



Fits.me

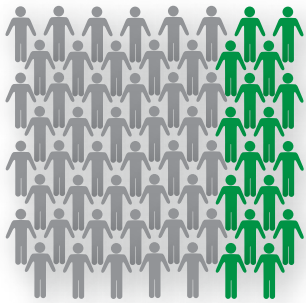
Virtual Fitting Room

Off-the-Rack

SOLVING THE
Largest Problem
FOR
Online Clothing Retailers



Just looking Buyers



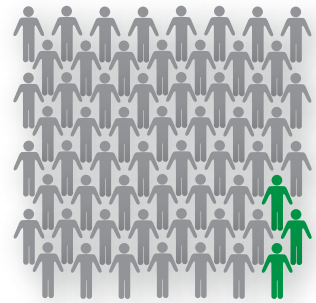
Traditional Stores

People Buy Online
Much Less Than They Do
From Traditional Stores.

WHY?

Traditional Stores
Have a Fitting Room.
Online Stores Don't.

Just looking Buyers



Your Online Store

A Fitting Room Makes the Sale

12%

Won't Buy
Without Seeing How
It Looks On Them

66%

Won't Buy
Without Knowing
Which Size Fits

6%

Won't Buy
Without Feeling
the Fabric

**2011 Internet Shoppers Survey*





The Fits.me Virtual Fitting Room answers the question "which size to buy?"

Enabling the Sale, Reducing Returns & Increasing Revenue

HOW DOES IT WORK?

First the customer enters their measurements.

It's even quicker than visiting a brick-and-mortar fitting room.

Height:  5 ft 10 inch
Neck:  16 inch
Waist:  40 inch
Wrist:  34 inch

Then they are shown a garment worn by a mannequin that has taken their unique shape and size.

It shows the customer what size fits their body and their style.

It reduces purchase risk – and increases sales.



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Fits.me is the only proven and commercially available solution on the market today that effectively removes the single largest barrier to online clothing sales – not knowing which size to buy.

IT'S EASY TO SETUP..

1

Choose Your Design

- ✓ Add Your Own Logo
- ✓ Select Your Theme
- ✓ Pick Your Model

2

Select Your Product Categories

Choose the Product Categories you wish to support – select them all or simply choose your highest selling items. Fits.me will help you choose the right garments for your store.*

3

Make the Call & Ship the Garments

You'll need to send us samples for photography – about 8 styles is all we'll need. We return them to you when we're done. Fits.me will help you through the selection process. It's simple.

4

Open Your Fitting Room

It only takes a few minutes to add it to your online store. It's as simple as adding a video from YouTube.

**see Frequently Asked Questions on page 5*

GET STARTED NOW



Click the button to get in touch
and find out more

FREQUENTLY ASKED QUESTIONS

How do I know which garments to select?

Fits.me will help you to select the keystone garments you will want to feature in the Virtual Fitting Room. Keystone garments are those items which represent the various fit blocks offered in your online store. By photographing keystone garments, rather than every item you carry, the setup process remains quick and streamlined.

What is a Fit Category?

A fit category is a group of garments which may appear visually different, due to pattern differences or collar and sleeve embellishments, but which would all fit the same person in the same way.

An example of this would be a slim-fit shirt compared to a regular-fit shirt, from the same brand. These would be considered two separate fit categories, and therefore, to have the Virtual Fitting Room support every slim-fit and every regular-fit shirt offered within that brand we would only need to create photography for 2 shirts, in all of their offered sizes.

The selection process is quite simple and we'll guide you through it.

Why do you need physical access to my garments?

Fits.me has created the Virtual Fitting Room as a unique service, which does not rely on garment patterns, as 3D modeling services do. This means that the Virtual Fitting Room is available to every retailer, regardless of how much or how little they control the design and manufacturing of the items they sell.

To accomplish this we must photograph a few samples of your garments on our propriety robotic mannequins, or FitBots, which have been developed in conjunction with four universities across Europe. This physical component of our setup process is what allows us to deliver highly effective results for your online store and photorealistic imagery for your customers.

Are my garments returned to me?

Absolutely. Our professional photography studios are located in Estonia – the home of Skype. You may either send your items directly to our studios in Estonia or to our US forwarding agency. Once we have completed the photography of your items on our patented robotic mannequins – creating a vast database of thousands of images per item, visually demonstrating the fit of your items on the unique body shapes of your customers – we will return your items to you via international express mail.

Which product categories should I choose to have supported within the Virtual Fitting Room?

If your online store offers a wide variety of product categories, we recommend choosing those types of garments which represent the largest portion of your business, in terms of revenue. However, if you find that your sales are equally distributed amongst your full range of product lines, then focusing on those categories which experience the highest rates of return is the smart choice. Depending on the variety and number of different items you offer, you may choose to have all your product lines supported by the Virtual Fitting Room.

What will happen after I fill in the information request form?

After completing the information request form, Fits.me will get in touch to answer any questions you may have. We take pride in taking good care of our customers – just like you – and we'll make sure that we clearly outline for you the next steps on the path towards launching your new Virtual Fitting Room on your site.

When completing the information request form you can also specify a date and approximate time when you will be available to talk with a Fits.me team member. We're happy to answer any questions you may have about this new and exciting service!

Does it work with pants?

Unfortunately, not yet. Our FitBots are designed to mimic human bodies from the hips up. This means that everything from shirts, to sweaters, to outerwear and even dresses can be modeled in the Virtual Fitting Room.

But don't worry – we have a lower body FitBot in the labs. Be on the lookout for its commercial debut around Q4 2012.

How much do sizes really differ between brands?

Tremendously. There is no industry mandated size consistency between brands, and no international sizing standards. Combine this with the widespread practice of vanity sizing and it is clear why shoppers face such difficulty in ordering the right size online.

Fits.me conducts extensive sizing tests in the course of our work, and we have found, for example, that a person who would wear size 'XL' in Abercrombie & Fitch would need to buy a size 'M' in Lacoste to get the same fit. The Fits.me Virtual Fitting Room decreases the risk of buying without first trying.

What is the difference between the Off-the-Rack version and what you have live with other retailers today?

The Off-the-Rack version has been tailored to the needs of the small to midsize retailer, and enjoys a streamlined setup process and fixed pricing, without sacrificing the value it delivers in significantly reducing buyer hesitation and increasing profits. The Virtual Fitting Room, whether Off-the-Rack or otherwise, is a powerful eCommerce add-on, which empowers online shoppers with the confidence of knowing that they are purchasing a garment with the right fit – the first time.

