

showroomprive.com

How Showroomprivé accelerated time-to-market and reduced cost by finding the *perfect* models

Challenges: find the perfect models to deliver brand appropriate intimate garment images and reduce time-to-site delays and costs.

As a flash sales specialist, Showroomprivé's photography studios must shoot hundreds of fashion items every day. Shooting intimate, home wear and underwear is particularly challenging. Finding the time available for shooting models that have both the required body measurements and the right expressions is challenging for brands with high expectations. Furthermore, skin texture can change a lot between the casting of the models and the day of shooting. Even the smallest blemish in a model's appearance is immediately obvious and requires costly retouching - which, critically, introduces a delay to selling.

The different sizing associated with the brands sold by Showroomprivé also makes it challenging to find models that can wear different items.



• Challenges

Find the perfect models to deliver brand appropriate intimate garment images and reduce time-to-site delays and costs.

• Solutions

Allure Systems' solution makes it possible to meet all the brands expectations with virtualized models. Showroomprivé has two studios to shoot 100% of their intimate garments.

• Results

Within 36 hours of an item's receipt, the images are delivered with garments worn by perfect models and ready to be uploaded to the eCommerce site.

Solutions: Allure Systems solution makes it possible to meet both qualitative and size expectations with virtualized models. Showroomprivé uses two Allure Systems studios to shoot 100% of their intimate garments.

Allure Systems' virtualized models, with their different sizes and shapes, brilliantly showcase any lingerie product. Allure Systems' models are both perfect in body measurements, skin tones and expressions and can adapt to different brand size requirements. Each image created by the Allure Systems solution can be published without the need for additional photo retouching and is processed with appropriate tags and information, further speeding up the process.

The studios provide total flexibility, high throughput and consistent images, reducing time-to-site and image production costs.



Results: Within 36 hours of an item's receipt, the visuals are delivered with garments worn by perfect models and ready to be uploaded to the eCommerce site.

Finding a perfect model is no longer a problem. Thanks to Allure Systems' solution, brands can now rapidly and easily showcase models that meet all their expectations.

The two Allure studios boast the capacity to receive any product, shoot and upload the images online within 36 hours. While only one stylist is needed to operate any Allure Systems studio, Showroomprivé has chosen to train several to do so, in order to be able to handle any volume rapidly.

About Showroomprivé

Europe's 2nd largest flash sale e-commerce company, Showroomprivé specializes in sales of garments from well-known brands, offering daily deals to more than 26 million members in nine European countries. They are currently experiencing rapid growth of more than 28% per year.

About Allure Systems

Allure Systems was founded in January 2015 with a lofty mission: to offer clothing retailers stunning images on demand, while paving the way for virtual reality in fashion e-commerce. Privately owned, Allure Systems now employs over 50 people in France, China and the US. Its sophisticated computer vision solution is centred on proprietary, patented algorithms.

Contact us

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