

# WEARFITS®

The Future of vCommerce

JULY 2020

We are serial entrepreneurs,  
experienced in software development,  
visual effects and the fashion industry.  
We aim to digitize retail with AR  
and data.

Our experiences

- €10M+ turnover businesses
- 100+ employees
- Businesses in Poland, UK, US, India, Dubai, Saudi Arabia
- Successful exits but also some failures



## Supervisory Board



Krzysztof Hrycak, Co-Founder & President, CPO

Runs global companies (HQ in Dubai), expert in 3D animation, visual effects and multimedia production, his studio's work was nominated for an **Academy Awards**.

## Management Board



Łukasz Rzepecki, Co-Founder & CEO

Entrepreneur, **MBA**, enthusiast of the new technologies, e-gadgets and startups, **former CEO of software house**, co-founder and former CTO & VP of Autenti



Katarzyna Burda, Co-Founder & VP, COO

A lover of fashion, stylisations and online shopping, former owner of fashion web marketplace, **experienced in EU funds and Research & Development** projects.

Kasia Gola, Industry advisor



Founder at GeekGoesChic, runs a fashion-tech community in Poland, co-founder of Flowbox. Researcher, analyst, strategist of technologies in the fashion industry. Nominated for **WGSN Global Fashion Awards** and **Glamour Women of the Year Awards**. 2019 Converse Global Ambassador.

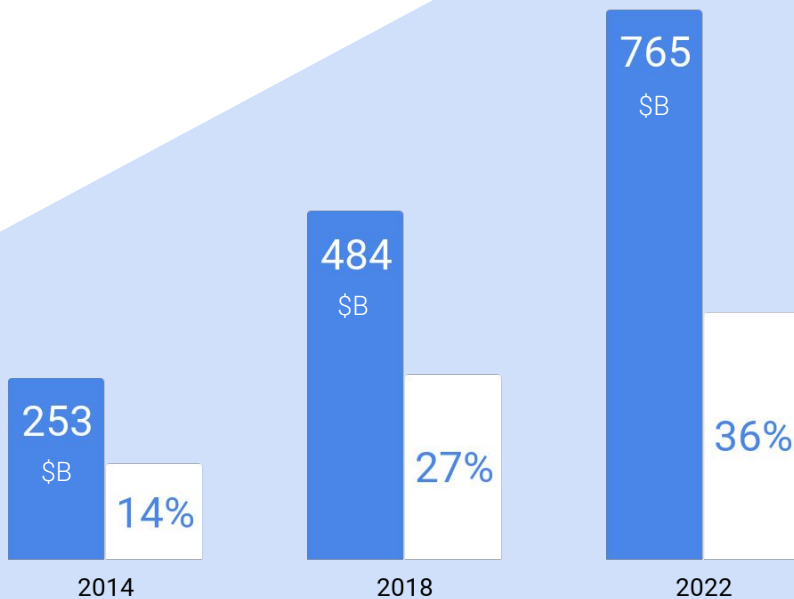
# The Online Apparel Market is Growing

The global online fashion market will reach **\$765 billion** by 2022, capturing **36%** of total fashion sales.

FORRESTER ANALYTICS

The **shoes** subcategory grew by **23%** in 2018.

DIGITALCOMMERCE360



# The Market is Confronted with Major Challenges, **especially post Covid-19**

During Covid-19 **e-commerce shopping increased** by 31% in Italy, 50% in China, 55% in India.

IPSOS

Since consumers are changing their behaviors – retailers who managed to **use technology to sell**, are **rebuilding their market position quicker**.


Harvard Business Review

# 30%

of Purchases are Returned - mostly because of the product mismatch - which costs retailers 10% of revenues

SHOPIFY, PRACTICALECOMMERCE, ECOMMERCEBYTES

## Customers Demand Better Experience of Shopping Online



More accurate and detailed product **visualization**

Ideally matched **size and fit**

# WEARFITS lets Apparel Producers and Retailers create a Stunning Digital Shopping Experience by **Modern 3D Visualization and Size Fitting**

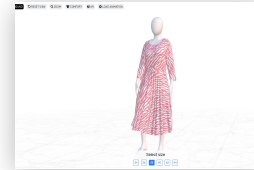
## Modern Product Visualization

Augmented Reality gives customers:

- freedom in viewing products
- at any angle
- at any distance
- in their real home environment
- using full smartphone screen (or AR glasses pretty soon)

Better client's experience results in higher shopping conversion and less returns of mismatched purchases.

Modern  
Product  
Visualization



Size fitting



Viewing products  
in AR



Viewing products  
at any angle and  
distance thanks  
to AR

## Burda Media & Samsung

Together with **Burda Media** and **Samsung** we have presented our platform during Retail Show and Fast Textile - international trade shows, as a solution for modern retail stores. We have also digitized a selection of garments from the Burda sewing patterns catalogue, allowing for a virtual try-on.



Scan the QR code to see a demo



## Custom footwear manufacturer

We have digitized a collection of shoes for a new emerging brand in Europe. Consumers benefit from using AR by viewing 3D models online and in-store. The web shop will also use our foot scanning technology for bespoke shoes.



# Market Insights

83%

Product Images & Photos are the most **influential** to Digital Purchase Decisions.

EMARKETER

37%

People not buying online because of willing to **view** the product.

GEMIUS

5%

Retail representation in augmented and mixed reality market by 2022.

STATISTA

eCommerce transforms into vCommerce

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## AR Transforms the Retail Experience

While eCommerce first relied on consumers looking at photos or videos on a website, vCommerce allows consumers to visualize products in the real world.

DELOITTE

AR shopping revolution is coming

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## AR & VR applications in retail - market size

Predicted market size for AR and VR retail applications is **\$ 1.6b by 2025**.

GOLDMAN SACHS  
GLOBAL INVESTMENT RESEARCH

Virtual Fitting  
Market Size  
to Grow to

\$7.6B

by 2024

ASDREPORTS

## The Potential is Global, Huge and Growing

- We aim to disrupt the target market estimated at \$8B
- Massive shift towards Visual Selling and 3D Experiences are on the rising tide - top tech companies are investing in 3D Technology (Amazon, Apple, Google, Facebook)
- Our business model is SaaS & HaaS - monthly fee depending on the volume of products

TAM: Online Clothing Market - **\$300 Billion**

SAM: Virtual Fitting Market - **\$8 Billion**

Costs of Returns

Increase of Sales

**SOM - Hundreds of Millions USD**



# WEARFITS®

The Future of vCommerce is Here

Thank You | [contact@wearfits.com](mailto:contact@wearfits.com)