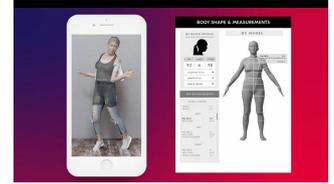# DIGITAL FIT

By Josh Walker and Rachael Stott

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Body Labs by Amazon

Body Labs by Amazon

One way in which brands are keen to improve the sizing process in online retail is through the use of **avatars**. By creating a life-like digital rendering of a consumer through size measurements and 3D body-scanning, brands could offer not just a more accurate retail experience, but one that is more personalised and engaging.

Body Labs is a company that facilitates exactly that and creates true-to-life 3D body models to support a variety of applications, including trying on clothes. Following the company announcement that it had been acquired by Amazon in October 2017, the introduction of avatars for sizing in a mainstream e-commerce setting could be imminent.

Lingerie brand **Evelyn & Bobbie** also uses data to design bespoke bras in the individual customer's size. Its bras are created using an algorithm that has been fed hundreds of 3D body scans, enabling the brand to identify optimal sizing with only a few measurements from the waist, breast and shoulder.

Nearly 80% of women wear the wrong size of bra, according to a survey by Triumph. 'Our unique sizing system takes into account more than traditional bra sizes, because our bodies cannot be reduced down to just inches and cups,' reads the **Kickstarter** campaign for Evelyn & Bobbie.
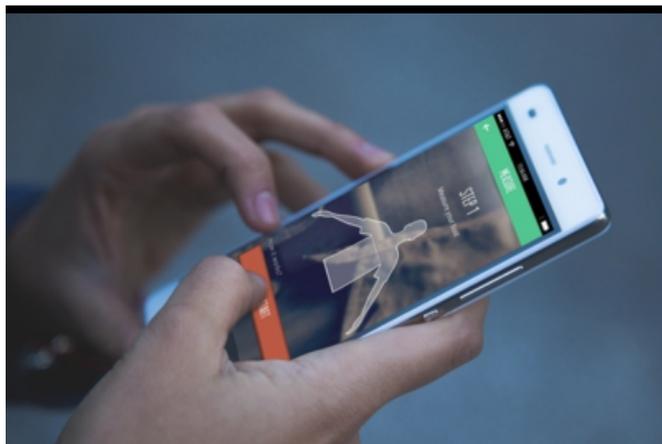
MySizeID, Israel

MySizeID, Israel

As well as using data to generate solutions for retailers to offer more optimum sizes, brands are also exploring how they can put sizing technology in the hands of consumers through their smartphones.

Unveiled as part of this month's CES, **MySize** is an Israeli smartphone technology that enables consumers to measure themselves using their iPhone and, once a size has been determined, match that consumer with products in their size online. The system works by pulling data from anthropometric databases as well as from studies on body measurements of diverse population groups, and combines that with the personal body measurements taken using the iPhone's motion calibrating tools. This is then used to estimate the circumference of different body parts and is finally compared to retailers' size charts to recommend products.

'This level of accuracy and convenience is not offered by any of our competitors,' **says** Ronen Luzon, CEO of MySize. 'The US e-commerce apparel market alone accounts for more than £52bn ($72bn, €58.8bn) of the total e-commerce market of £285bn ($394bn, €321.8bn), and we believe that the MySize solution will help reduce returns to retailers due to size issues.'

UK shoppers are **predicted** to have spent £27bn ($37.3bn, €30.5bn) online via a mobile device in 2017, according to the Centre for Retail Research, and with the average payment made using a mobile device increasing by 9.2% since 2015 (source: Vouchercodes.co.uk/YouGov), the ability to offer dynamic sizing solutions on a mobile is increasingly important.
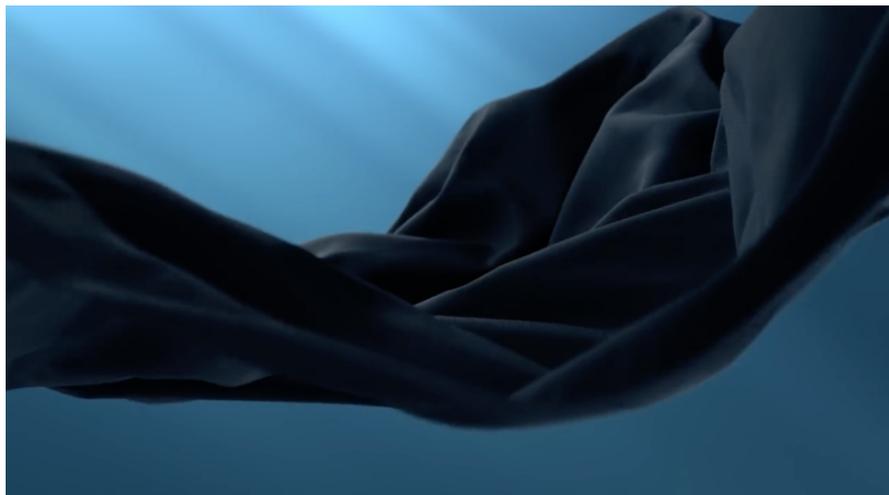
Zozosuit

Watch this video at **https://www.lsnglobal.com/micro-trends/article/21996/digital-fit**

As well as putting sizing into the hands of consumers via a smartphone, fashion retailers are beginning to take this one step further by offering digitally connected, physical sizing suits.

Start Today USA, the American subsidiary of Japanese fashion brand **Start Today**, has created the **ZOZOsuit**, a smart suit that uses sensor technology to capture 15,000 body measurements so its e-commerce customers can determine their exact size before buying pieces online via a dedicated ZOZO app. Now available to pre-order with orders shipping in spring this year, the app will also offer recommendations and suggestions on items that fit the consumer's measurements.

The new technology comes at a time when, according to an **article** published in WWD, an average of 22% of apparel sales are returned. Of those, 70% are sent back because the colour or size is wrong. As a result, 48% of apparel returners say that they bracket their purchases, or buy multiple items in different sizes to see which one fits best.

E-commerce site **Frilly**, a retailer that enables users to create personalised garments, has also said that it plans to release its own smart suit to push that personalisation further.

Lab Notes

1. As an expensive problem for retailers, and a well-known issue for online shoppers, consumers are hungry for solutions that deliver accurate sizing options when buying fashion online.

2. Traditional sizing charts are outdated. Follow Evelyn & Bobbie's lead in using body-scanning data to create a solution that prioritises personalisation over traditional size templates and measurements.

3. Similarly, once you have a consumer's size data, consider how you can push that data further by offering more personalised recommendations and suggestions.

4. Put the consumer in control. The success of MySize will be in how it is delivered on a smartphone, and how customers will be able to accurately measure, find and buy products tailored to them at their own convenience.

5. Think about the next iteration of digital sizing. With customisation and more accessible bespoke fashion design on the rise, consumers will be looking for tools such as the ZOZOsuit to make the process more seamless.