Window displays, almost always static, have as their mission to try to get people’s attention in a very busy setting. Either streets or malls, there are many elements, including other shops, to fight for the consumer’s attention. In this context, the most natural movements one does in front of a retail window display is to either pass by or stop to look.

There is a sort of voyeurism associated with peeking through fitting rooms, and a sense of discovery of being able to see what’s behind a curtain. Those two aspects are combined in a playful environment.

Also, there’s a recurring behavior of costumers taking pictures of themselves in fitting rooms to share online afterwards.

Discovery window is an interactive retail window that allows a personalized discovery of the products being sold. As one passes by it, the once closed curtains open following a person’s movement, and stay open if this person stops in front of it, closing otherwise - and showing a different outfit the next time. Videos of models will be mixed with costumer’s who wish to participate - they shall be recorded inside that specific shop. Live view can be incorporated from a booth inside the shop as well.