

The right size

The new world of online commerce

Meet MySizeID, an innovative app that lets shoppers measure their size with the smartphone and get an accurate size result to shop online. Billy Pardo, VP of products at MySize: “Our solution streamlines the online shopping, saving the hassle and the huge waste of time and money for shoppers and retailers alike.”

The recent evolution of technology and the online commerce are radically transforming the fashion, textile, footwear, and clothing industries. These “traditional” industries are renovating after long years of “brick and mortar” commerce, which has forced retailers to run shops and the buyers to leave home to go shopping.

In an era where most Israeli and global consumers are relinquishing traditional shopping habits in favor of online shopping, concurrently with the modernization of the production lines, we wanted to hear what Billy Pardo, VP of products at MySize, has to say about online commerce, technology and being sensitive to users’ privacy.

Tell us a little about MySize...

“Ronen Luzon, our founder and CEO, is a seasoned high-tech entrepreneur and has founded multiple startups. Several years ago, when online commerce was just taking its first steps, he made some personal online purchases of clothing in various online shops. He was shocked to find out that none of the items ordered has arrived in the right size, realizing ordering clothes online is a ‘guessing game’. This experience gave rise to the idea of a readily available app that provides simple and easy measurement of the consumer’s body so that he or she can order clothes their right size regardless of the brand, the time or the place.

“This was the beginning. As online commerce continued to evolve, we realized how necessary the solution was. The product return issue, which stems directly from the fact that we do not actually see or try on the garment as we do in a physical store, is the key issue that holds back online commerce. It is particularly common in fashion and clothing, which experience as much as 30% of returns. Seventy percent of the returns result from wrong size ordered. This is a huge headache and time and money waste for buyers and retailers alike. In fact, some consumers avoid online shopping in the first place for fear they will have to deal with product return. This is where our technological solution enters, significantly streamlining the entire process.”

How does the technology operate in practice?

“The technologies we developed, some of them patented, are based on sophisticated algorithms capable of transforming every smartphone into a ‘measuring tape’. This is extremely important for any textile, fashion and clothing website or retailer as it enhances the sale process by offering consumers garments or products that fit.

“The app we developed, MySizeID, which was on display at the recent international CES (Consumer Electronics Show) in Las Vegas, as well as in other shows and has been praised by



many allows consumers to take their own measurements with their smartphone. Following the physical measurement, the app converts the body size to the corresponding clothing size and provides this information to the user. This opens the door for a 'new world' as far as online commerce is concerned, facilitating the return issue which all online retailers are familiar with. Our app is part of an entire ecosystem that was built around it: it interfaces with a back office system that includes the sizing tables of the various manufacturers and displays the right size for the consumer on the product page.

"We provide retailers with a turnkey solution: the app lets users create their profile with the motion sensors of the smartphone by tracking their body with device according to clear instructions. Once the profile is in place, the algorithm on which the app is based matches the user's data with the sizing tables fed by the manufacturer to the Company's server and the user is served the right size for the specific item she/he would like to buy.

"And there is also the dashboard, where the retailer is managing all sizing tables in relation to the collection. Every month end, the retailer receives a report on the bestselling sizes, broken up into regions and accompanied by inventory and sales statistics. A specific retailer widget embedded automatically in the product page allows consumers to see their right size for that specific item. The SDK we released allows retailers with an app to use our system to inform shoppers of their right size on their website, with no need for other systems or elements."

What is the app's commercial and business model? Whom are you targeting?

"We target anyone who buys or sells online and our model is CPI (Cost per Size Recommendation). MySizeID app is available for free download in the app stores and is very simple and easy to use. It also allows sharing one's profile with friends, which makes it easier to buy gifts or surprise your loved ones. It also saves the questions and deliberations ("What's your mom size?"). We are working on a family account option where family members will be able to buy clothes for one another and be confident they are getting the right size."

What innovation is MySizeID offering in comparison to competitor developers in this space?

"Unlike other apps in this area, MySize provides an accurate solution for a broad range of measurements by leveraging the smartphone's sensors and other statistics. Our app is the only one that provides the result based on true measurement, unlike other apps that rely on statistics obtained from multiple online purchases or photos taken by the user in a range of angles and uploaded to the cloud while compromising user privacy.

"Privacy is an important point here. Incidents such as the Cambridge Analytica story or the resignation of Whatsapp's founder Ian Koum from Facebook because of his objection to the new privacy policy and the new General Directive on Privacy Regulation (GDPR) in Europe, which entitles EU citizens to prevent companies from collecting their personal information, have changed the rules of the game. The world treats privacy differently today and technological companies are required to deal with it.

"Many tech companies have grown over the years in Israel while ignoring their users' privacy. These companies are now required to rethink their offering. Previous applications have asked users to provide them with their body measurement, which is another name to some degree of





undressing. Some of these companies have even gone as far as requiring of their users to upload and/or share the photos online.

“At MySizeID we do things differently. From the start, we have emphasized usage that does not infringe on users’ privacy while protecting retailers and merchants. Unlike the other options on the market. MySize solutions make no use of camera and collect no user information or statistics; we only use body measurement to protect all the parties involved and provide a safe user experience.”

It has been three years since you announced the application. Are there any new developments in the pipeline?

“The first SizeUp app we launched in 2015 won nearly one million users. It was designed with surface measurement in mind, but many have used it as a useful, daily measurement tape. To our surprise, people were using it to size up not only the table or the wall they needed to paint but many other things. For example, people told us they have used the app to measure their hamburger or shoe... we keep improving and introducing more sophisticate features... I’m glad to report we have had quite a few successes.”

What is your vision? Where will you be in 10 years?

“We seek to transform the way people are shopping online and make it a successful, easier and more efficient experience. We believe that within a decade, you will find our measurement technology on every smartphone and every online store.”

www.mysizeid.com

