ItFits

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ItFits

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Welcome to ItFits

Rethinking the way you shop.

Sign up today

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Easy Shopping

Customers can virtually try on clothing without the hassle of going into the fitting room and waiting in endless lines during checkout.

View details »

Impacting Businesses

With our novel technology, retailers can improve sales and reduce returns as consumers can try on clothes faster and proceed to immediate checkout.

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Strategic Vision

Fashion designers can test consumer preferences and demands before new fashion releases.

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Easy Shopping. With You in Mind

Your measurements are stored in the application and when you scan the garment, both measurements are compared and matched. You can see if the clothes work for you, if they compliment your body shape, or what would be the perfect size. All this is done without the hassle of trying it on, at the click of a button.

Impact on Retail Businesses.
Affecting the Bottom Line

- Increasing sales
- Decreasing transaction time
- Reducing the occurrence of returns
- Reduce labor cost
- Shortening the value chain
- Streamlining the purchasing process
- Target future sales by enhancing personalized marketing
- Utilizing more sq. footage for merchandise and not fitting rooms

Strategic Vision. The Future of Shopping

We project that in the future, fashion designers will be able to implement our solution for testing their future product developments and launches. They will be able to save time and money by focusing on designs that customers want.

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ZARA

★

macy's

AnnTaylor

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NORDSTROM

bloomingdale's

T·J·maxx®

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Model

Shirt

ItFits!

Documentation

- http://www.glam-net.com/blue-printed-bodycon-dress.html
- http://ww1.prweb.com/prfiles/2013/06/17/10839420/Elegant-Floral-Detailed-Lace-Dress.jpg
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