

# Virtusize

One size does not fit all. Virtusize removes the guesswork from online shopping as a 2D virtual fitting solution that helps online retailers illustrate size and fit.

## Market opportunity

Size and fit varies between brands, markets, seasons and styles. An American small can sometimes translate to an Italian large, and even if shoppers know their size in a specific brand, it is impossible to know the fit of each style. This often leads to a high rate of returns and thereby a significant problem for online retailers which costs the e-commerce industry millions every year.

Virtusize is a simple and effective way to decrease fit-related returns, increase sales, improve the shopping experience and build customer loyalty for online apparel retailers. The approach also has obvious cost savings over the up-front work involved in more complicated sizing solutions like augmented reality



and 3D visualization of a retailer's entire catalogue.

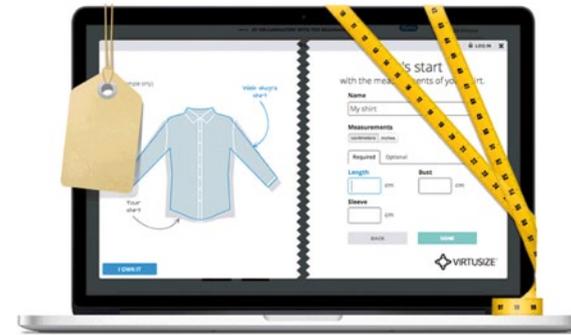
## Innovative Qualities

Virtusize allows online shoppers to compare a garment they want to buy with a garment they already own. By displaying and overlaying 2D silhouettes of both garments, customers can more accurately compare sizes and ultimately choose the item that would fit best, helping to reduce fit-related returns

and increase conversion for e-tailers.

According to Virtusize, 86% of the users prefer Virtusize over the standard size charts. Use of the tool reduces fit-related returns by up to 50%, and 20% of shoppers using the fitting solution make a purchase at the online retail store in question.

The Virtusize and Asos.com partnership was shortlisted for a BT Retail Week Technology Award



## Key data

- Format: 2D virtual fitting solution for e-commerce
- Store Location: Stockholm-based (Sweden)
- Number of Stores: 1
- Product Mix: As of September 2013, Virtusize operated 25 retail partnerships and is used by consumers in more than 100 countries

2013 (UK) in the category "Customer Experience Technology of the Year" as well as for Word Retail Awards 2013 (Paris) nominated in the category Retail Technology Initiative of the Year.

## Conclusions

Initially launched with the Scandinavian pure player Nelly.com in 2011, Virtusize is now used by consumers in more than 100 countries and available for 35,000 garments through 25

partner retailers, such as Asos.com (UK), Megaseek (Japan), Oasis (UK) and Brandos (Scandinavia). The vision is to become a global standard for illustrating the size and fit of clothing sold online.

The start-up earns its share by charging the e-tailers a monthly subscription fee for using its solution. The fee is determined by monthly page views on the product pages where Virtusize is available. ○

