

《商场移除试衣镜 因其降低购买欲》

导读:一项新的研究表明,试衣镜使得顾客对自己的身材更在意,因此英国一些最大的 购物中心正在移除试衣间里的镜子。

Mirrors are being removed from changing rooms in some of Britain's biggest shopping centres after new research revealed they make customers more "body conscious".

Almost three-quarters of British women (71 percent) are put off buying clothes after they have tried them on in front of a changing room mirror, a survey found.

More than half of woman (52 percent) are left feeling down after seeing themselves in the mirror, the research discovered.

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And a fifth (22 percent) of women will only allow close friends and family to see them try on clothes in a changing room.

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Retail giant Hammerson is now taking down mirrors from its Birmingham Bullring, Bristol Cabot Circus and Croydon Centrale malls in a bid to boost the confidence of female shoppers.

Alex Thomas, regional marketing manager for Hammerson, said: "One of the main reasons people come to our shopping centres is to buy clothes, whether that be a brand new wardrobe or a one off item for a special occasion.

"We want to ensure that everyone feels comfortable and confident when trying on clothes, so that's why we're trialling banning the mirrors.

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"We hope that women in particular will try something on and feel gorgeous and glamorous. Hopefully this will be a success and we can roll it out across our shopping centres for the summer."

The company, which carried out the research on women's approach to trying on clothes, said many prefer the opinions of shop assistants or friends to relying on how they think they look in the mirror.