

belongs, a use, and so forth, a commodity master DB **12b** storing information of each individual commodity, and a commodity image DB **12c** storing commodity image information of an image of each commodity.

[0050] In the illustrated example, as an information record stored in the commodity presentation information record DB **12a**, there is shown, by way of example, a commodity presentation information item concerning a commodity having a set commodity name of "Suit Set A" assigned with a commodity ID "A". This example of commodity presentation information includes information items associated with the set commodity name "Suit Set A", that is, "commodity set type", "component commodity count", "component commodity", "fashion style", "target user condition", "category", "use scene", "set price", "quantity of stock" and "stores dealing in", such that target customers, contents, and so forth of each recommended commodity group can be specified. Thus, the commodity presentation information is stored in the commodity presentation information record DB **12a** such that an appropriate recommended commodity group can be selected for a customer by using e.g. information of the customer's age as a keyword.

[0051] In this example, the commodity set type indicates a type of combination of commodities constituting the commodity set. The component commodity count indicates the number of the commodities constituting the commodity set. The component commodity indicates an individual commodity as a component of the commodity set. The fashion style indicates a style of fashion of the commodity set. The target user condition indicates conditions including the gender, age, etc. of a customer as a sales target of the commodity set. The category indicates a field of use of the commodity set, and the use scene indicates a place where the commodity set is to be used.

[0052] FIG. 3 illustrates an example of contents of information stored in the try-on simulation information storage means **14**.

[0053] As shown in the figure, for instance, the try-on simulation information storage means **14** stores a management record DB **14a** storing management information for managing details of try-on simulations performed so far, a model object DB **14b** storing image information of model objects each set according to a type defined by the gender, height, body type, etc., simulation image storage DB **14c** storing object image information items each representative of an image of an object as a virtual model of a customer, which is generated or synthesized by using a model object retrieved from the model object DB **14b** according to the personal information of a customer and a photograph of the customer's face, and a try-on image storage DB **14d** storing try-on simulation image information items each representative of an image of an object virtually wearing a commodity, which is formed by using a commodity image information item stored in the commodity image DB **12c** appearing in FIG. 2 and an object image information item stored in the simulation image storage DB **14c**.

[0054] In the FIG. 3 example, the management information stored in the management record DB **14a** includes information items, such as "management number", "date of registration", "object model type", "body type selection", "try-on mode", "height entry", "body type change", "object image storage ADR", "try-on image storage ADR", "com-

modity set ID", "set commodity name", "commodity set type", "component commodity count" and "component commodity", and the details of each try-on simulation carried out can be specified by identification of a "management number".

[0055] In the example, the object model type indicates the type of a model object used in a try-on simulation. The body type selection indicates a body type used in the try-on simulation. The try-on mode indicates whether the try-on simulation is targeted for the user himself/herself or for another person. The height entry indicates the height of a person entered as a target of the try-on simulation, and the entered value is reflected in setting of the height of the object used in the try-on simulation. The body type change indicates information entered so as to change the body type of the object, and the information is also reflected in setting of the body type of the object used in the try-on simulation. Further, the object image storage ADR indicates an address of an object image information record stored in the simulation image storage DB **14c**, while the try-on image storage ADR indicates an address of a try-on simulation image information item stored in the try-on image storage DB **14d**.

[0056] FIG. 4 illustrates an example of details of information stored in the customer information storage means **16**.

[0057] As shown in the figure, the customer information storage means **16** stores e.g. a membership information record DB **16a** storing membership information items as customer information items of respective registered users and a face photograph image DB **16b** storing image information items of face photographs and the like of the respective registered users.

[0058] In the FIG. 4 example, the membership information stored in the membership information record DB **16a** includes information items, such as "membership ID number", "name", "age", "gender", "birth date", "address", "family structure", "hobby", "personal image data/registered?", "image data index", "height", "weight", "neck size", "body type" and "transaction history", such that each member's customer information can be specified by identification of the member's "membership ID number". On the other hand, the face photograph image DB **16b** includes image information items, such as "whole body", "face (front)", "face (profile)", "hands", "feet".

[0059] In the example, the personal image data indicates a customer's own image information of the customer's face photograph and the like, and the image data index indicates the address of the image information item in the face photograph image DB **16b**.

[0060] The membership information stored in the membership information record DB **16a** and the image information of face photographs and others stored in the face photograph image DB **16b** may include not only a member's own membership information and image information, but also membership information and image information of the member's family and friends.

[0061] FIGS. 5 to 7 show examples of information stored in the transaction information storage means **18**.

[0062] As shown in the figures, the transaction information storage means **18** stores e.g. an order cart information DB **18a** storing order cart information, i.e. information of