

FOR DENIM AND FASHION TRENDS

# SPORTSWEAR INTERNATIONAL #256

Y CHECK  
E OF CLOTHES

MUCH DO YOU  
FASHION?

INABLE  
OOL?

(SPECIAL)  
BEST OF...  
STORE DESIGN

FASHION  
VICTIM  
PLEASE HELP





## TIONS FOR... ER FRANZ OF R + FRANZ

...n of the opening of Karl  
...t German store in Berlin, we  
...ect Werner Franz of the Berlin  
...tural bureau Plajer + Franz  
...s ideas in store design.

### the most important trends

...e installation of digital  
... also included some of it in a  
...ous way in the Karl Lagerfeld  
...ple by hanging iPads with look  
... each display with the according  
...s.

### comes to true store building trends in terms of materials

...mer again—especially when you  
...store concepts that recently all  
...e by mixing wooden displays  
...styles and brick walls in a wild  
...end thrifts away from the heavy  
...rather homogeneous settings  
...e main style element.

### shall store design be?

...all correspond with the image  
...nd it becomes more and more  
...velop custom made concepts  
...y serve a client, but in the end  
...at you can grab and feel shall  
...ght. That is probably why we  
...lves as service providers not



## FIVE FIGURES

Rereleased mannequins Q, R, O, C and J help celebrate Italian mannequin specialist La Rosa's 90th birthday. With the opening of its new showroom in Paris at 118 Rue Reaumur, the company heralds its new models and its new product strategy for the modern international market. Expansion will follow. (TVE)

## SENSES FOR SHOPPING

Hear sound, see color, smell fragrance. In their new book *Neues Denken. Neues Handeln* (New Thinking. New Action), Britta Bergemann and Bert Martin Ohnemüller as well as other retail experts explain how sensations can be used to enrich consumers' shopping experiences. (Wolfsbrunnen, €24.90). (TVE)

Britta Bergemann  
Bert Martin Ohnemüller  
(Hrsg.)

Neues Denken.  
Neues Handeln

## IF DESIGN AWARD ACCOLADES TO ZUMTOBEL

Austrian lighting equipment manufacturer Zumtobel has garnered four iF Gold Awards in 2013 for its Discus Evolution LED spotlight system. The Discus Evolution, Elevo LED spotlight system, the recessed Pan LED and Onlite Puresign 150 escape sign luminaire impressed the jury with their outstanding product design and efficient lighting technology. Discus Evolution was awarded the iF Gold Award for exceptional design performance. The Discus Evolution LED spotlight system is the result of ideally combining a light source and its optics. The streamlined shape of the spotlight is even more modern and minimalist. Both delicate and robust, the design of the spotlight created by the internationally renowned Vienna E00S design studio is intended to accentuate the presentation of goods and thus boost sales. The spotlight's innovative thermal management featuring a passive cooling system with radial fins is an integral part of the design concept. Discus Evolution comes in a black or white housing. Zumtobel also developed a new escape sign luminaire in collaboration with E00S as well. Only 20 mm wide, the Puresign 150 luminaire is strikingly slim, even in the duplex version. Cutting-edge LED and lighting technology allows the pictograph to be effectively and very uniformly illuminated. (MI)



## SHOPPING IS FUN

Temera, a specialized Swiss company, recently created a special "magic mirror" now displayed inside the Boxeur des Rues store at via Torino 50, Milan. Anyone who looks into this monitor can also see the backside without turning while seeing the front side in a corner of the screen. Customers can also see what other sizes and color variants of the item they are trying are available in-store thanks to special RFID elements attached to the garment that don't need traditional barcode scanners to be read. Special devices incorporated into the magic mirrors can also study a face to detect the age and gender of a customer. The magic mirror can also help count how many people enter a store, how long they stay inside it and what areas they visit or spend more time in. Finally, when the monitors are not used they can transmit the last fashion show of the brand or some short movie related to it. (MCP)

## SCIENCE FICTION REALITY

Meet the first interactive and virtual sales assistant. At the digital trade show and conference Dmexco 2013 in Cologne, German company Ameria presented Lena, who is a helpful hologram. She shows visitors how to playfully evaluate products by motion control and also scan, order and pay them by the QRShopping app of PayPal. Lena is truly Shopping Consultant 3.0. (TVE)

