

Case Study

How faytech's fitting mirror revolutionized the customer experience at **ENZO Custom** shops across the USA.

Introduction

ENZO Custom focuses on the relentless pursuit of delivering garments that surpass expectations and to provide unparalleled service to their customers, active in the North American market by targeting individual clients, as well as other custom clothiers.

faytech collaborated with ENZO Custom to create an innovative digital fitting mirror tailored for bespoke clothing stores. The project required a sleek, modern large-format touchscreen for customer showrooms.

In response, faytech designed and manufactured the 65" Fitting Mirror, which now replaces traditional fitting mirrors in ENZO Custom stores. This advanced fitting mirror is utilized for ordering custom suits via the ENZO Custom website, taking initial measurements, and conducting final fittings, offering an all-in-one solution that enhances the next-generation retail experience.

Challenges and Requirements

This project demanded certain requirements to be met to provide the best experience for clients and employees:

- Portrait-mounted large-format touchscreen between 55" and 65" with a mirror coating.
- Integrated 360-degree LED lighting to function as a fitting mirror.
- LED lightning with adjustable color temperature (cool, neutral, warm) and high brightness lumens, controllable by an associate during use.
- embedded camera for taking customer photos and saving them to a web application.

ENZO CUSTOM

ENZO Custom implemented faytech's 65" Fitting Mirror for the following reasons:

- Better in-store experience for clients looking to buy and customize suits.
- Linking in-store try-on, measurements and final fitting to ordering through the online website.
- Easy-to-use employee tool to enhance the ENZO custom brand & experience to clients, offering an all-in-one solution.
- Aesthetically clean looking fitting mirror that is suitable for the environment inside the stores.

faytech's 65" Interactive Fitting Mirror

With over five years of experience in producing mirror monitors, faytech was the ideal partner to design a custom product for ENZO Custom. The resulting 65" Fitting Mirror showcases the exceptional application of touch technology in retail.

It features a 65" 4K resolution touchscreen monitor concealed behind 83% reflective glass. Surrounding the monitor, a 360-degree LED strip light provides brightness between 5,000 and 17,000 lumens, illuminating the fitting area perfectly. This 70" × 40" all-in-one mirror has garnered positive feedback from the twelve stores where it has been installed, enhancing the fitting experience for customers.

faytech's 65" Interactive Fitting Mirror

Housing: Aluminum case

Mounting: VESA 400 mounting holes

Display: faytech's 65" Capacitive Touch Monitor with optically bonded mirror treatment (4K Resolution)

Interfaces: HDMI, DP, COM
USB-Touch, RJ45

PC Configuration: Mini-ITX i5 Core
Intel H610
Windows 10/11

Certificates: CE & FCC

Additional Peripherals:

- Full mirror surface (>85% transparency)
- 360-degree LED lightning
- Built-in 48MP camera above LCD screen
- Integrated speakers of 2 × 3W 8Ω

Additional Accessories:

- HDMI, USB-Touch & AC Cables



“The faytech interactive fitting mirror has allowed our company to revolutionize custom suiting by providing customers with a fully digital experience. Using the faytech interactive fitting mirror, customers can visualize the product in 3D before they place their order, resulting in more satisfied customers and less paperwork.”

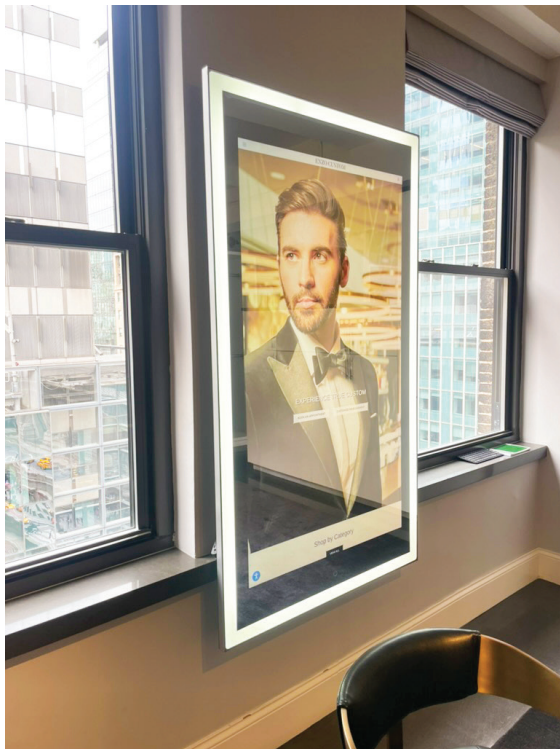
**- Eli Sved, Owner
ENZO Custom**

The Benefits & Results

The 65" faytech Fitting Mirror has revolutionized the customer experience at ENZO Custom Shops across the USA. With a simple press of a button, the mirror transforms into an interactive touchscreen, revealing an LCD display hidden behind its sleek, reflective surface.

Customers are captivated as the mirror seamlessly transitions to display the ENZO Custom suit configurator. Store associates now have a dynamic tool to showcase products, guiding customers through the process of selecting materials and customizing their suits.

This enhanced engagement has led to increased sales and higher retail traffic for ENZO Custom.



German Engineering – Asian Manufacturing – Local Services

faytech specializes in the design, development, manufacturing and marketing of **Touchscreen Monitors** and **Touchscreen PCs**, while also providing Optical Bonding and **Antimicrobial Coating services**. With its roots in Germany, faytech today sells and supports Touch Monitors and Touch PCs on a worldwide basis. faytech offers German engineered products, manufactured in Asia with local service.