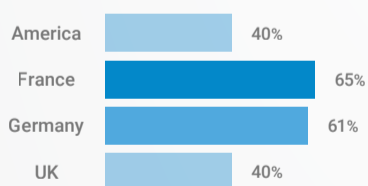
PRODUCT SCAN

All the nations agree that being able to scan products on their mobile device in-store to see reviews is the coolest trend.



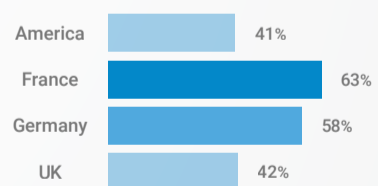
DIGITAL SCREENS

While 40% of British and Americans are keen on digital screens in dressing rooms, the survey found the French and Germans are even more enthusiastic.



INTERACTIVE MIRRORS

Likewise interactive mirrors which model outfits for you were considered cool in each country.



FACIAL RECOGNITION

Differences appear when facial recognition is concerned with the French being the only nation surveyed to think it's cool to be identified as a high value shopper via facial recognition.

