Visualising humans online and what this means for fashion e-commerce

Mainda Kiwelu, Senior Product Manager - Metail

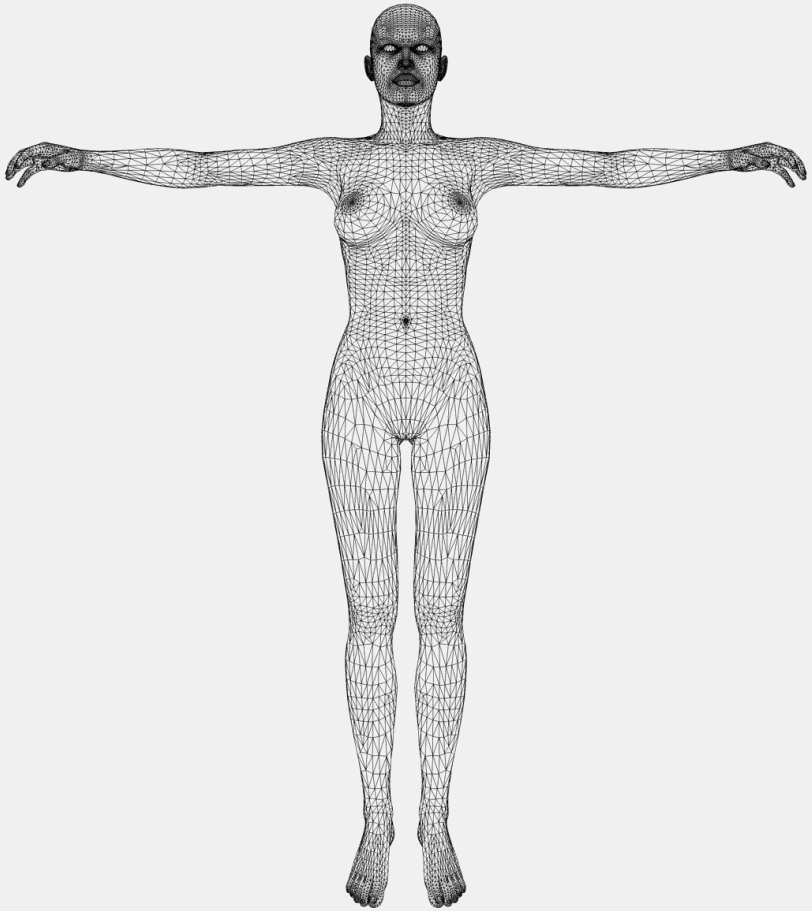
Making clothing fit for all

Metail

Shoppers experience

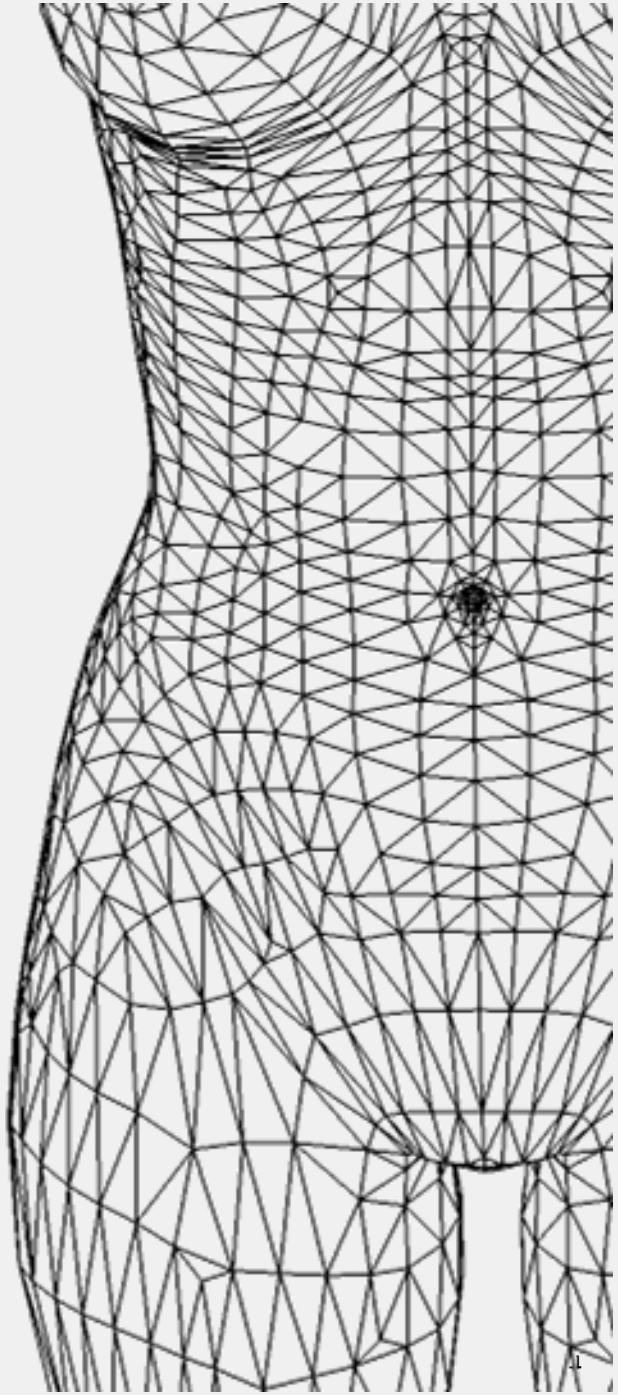
1. Body shape is not represented in fashion photography
2. Have low confidence in choosing size
3. Have low confidence in shopping online

DIGITISATION



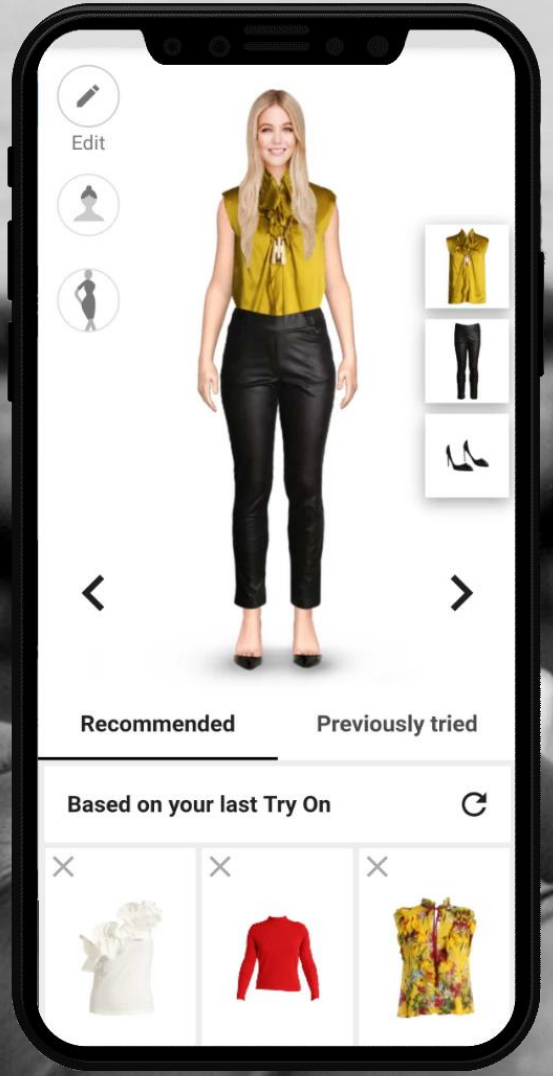
BODIES

CLOTHES



“I want to see…me”

Imagine what you could do if you knew the size, shape and preference of every consumer?



London

Age: 32

Lucy

68% 32%

Preferences

Purchase history:

- 17 May 2018
- 14 Feb 2018
- 23 April 2018
- 28 Dec 2017

Favourite buys:

Colours:

Blues Yellows Greys Greens Pinks Turquoise

Measurements

Height:	1.69M
Weight:	58kg
Bra Size:	UK 34 A
Leg Length:	Regular
Waist:	67 cm
Hips:	89 cm
Inner Leg:	70 cm

Body Shape:

Top tried-on items

Skirts Jackets Dresses

Jan Feb Mar April May Jun Jul

Metail

MeModel Results

Demonstrated commercial impact

FRICTION FREE

8.9 %

ADOPTION

no consumer promotion

61%

ADOPTION

within native mobile app

ENGAGING

3.5x

LONGER

SPENT ON SITE

REVISIT

MORE

2.6x

INCREASES SALES

22 %

RPV

Increase

VALIDATED BY: Kellogg School of Management

WORKED WITH:

Microsoft

Myntra Group Flipkart

IBM

HOUSE OF HOLLAND

CONDÉ NAST

LONDON FASHION WEEK

accenture

But…

CHALLENGES

Shoppers experience vs. What shoppers want?

1. Consumers want personalisation but slightly tailored – “like me” or “the best version of me”
2. Not easy to change existing experience, needs to be gradual
3. **B2B2C** – Building for the near term (appealing, relevant) and building for the future (true personalisation for all)

Our 3 core industry insights

Increasing desire for relatable product imagery	Inexpensive, diverse and flexible model imagery through **Composed Photography**
Finding clothes to make you feel great in a fun and easy way is still hard	More engaging experiences delivering actionable data through **MeModel**
Huge inventory waste in the supply chain	Data on size, shape and interaction with fashion combined with digital design through **Composed Photography (C3D)**

Composed Photography: smarter model photography

Models in various poses only need to be shot once

Clothes are shot on a standardised, simple photography rig

Models are “dressed” by our proprietary technology

Allowing diversity to be the new customer norm…

...optimising items and reacting to events, weather

...whilst empowering creativity of stylists for women

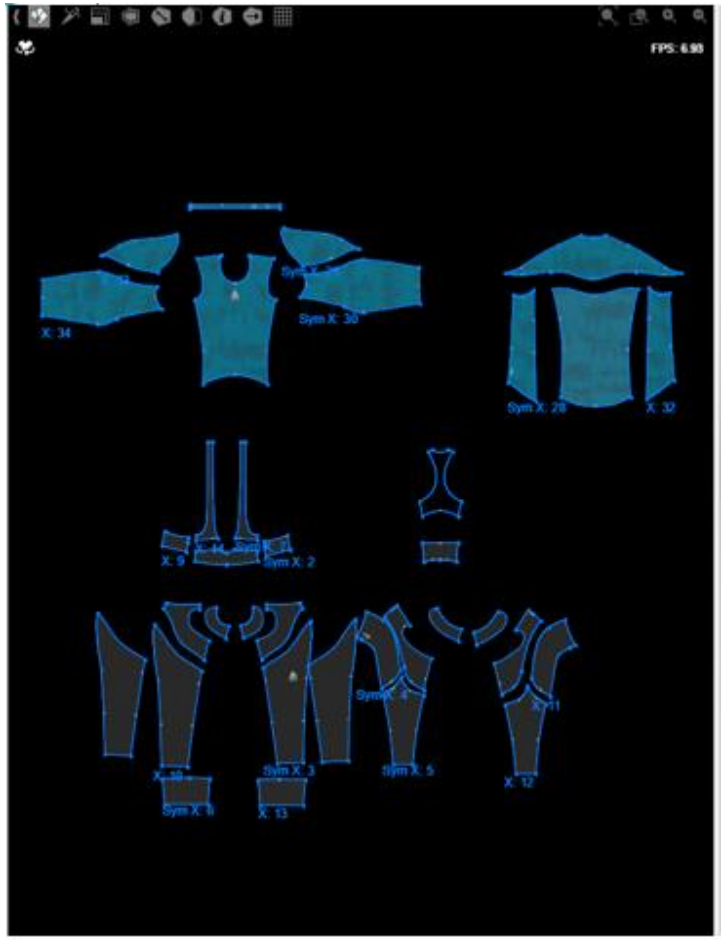
... and for men

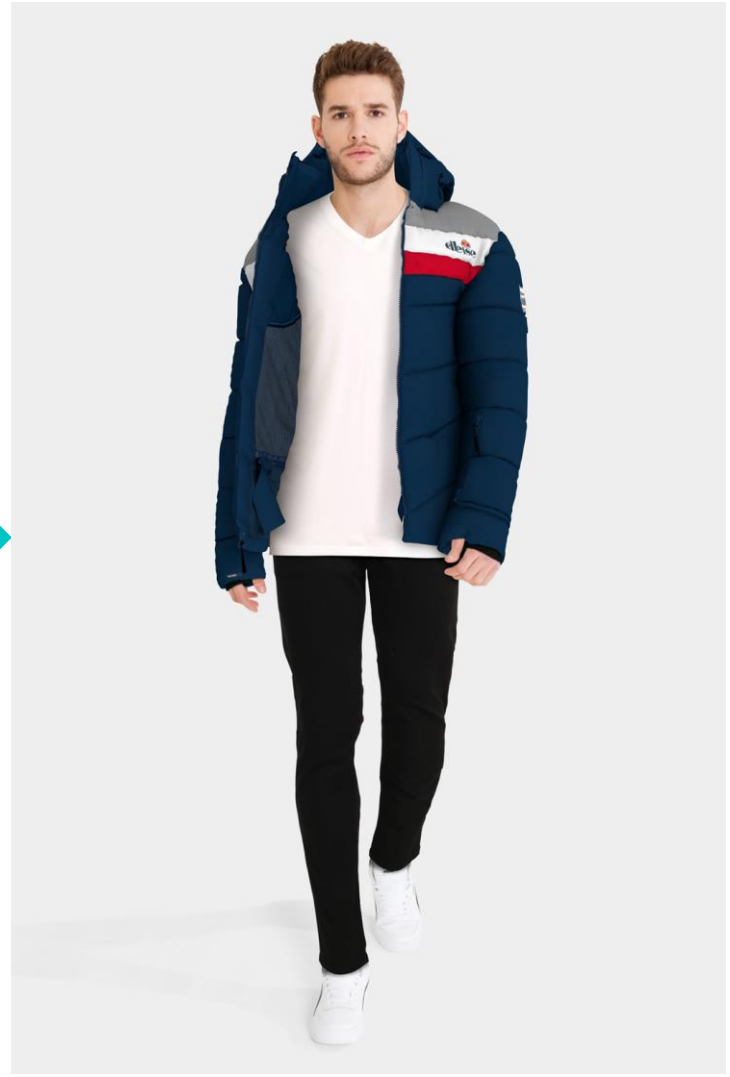
Connecting consumers to their influencers

Composed 3D:

Imagine if designers could see their designs come alive on real bodies and consumers could **see and try-on clothing not yet made?**

Render to C3D using photographed model avatar input

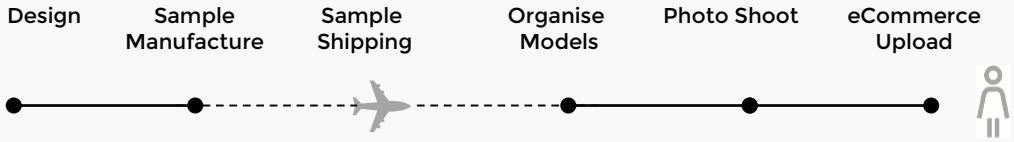




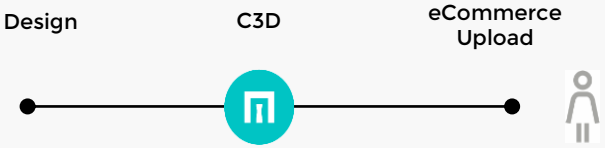
C3D: Positive by-products on the road to personalisation

SPEED TO MARKET

Supply chain today is long and archaic



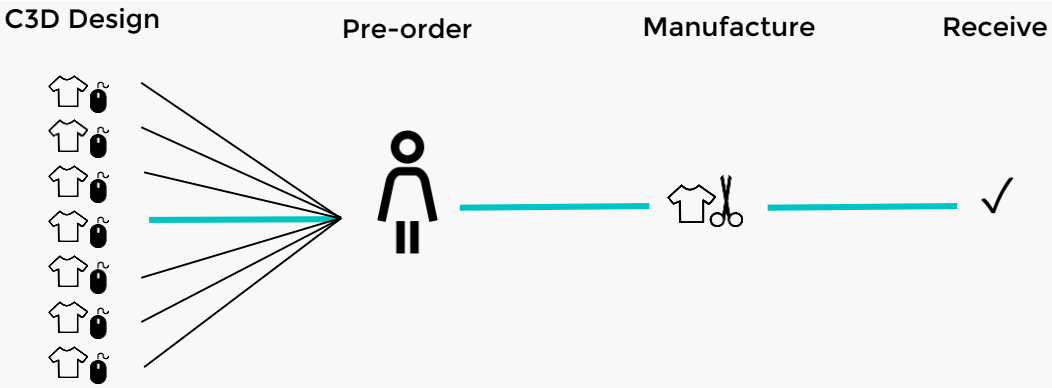
Metail enhances speed to market



- Streamline supply chain
- Mix and match endless combinations of clothing
- Allows for very direct target marketing

INVENTORY RISK

Partner + Metail Sales Flow



- Present more designs before manufacture with C3D
- Earlier consumer validation of designs on models enables better ordering and less unsold inventory

Making clothing for all

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