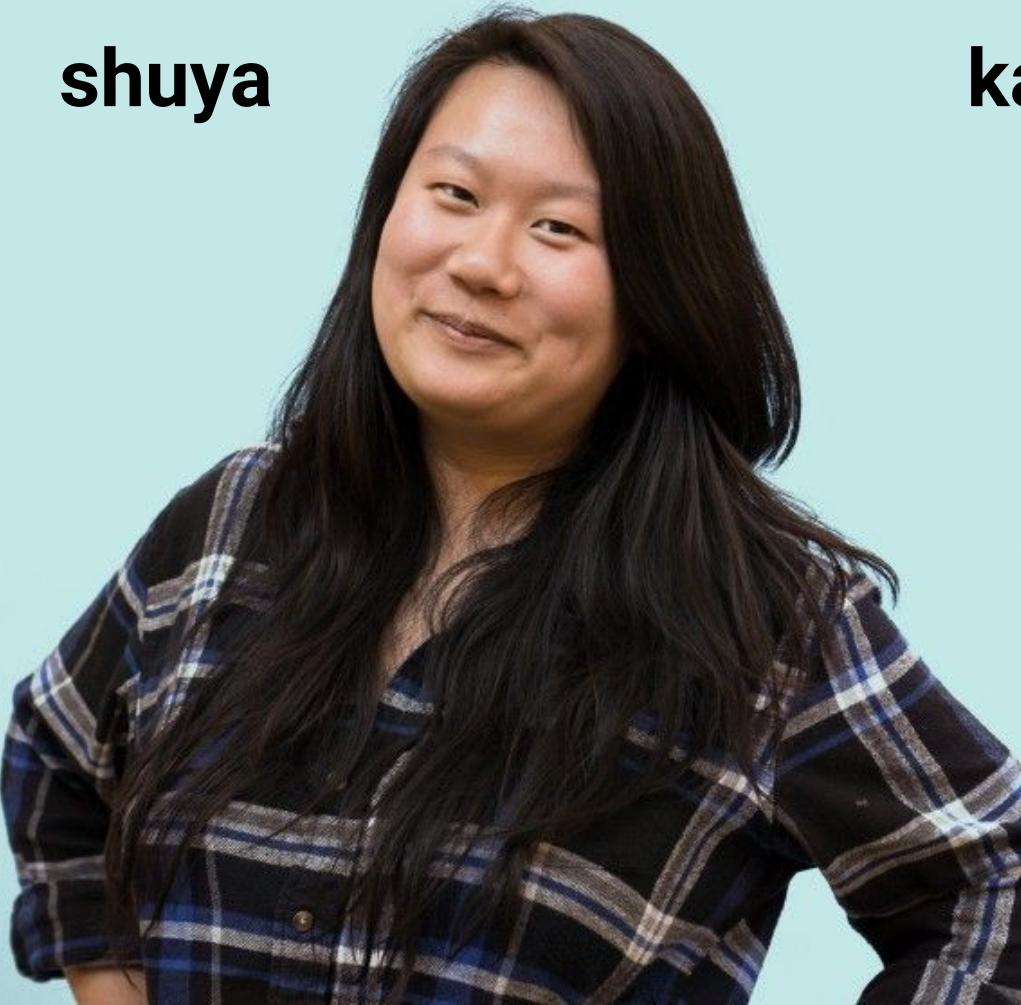


s i z e U



shuya



katie



sizeU/Tailor/Metric



Future
of
Fashion

We are crafting a new language
around sizing through technology

JANE





THESE ARE ALL SMALLS!

Confidence

“I wear lots of dresses because I never find pants because I’m too short”

Personal

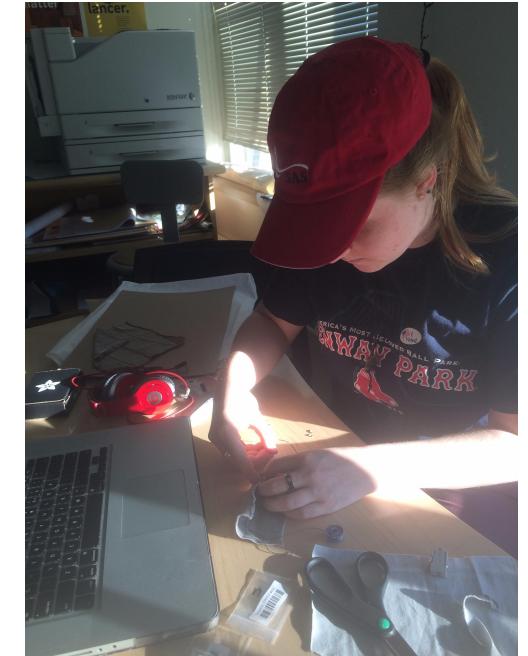
“I don’t shop online because sizes aren’t consistent”

Cost

“It’s too expensive to get something made for you”

*Smart Shirts
that grow
with my size*

Size
*Navigate
World with
New size*



size U

CLASSIC

or

BOLD



B O L D



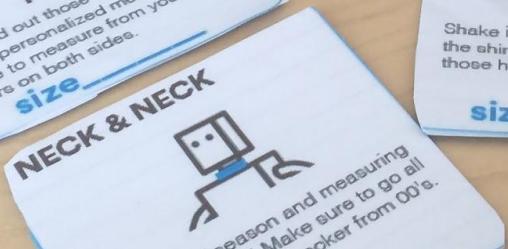
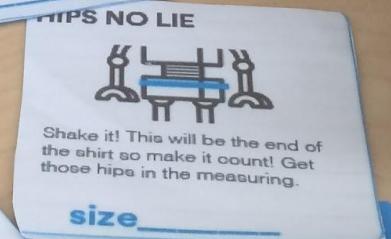
s i z e U



C L A S S I C



What's my size?



**Upgrade to Next-Gen. The more you move,
the more it protects.**

get coupon to save \$1.50 on select Degree items



size Katie

SORT

S

M

L

size *Katie*

SUGGESTIONS

J.CREW

BUY sizeU



[add to cart](#)

\$16.99

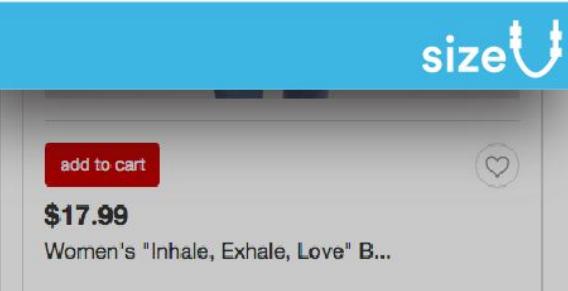
Women's Harry Potter® Up to No Good L...



[add to cart](#)

\$17.99

Women's Coffee 'Till Cocktails Brushed Coz...



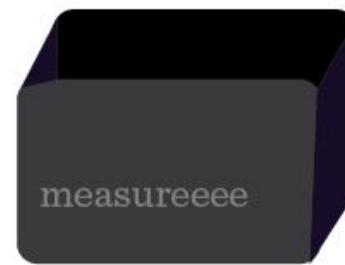
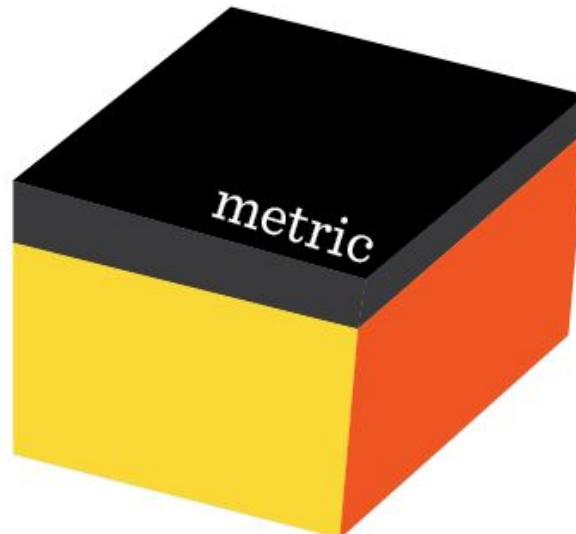
[add to cart](#)

\$17.99

Women's "Inhale, Exhale, Love" B...



measureeee



s i z e Katzie



front end

waist: 40cm
wing: 30cm
neck: 10cm
bump: 10cm

back end

size Katie

size Sachin

size Elvis

size JOHN

sizeU/Tailor/Metric

+



generate

Student-Led Product
Development Studio

Magic Measuring Tape



*How might we redesign the sizing
experience to be engaging, seamless,
and focus on usability?*

Generate team

Mechatronics

Embedded
Systems

Design