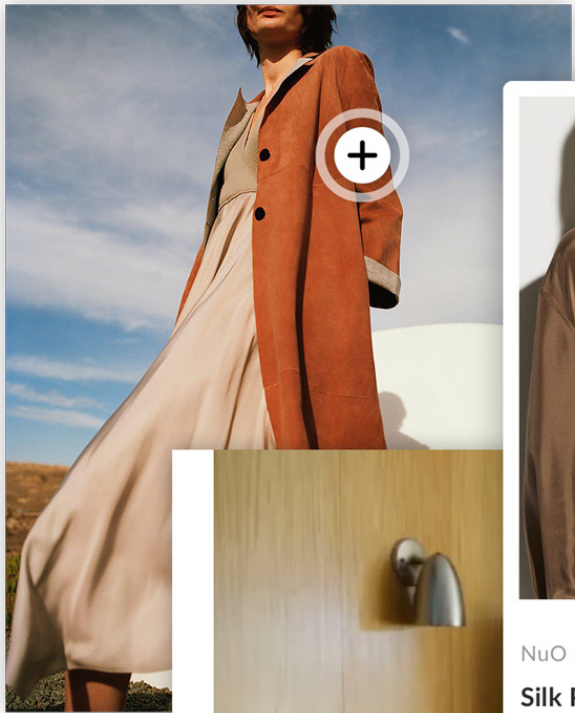
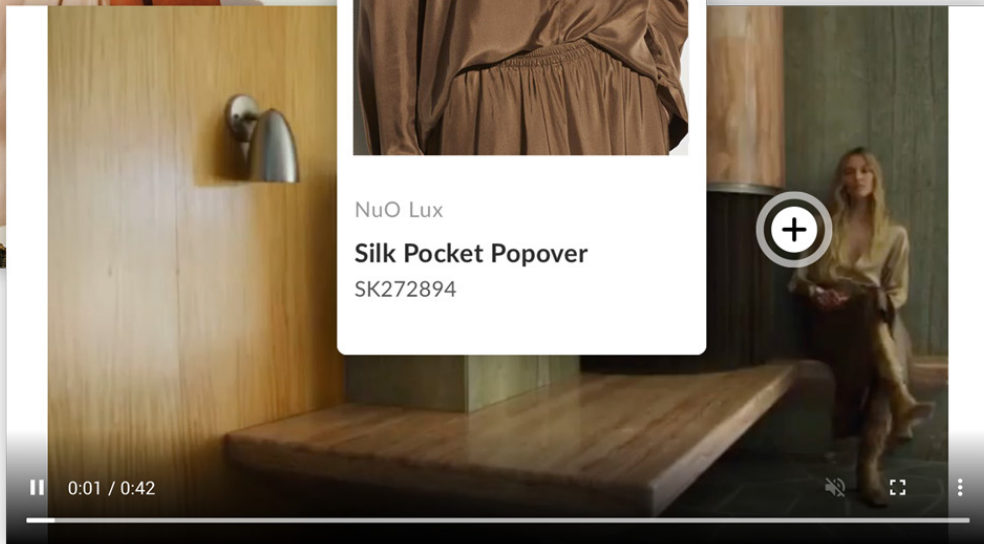


# *VIRTUAL SHOWROOM INSPO GUIDE*

DYNAMIC + SHOPPABLE VIDEOS



NuO Lux  
**Silk Pocket Popover**  
SK272894

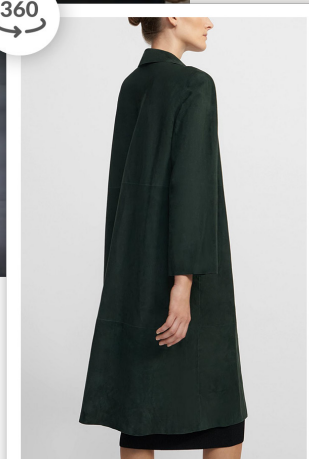




# Dynamic and shoppable videos offer a more personal and engaging shopping experience where buyers can add to cart directly from the video. ⚡



Buyers always want additional context to a product line. In our most recent webinar, [Meet the New Buyer](#), buyers from Nordstrom, Saks Fifth Avenue, and Bloomingdale's all indicated that the story behind the line and the added marketing assets brands include in their market appointments (e.g. videos, mood boards, color swatches) ultimately becomes the deciding factor on which brands they work with now and in the future.



NuO Lux  
**Crepe Belted Trench**  
SJ11256

“A lot of our brands have done a great job at merchandised rack visuals, which has helped us as we build color stories, and we can see how styles are merchandised on a fixture. A clear video and clear sound go a long way in a virtual market appointment.”

**Joyce Lin**  
Nordstrom Buyer, Women's Advanced Contemporary

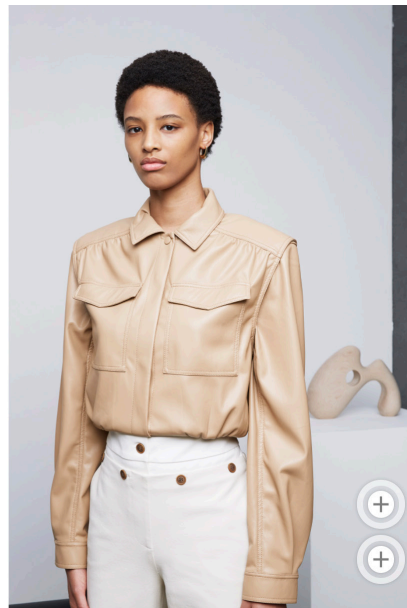


# Jonathan Simkhai



Jonathan Simkhai provides luxury ready-to-wear fashion built for the modern woman in mind. When it comes to their Virtual Showroom, their team went the extra mile to ensure that the mood and feel of their collection could be felt through the screen with clean, minimalist videos that accentuate the quintessential Jonathan Simkhai aesthetic.

## HOTSPOT PLACEMENT



Every detail was taken into consideration when it came to their shoppable images. Photos from their Spring '21 include hotspots strategically placed in the lower right corner to provide consistency and avoid conflict with the imagery.



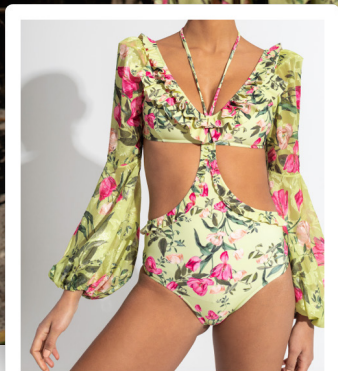
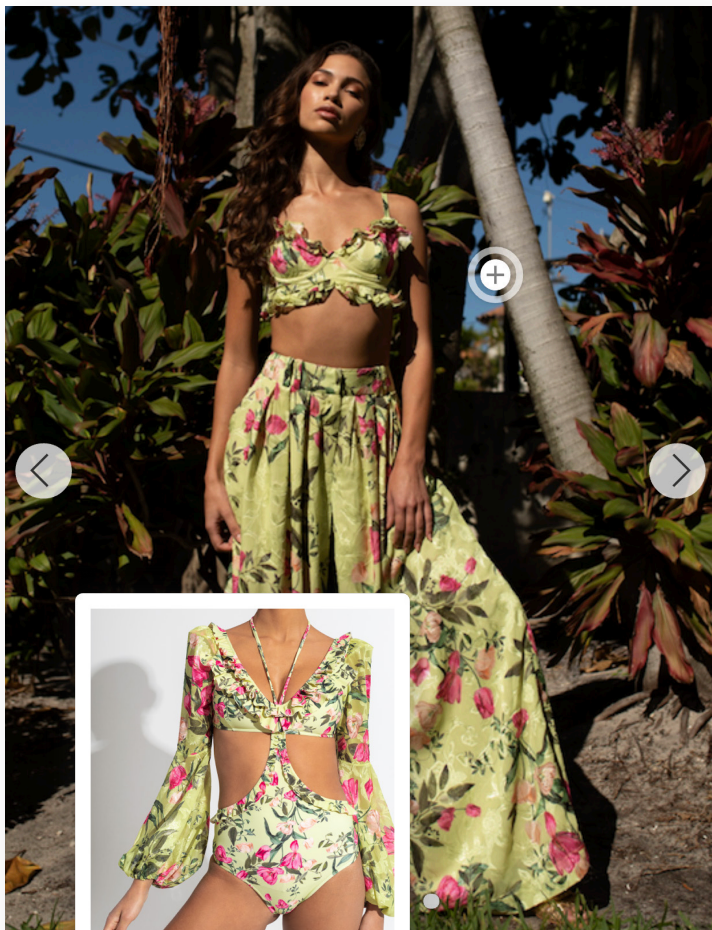


# PatBo

PatBo is a Brazilian brand that encapsulates and showcases the vibrant and bold energy of South America. Their hand-embroidered artful collections are brought to life online through NuORDER's Virtual Showroom.

PatBo has mastered telling its brand story online. The layout of their platform gives the buyer multiple ways of exploring and shopping their line.

## SIDE-BY-SIDE DYNAMIC SHOPPING

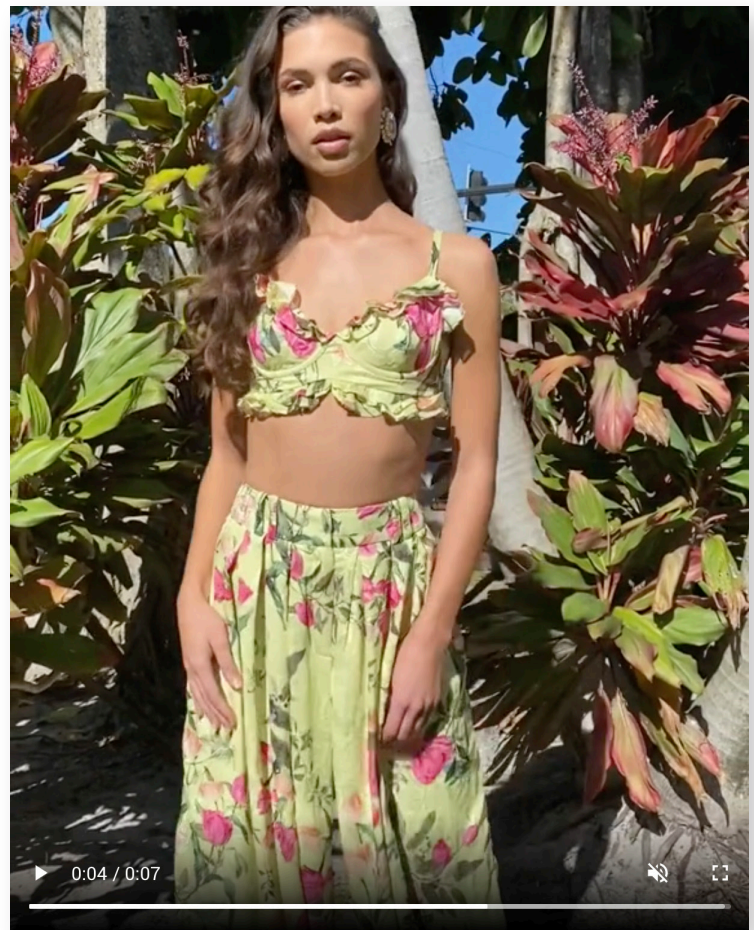


PatBo

**Tula One Piece**

Lemon

BOB18541



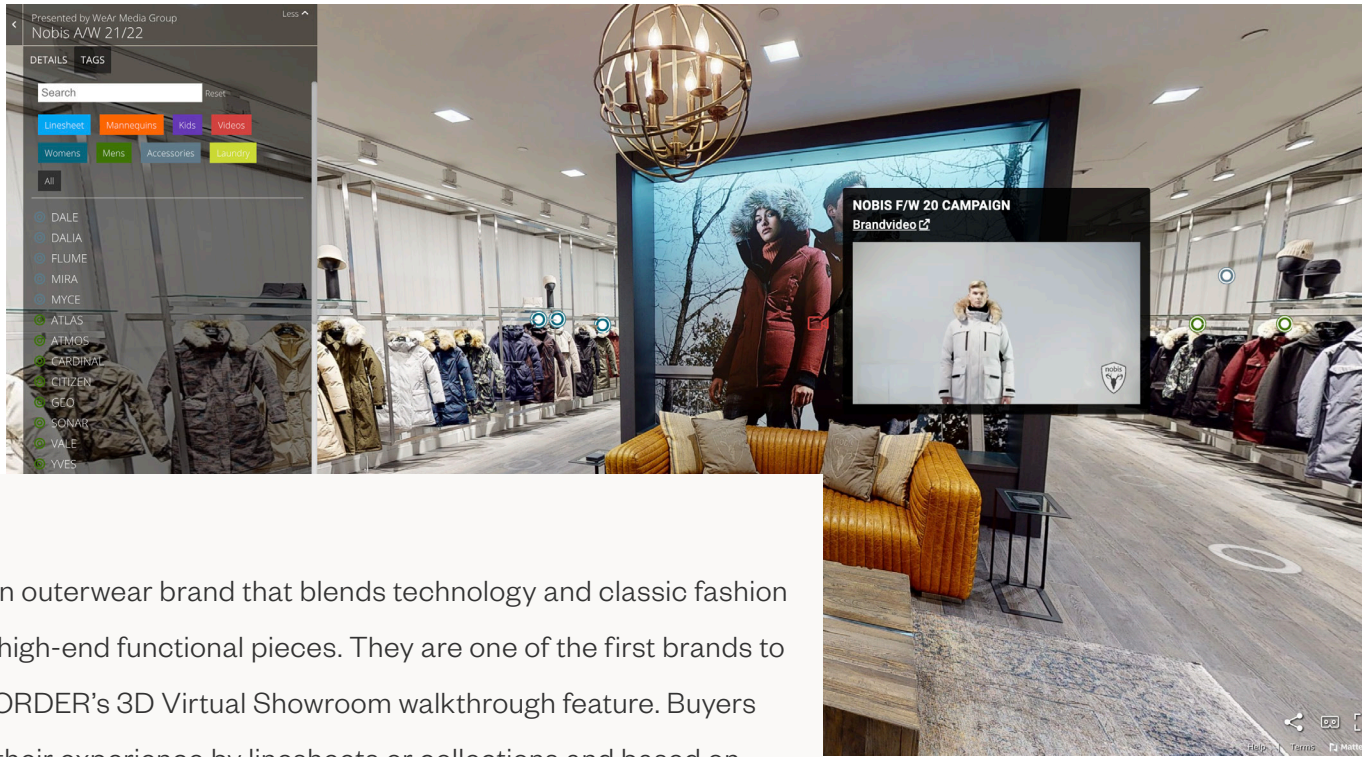
PatBo has made the intentional choice to display videos next to image carousels with product hotspots. This gives buyers the chance to experience product details on-model, then shop and quickly add items to their cart.





# Nobis

Nobis is an outerwear brand that blends technology and classic fashion to create high-end functional pieces. They are one of the first brands to utilize NuORDER's 3D Virtual Showroom walkthrough feature. Buyers can filter their experience by linesheets or collections and based on the selection, the buyer will receive a list of product results that will take them to that exact location within the 3D showroom.



## VIDEO DEMO

Product walkthrough with a Nobis Sales Manager introducing the collection, highlighting fabric details, and explaining key features.



Link to shop entire Core Collection provided below the demo video.



# Video Best Practices

Video is a powerful way to showcase your collection and provide the extra details and story that make your product unique. Designing your portal with an aesthetic that represents your brand is key to making a fully immersive experience. Here are a few of our virtual showroom best practices to get you started:

- + Use full-width imagery sparingly to direct the buyer’s attention to videos, marketing materials, and key looks or products.
- + Link to linesheets and custom lists so that it’s easy for buyers to shop your seasonal and curated collections or your entire product line.
- + Don’t use too many hotspots on a single image; we recommend the following image width to hotspot ratio:

<b>100% Width</b> 8-10 Hotspots	<b>50% Width</b> 4-5 Hotspots
<b>2/3 Width</b> 5-6 Hotspots	<b>1/3 Width</b> 2-3 Hotspots
	<b>25% Width</b> 1-2 Hotspots



You can reference the following Help Desk links for further information:

[Virtual Showrooms How To's and Best Practices](#), and [Assets Suggested for Virtual Showrooms](#).

If you are currently a NuORDER client, reach out to your Account Manager for info about integrating dynamic videos into your Virtual Showroom.

To speak to a digital wholesale expert about setting up Virtual Showrooms, [book your demo today.](#) ⚡