

“Meet Novelle—real-time style, real confidence. Novelle lets shoppers see outfits on themselves instantly, so every choice feels right the first time. It takes the guesswork out of online fashion and turns interest into action.

Shopping online is convenient, but it’s uncertain. Customers aren’t sure about fit or shade, leading to abandoned carts and high return rates. Brands need an experience that feels engaging, modern, and measurable—one that builds trust from the very first tap. That’s the opportunity Novelle unlocks. With instant try-on, shoppers see how styles look on them in real time, decide faster, and buy with confidence. Smart suggestions surface what suits them best, elevating the experience and the basket.

See it. Style it. Own it. Novelle puts the mirror in the shopper’s hand—try looks live, switch sizes and colors in a tap, compare styles side by side, and make the call in seconds. It’s simple, it’s fun, and it feels personal. When customers see it on themselves, they’re ready to own it.

Explore your style with Novelle. From everyday essentials to statement pieces, shoppers can mix, match, and play until it feels just right. It creates a smoother path from browse to buy—and a shopping moment they’ll remember for the right reasons.

Brands love Novelle because it turns hesitation into action. When shoppers see the look on themselves, they decide faster and add to cart with confidence. It also cuts returns without cutting sales—better choices on fit and color mean fewer ‘didn’t suit me’ returns and happier customers. The experience feels premium and interactive, keeping visitors engaged longer and bringing them back. Novelle works everywhere customers shop—on the website, mobile app, and in-store screens—so the brand moment is consistent at every touchpoint.

And it showcases more of the catalog, effortlessly surfacing sizes, colors, and styles customers might otherwise miss—lifting outfits, add-ons, and overall basket value.

With Novelle, confidence becomes conversion. Let’s bring real-time style to every shopper—and make every choice feel effortless.”