

Anatomy of the perfect fitting room

In an ideal world, there would not be any cramped, dingy or stuffy fitting rooms. Instead, a great fitting room should have these features

LIGHTING

Bright lighting helps the shopper to see the details of an outfit clearly, such as how the fabric falls and how well the seams align. Lights should be on the sides and not directly overhead as this can cast shadows on one's face.

MIRRORS

It should be flat against the wall for an accurate depiction and large enough for a good sense of perspective. The additional mirror allows viewing from different angles.

BUZZER

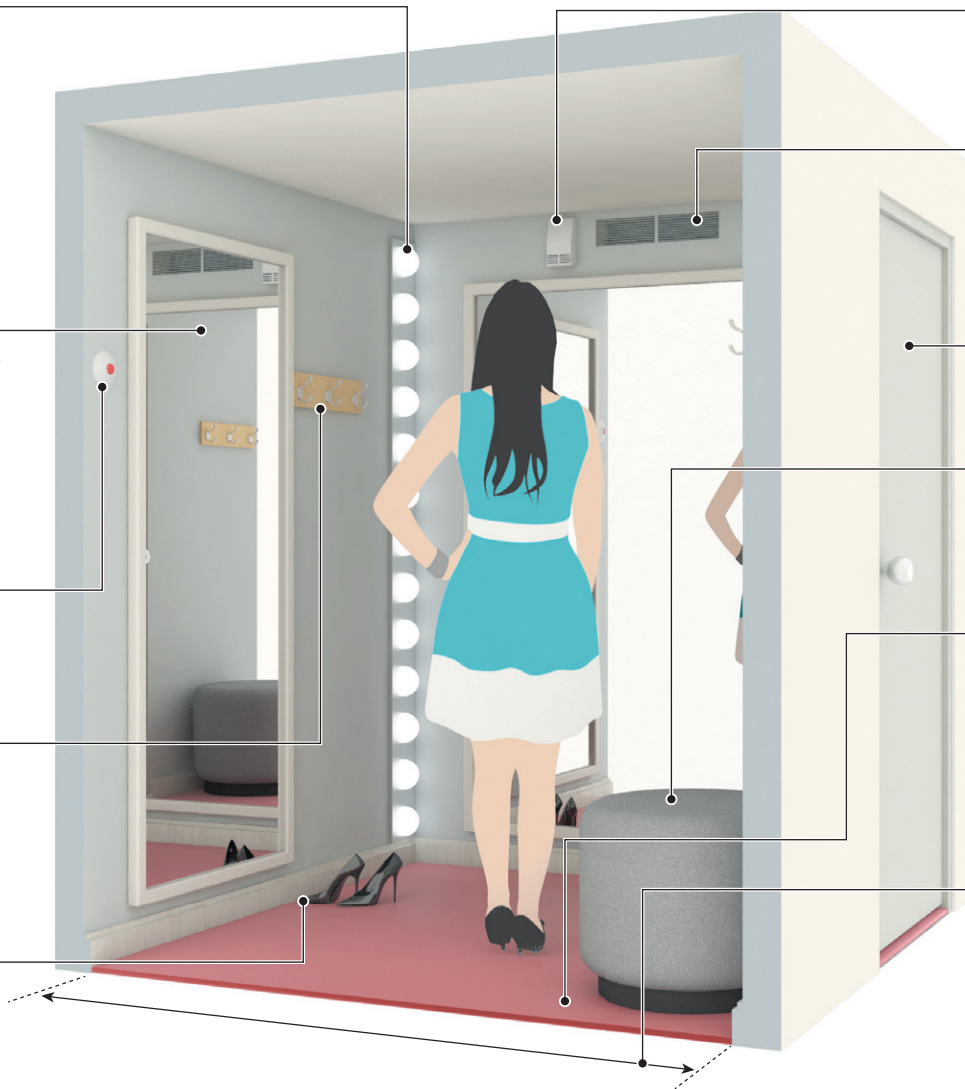
A feature for the shopper to ask for assistance without leaving the room.

HOOKS

There should be at least three hooks – for clothes, the shopper's handbag and small shopping bags.

HEELS

A pair of heels so the shopper can evaluate the complete look of an outfit.



SCENT

A signature scent so the shopper feels relaxed and soothed.

TEMPERATURE

At a Goldilocks level: just right. It should not be too cold when the shopper removes her clothes and it should not be stuffy either.

DOOR

A solid door, and not a curtain, for more privacy.

SEAT

A chair, bench or stool so the shopper can test out an outfit by sitting down in it.

CARPETING

The shopper is likely to be barefoot in the changing room, so a high-pile carpet would make her feet feel more pampered. Ensure the carpet is cleaned regularly.

SPACE

There should be enough space for the shopper to see the entire length of her body in the mirror. Bonus points if there is space to do a twirl or two.

Sources: ANG SWEE HOON, ASSOCIATE PROFESSOR OF MARKETING AT THE NATIONAL UNIVERSITY OF SINGAPORE BUSINESS SCHOOL; CHRIS LEE, FOUNDER AND CREATIVE DIRECTOR, THE ASYLUM; SHARON B. TAN, CELEBRITY FASHION STYLIST

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