

FUTURE YOU IS A TECH-ENABLED FASHION STORE OF TOMORROW

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Beijing – **Dalziel & Pow** has created an elevated retail experience merging tech and transparency for fashion brand **SELECTED**.

The Future You store seamlessly integrates technology into brick-and-mortar retail, with projections, kinetic signage and a live social media feed behind the cash register. Its changing rooms are kitted out with magic mirrors, which allow customers to swipe through products as they would a dating app, and share their outfits with friends via WeChat.

Adding an element of transparency to apparel shopping, clothing rails in the store feature pocket-sized screens called 'debriefs' that display product information, educating customers on the origins the garment, its materials and how to style it. The Future You concept is set to be rolled out across all of the Danish apparel brand's Beijing stores.

In order to evolve, physical stores must embrace technologies that have helped their online counterparts succeed. For more, read our macrotrend **Storefront Salvation**.