

Virtual Fit Engine — One Pager

Problem

Online fashion shopping still relies on models that look nothing like real buyers. Fit is the #1 reason for returns in apparel. Shoppers—especially petite, plus-size, short men, and athletic builds—can't tell where clothes will hit, how tight areas will feel, or which size to order. They respond by bracketing multiple sizes, wasting money, time, and shipping costs.

Insight

Photorealistic virtual try-ons look impressive but don't solve decision anxiety. Users care about fit, proportions, and length, not whether an AI image looks pretty. The solution isn't a fake photo of them in the outfit, it's a measurement-accurate model that predicts how the garment behaves on their body.

Solution

A measurement-based virtual mannequin for accurate fit decisions before buying. No photos. No AR. No filters.

Core Features

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- Guided measurement intake (bust, waist, hips, height, inseam, torso, sleeve).
- Virtual mannequin that updates automatically as measurements change.
- Fit visualization: silhouette, hang, and pressure zones (color heatmap).
- Size comparison: view S vs M vs L side-by-side.
- Paste a product link or browse a curated catalog.

Why Now

- 30% of online apparel purchases are returned, mostly due to fit.
- Retailers are desperate for solutions that reduce return costs.
- Consumers are increasingly privacy-conscious and avoid apps requiring body photos.
- LiDAR-enabled devices and computer vision tools make measurement capture easy and accurate.

Target Users

- Petite women (5'4 and under) shopping dresses and fitted tops.
- Plus-size women
- Short men
- Athletic / big-thigh builds
- Fashion-savvy frequent shoppers

Differentiation

- No images of the user required (less friction, less creep factor).
- Fit accuracy > visual realism (we optimize length, ease, and proportions).
- Data grows defensible (real predicted vs. actual fit outcomes).
- Category depth over catalog breadth (nail one segment before expanding).

Business Model

- MVP: Free consumer app + affiliate revenue from retailer purchases.
- Later: B2B SaaS fit engine powering e-commerce stores and Shopify plugins.

Go-To-Market

- Launch with 2–3 brands known for petite offerings.
- Partner with petite fashion creators on TikTok and YouTube.
- Leverage niche Reddit communities (r/petite, r/femalefashionadvice, r/fitme).

Success Metrics

- % users who order one size instead of bracketing.
- Reduction in returns among users who use the preview.
- Frequency of use per shopping session.
- Fit confidence score (user feedback).

Vision

Become the fit standard for online apparel. A tech layer that retailers trust and shoppers rely on to make decisions without guessing. Fit without photos. Try on accuracy, not fantasy.