

《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".

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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.

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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.

