

# MIRRALUX

ABOUT FOR MAKEUP AND CLOTHING FITMENT WITH AR



BEFORE RETAIL

B I Z N E S O M V N O V U Y

E P O H U S T O Y A T

PRIORITY TASKS:



Security  
high quality  
service

client



Creating comfortable conditions  
for selecting and trying on items  
clothes, shoes,  
accessories and cosmetics



Competitiveness



Helping customers make choices  
when shopping online



Reduced congestion  
personnel



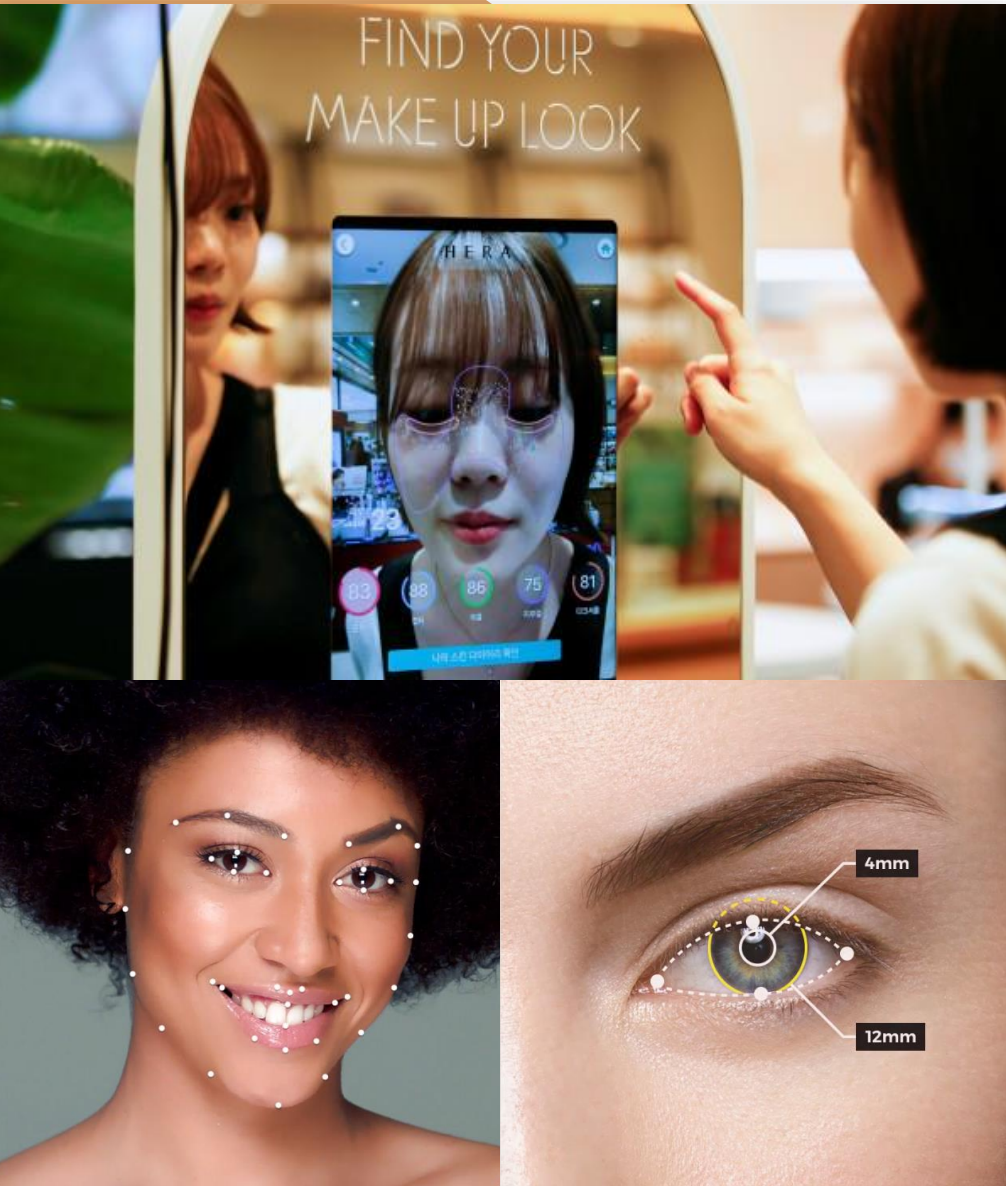
Opportunity to interact  
with the client remotely

UNDER BRAND RA, NENADEVA YA.  
TRY, NE NANSI.

At the heart of the idea Mirralux lies recognition of face, body, gestures. Using the latest technology AR, now you can virtually try on different outfits and select decorative cosmetics through Mirralux.







# MIRRORMIRRALUX

Creates a three-dimensional avatar of the client in real time, taking into account the appearance features, which virtual fitting of store goods is carried out

Frees the client eliminates the need for actual fitting or testing, speeds up the selection process

Lets avoid physical contacts of the client with staff, other buyers and goods in the store

May be supplemented function of ordering and paying for selected models

Attracts attention buyers and increases brand or store image

Stores important product information such as price, color and stock availability in one place. All data is available ByQR code on the display

# HOW ROTAETZERKALO

## WITHAR MIRRALUX

Fitting/testing takes place using augmented reality technology

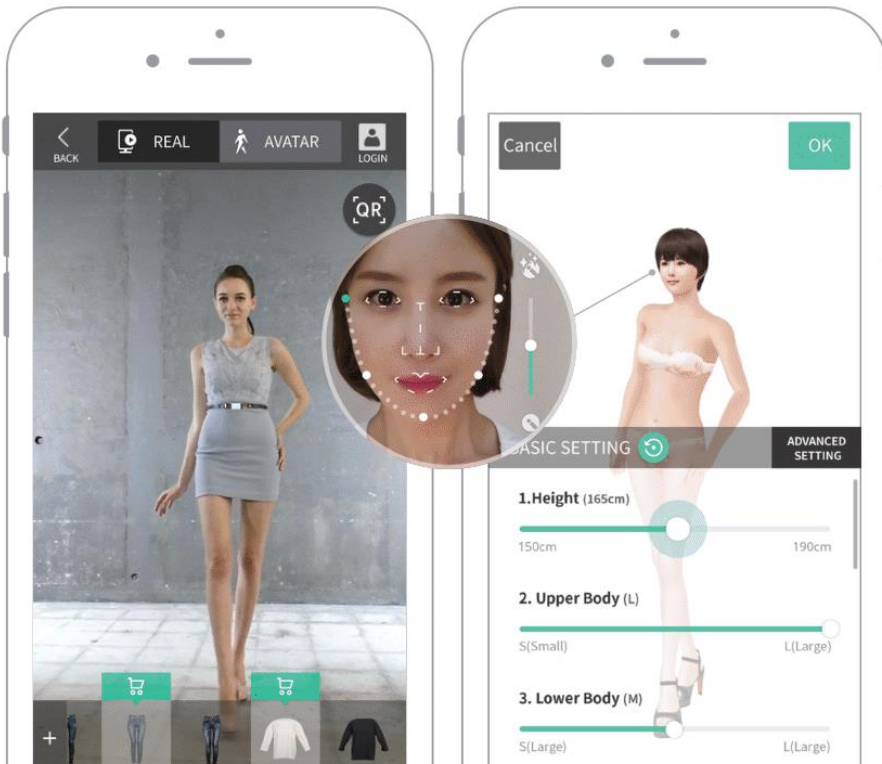
The conditions are as close as possible to the process of physically trying on clothes or testing cosmetics.

- 01 Man approaches the mirror
- 02 Takes a comfortable position
- 03 Gets instant access to the product catalog
- 04 Selects the one you need
- 05 Sees how he looks in the selected item in real time



# MIRRALUX AND USES AS WELL AS OFFLINE AND ONLINE PROSTRANSTIVE

Retail stores, mobile applications, online storefronts - a mirror with AR is ideal for any format.



## ADVANTAGES FOR BUSINESS:

Promotion recognition  
brand and level of consumer  
loyalty

Collection of data about  
purchasing behavior And  
preferences

Cost reduction  
for marketing  
research

Reducing the percentage of  
purchase refusals and increasing  
the average check

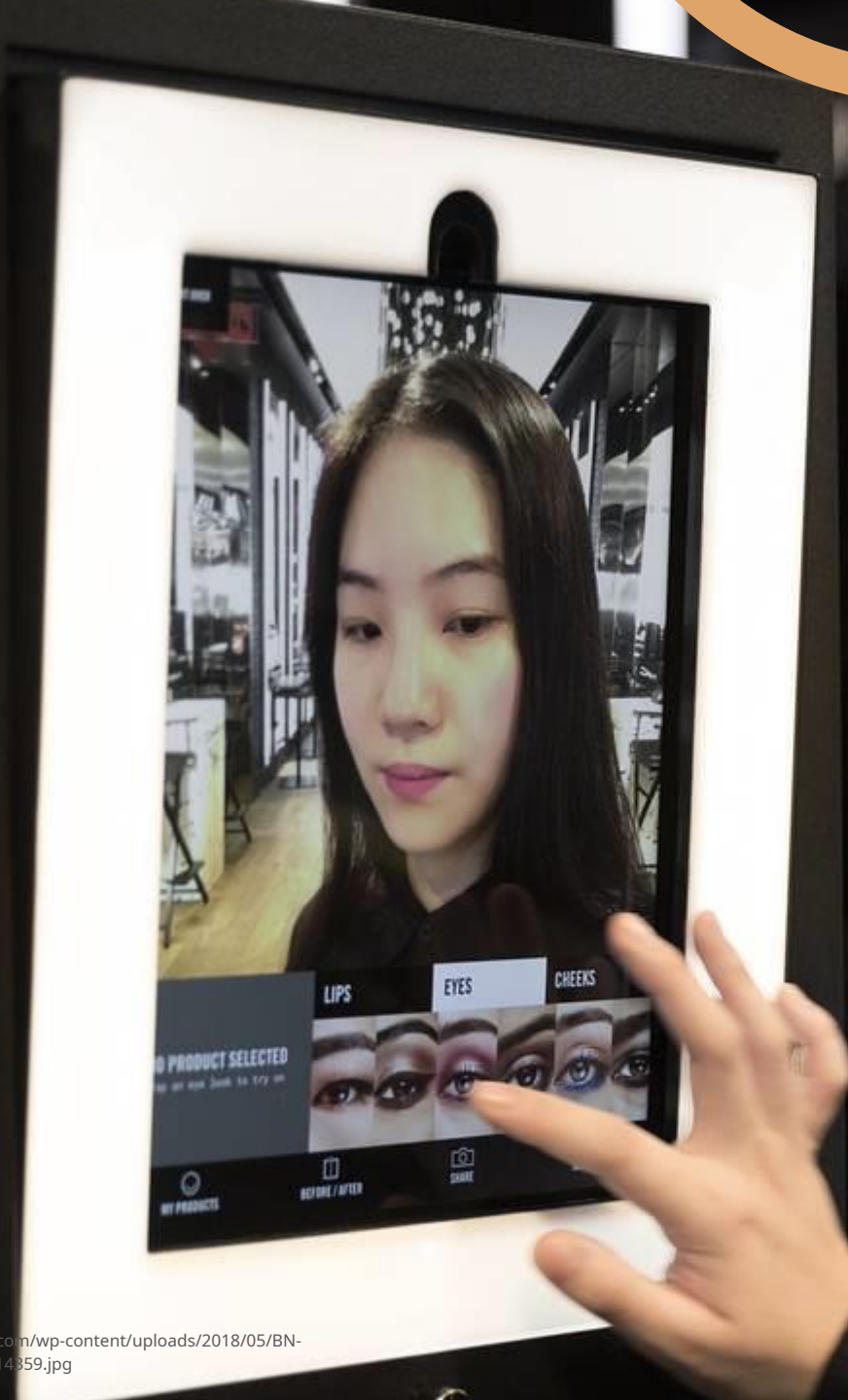


## BENEFITS FOR CONSUMPTION:

Instant and accurate  
choosing the right products

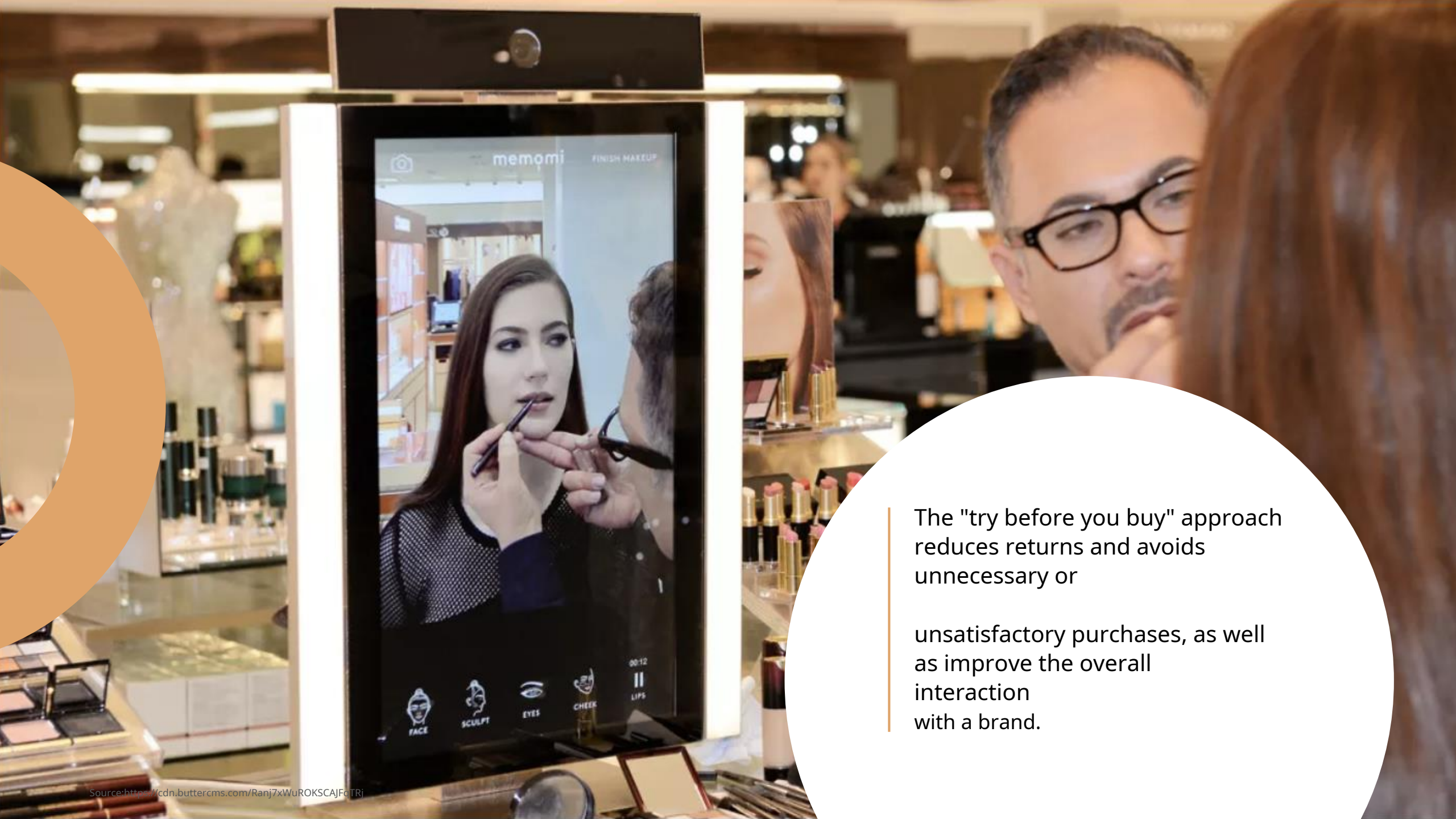
Save time

Ease of use



Novelty of technology supplemented reality, its availability on mobile devices and in stores, and the ability to use a camera allows brands to retain selfie attention longer

consumers and faster convert their. "digital"



The "try before you buy" approach reduces returns and avoids unnecessary or

unsatisfactory purchases, as well as improve the overall interaction with a brand.





15,200,000,000

MARKET VOLUME  
RECLAMAS OF CLOTHING

We want 0.01% = \$1,520,000

\$4,500,000

CAPITALIZATION



AVERAGE ANNUAL  
GROWTH RATE 6% IN THE WORLD



21,700,000,000

MARKET VOLUME  
RECLAMAS OF COSMETICS

We want 0.01% = \$2,170,000

\$6,000,000

CAPITALIZATION

**FundZeroGravity Foundation provides development, as well as financial, marketing and management support of the project **MIRRALUX****

»» **ZeroGravity Foundation** is decentralized venture fund and international digital aggregator, **innovative** and blockchain technologies

»» [You can become a shareholder of the project](#) and co-owner of the fund company through the purchase of tokens **GRAVY** at an early stage [DAO ZHCASH](#), you can also [view the full list of project presentations](#) and companies co-owned by the fund



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**ZERO**  
GRAVITY FOUNDATION