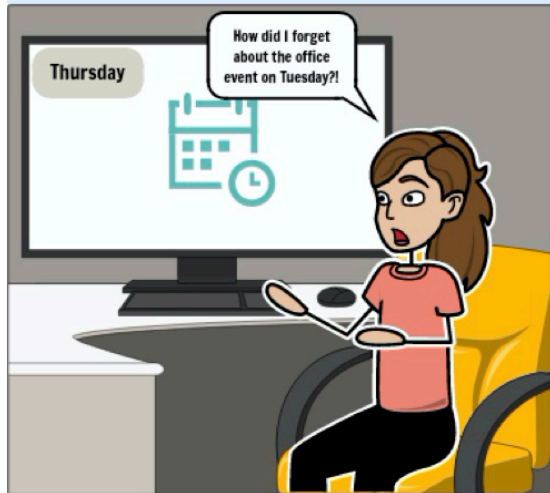
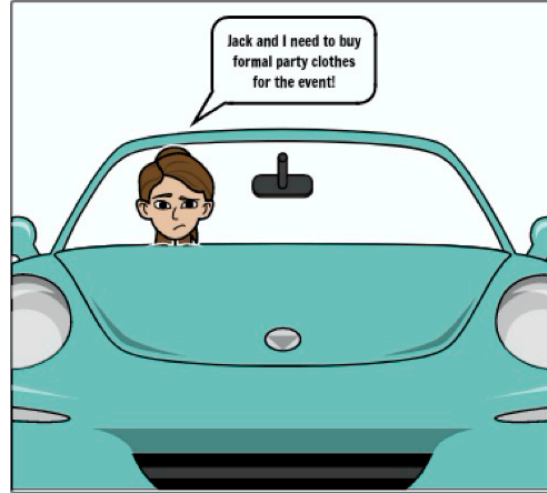


MIRROR Storyboard



Just as Jessica is about to wrap up her long and busy day on Thursday, she gets a notification about an office team event that was scheduled for the coming Tuesday!



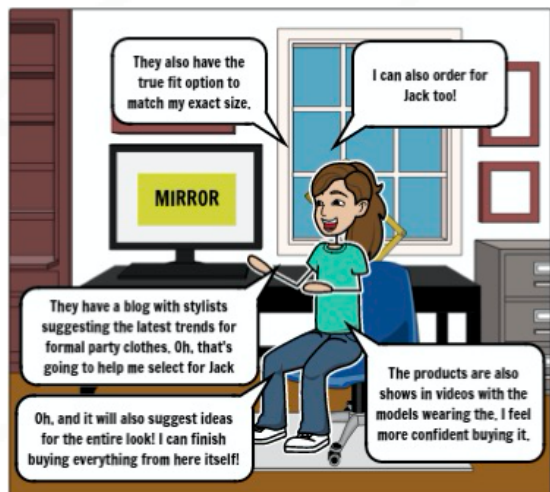
On her way home from work, she realized, they had planned a weekend getaway for which they plan to leave directly from work on Friday. They had both planned on buying formal party clothes for this particular event long back, but never got the time to do so.



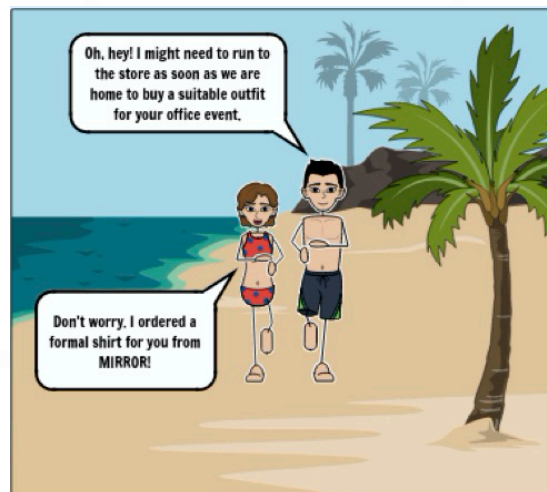
She has yet to finish packing for the weekend and Jack has to meet colleagues today for dinner. She is worried about how will she be confident about the fabric, style, and fit when shopping online?



She suddenly remembered the ads she had seen about the shopping brand MIRROR. They offered free 2-day shipping and she remembered a lot of other benefits they offered that might help her at this point.



She wants to make sure that her entire look is complimenting her outfit. Mirror has the 'complete your look' feature. She needs to spend some time researching about the fabric, styles, the exact fit, latest trends, etc. She has the luxury to do that from her home before heading to the vacation. The website offers videos of the model wearing the outfit which will give her a better sense of the fabric and the style of the product. She will also be able to refer to the blog and identify latest trends for menswear for Jack too!



She did enough research about what exactly she wanted and placed an order on Friday night. She spends a great vacation not worrying about the clothes because she was confident about the outfits she ordered for herself and her husband.



She received the products in time for her to try and decide her accessories.



At the event, everyone complimented her for her overall look, and she felt confident about her purchase and the MIRROR brand.