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DEPT. OF CULTURE

Shopping For Dummies

March 26, 2014 2:57pm



Iconeme Ltd. has created a new breed of dummies that aren't so dumb at all, reports [Bloomberg](#). The new age mannequins can apparently communicate with shoppers by sending information about garments on display—like prices, in-depth descriptions, and their locations in the store—to customers' smartphones. Shoppers could also obtain nearly all those details by reading the labels or touching the clothes that are *right in front of them*, but iChatting with Electric Barbarella works, too.

—Katharine K. Zarrella

Photo: Courtesy of 20th Century Fox

tags: Electric Barbarella, Iconeme Ltd, Mannequin

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style file covers all the news in style, from high street to high fashion, with dispatches from new york, l.a., london, paris, milan, tokyo, beijing, and more

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[Afsun Qureshi](#)

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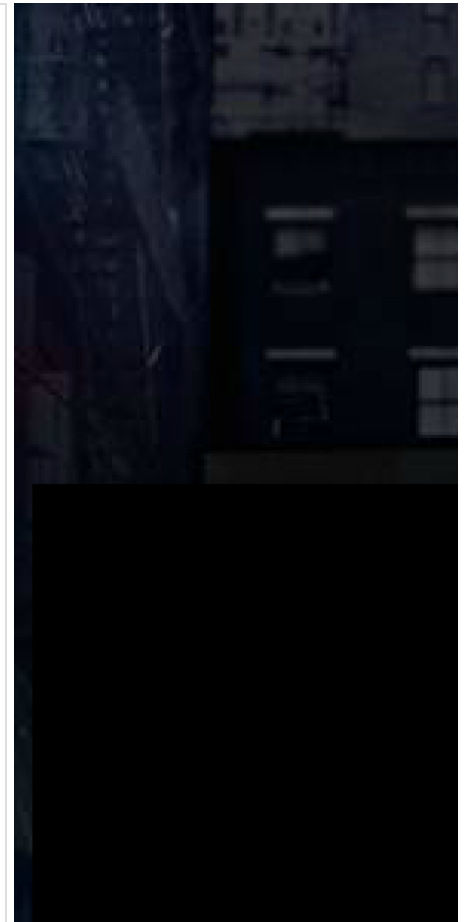
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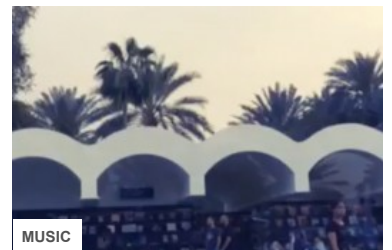
[Katharine K. Zarrella](#)



STYLE MAP

DAILY DISPATCHES FROM THE GLOBAL SCENE

DUBAI

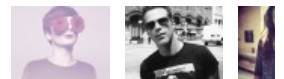


MUSIC

March 27, 2014 / 2:30pm

FEST THINGS FIRST: A DUBAI MUSIC BASH DEBUTS

Tima Ouzden



March 27 2014

[styledotcom](#) Hands down, Emma Watson's been killing it on the red carpet. [stylem.ag/1pd7awt](#)



Kristin Anderson
Erinn Hermesen
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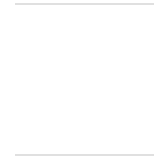
people + parties

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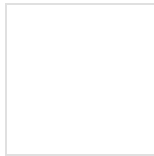
trends + shopping

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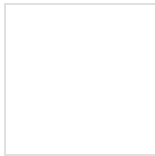
video



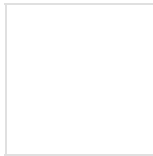
Fall 2014 Ready-to-Wear



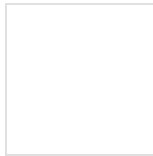
Divergent's Cast Hits the Red Carpet



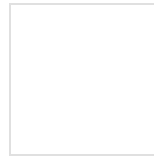
The Celeb Circuit Steps Out for Two Blockbuster Press Tours



In The Mood For: Palm Tree Prints



Diana Ross, Always a Diva



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