Analyzing Currently Available Virtual Showrooms

1. **Introduce** several existing virtual showroom companies/platforms using the PowerPoint slides and their websites.
2. **Show** the characteristics of each company/platform.
   - Detail
     - Cloud-based platform
     - Realistic, Fully customizable virtual environment
     - Visual merchandising & B2B sales
     - Hyper realistic virtual shop environment
     - Applications : Product Platform, AI Merchandiser, Virtual Showroom
   - Visual Retailing
     - Chatbot (HubBot)
     - Highly visual
     - Instant access to information via cloud-based application
     - Applications: SampleRoom (digital Showroom), MockShop (3D Visual Merchandising), ShopShape (Retail communication), StyleShoots (All-in-one Photo Machine)
     - MockShop has automated planogram creation system
     - Retail Consultancy
     - Clear and structured Visual Merchandising guidelines are key
     - Customer Stories and case studies
   - JOOR
     - Exclusive partnership with ORB360 - provides spin, zoom, and immersive interactive features allowing buyers to comprehensively review and reliably place wholesale orders.
     - Virtual appointment with buyers
     - Luxury brands
   - Obsess
     - Integrates with e-commerce website and cart
     - HD-quality 3D 360
     - Use virtual shopping and AR shopping technology to enable brands and retailers to set up a 3D 360 digital store on their website.
     - All accessible on a phone or computer - no travel, app download, or headset needed.
     - Fast production - The virtual showroom could be up and running in 2 weeks
     - Ralph Lauren, COACH, CHRISTIAN DIOR, TOMMY HILFIGER, Sam's club, AT&T, DIESEL, Vera Bradley

3. Distribute news articles to students.
- o Article #1: https://wwd.com/business-news/business-features/virtual-showrooms-standard-in-wholesale-1234636231/
- o Article #2: https://footwearnews.com/2020/business/retail/virtual-showrooms-future-of-buying-fashion-industry-1203006665/

4. Divide the class into several groups and start the group discussion using the questions in the PowerPoint slide.
- o *Q1. What do you think is the most important thing/factor in choosing a virtual showroom company?*
- o *Q2. Do you think the virtual showroom is going to be the new normal or the new standard?*
  - ▪ *Why?*
  - ▪ *If not, why?*
- o *Q3. Think about the long-term impact of virtual showrooms on the fashion industry.*

5. One of the students in each group will share their group's thoughts.

Competencies: Critical decision-making, collaboration and teamwork, creative problem solving