

# WEARFITS®

Digital disruption of the fashion industry  
through 3D & Augmented Reality



↑ SALES

↓ RETURNS



# 49%

Business moves  
towards e-commerce

# 31%

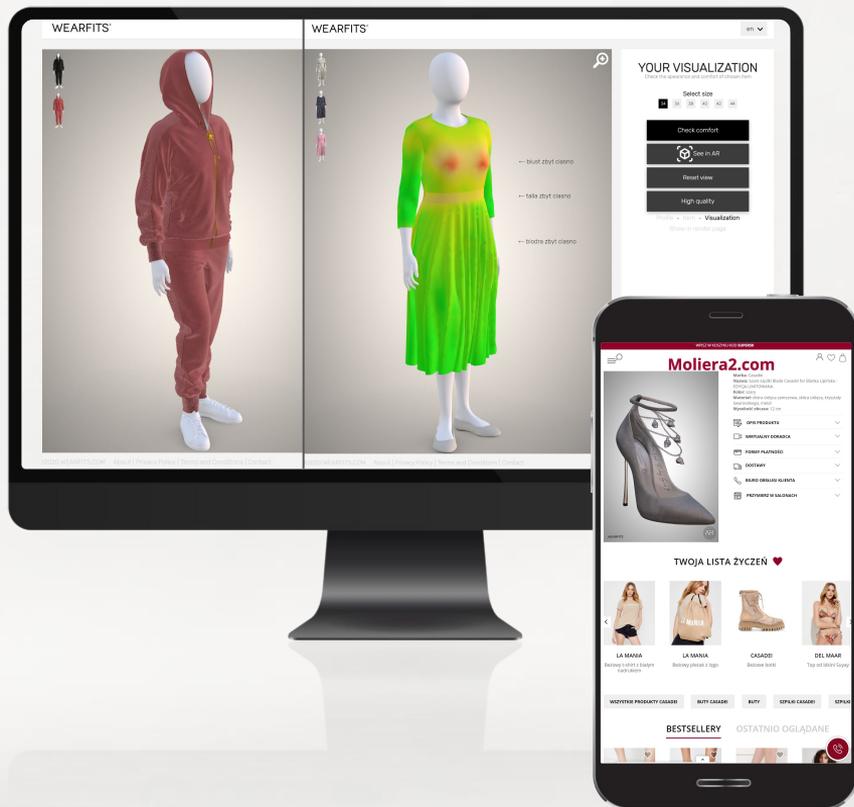
Returns in fashion  
e-commerce

**Use case:**  
**Marie Zelig**

Together with an apparel brand we have digitized dresses and allowed brand's clients to visualize these dresses on custom silhouettes. This cooperation proved that 3D visualization influence conversion rate and time spent on a website.



# AR/3D + Size Fitting





**Use case:**

**Moliera2 / Casadei**

The task was to showcase a luxury high heels in 3D/AR, and allow online clients for a brick and mortar digital experience.

# Product roadmap

Commercialized

Clothing visualization

SaaS

Avatar generation

SaaS

Fitting visualization

SaaS

Clothing digitization

know-how

Augmented Reality

SaaS

WEARFITS Scanner  
for footwear

HaaS

Footwear digitization

know-how

Virtual models

know-how

In development

Footwear size fitting

SaaS

Footwear AR  
try-on in a mirror

SaaS

Foot scanning app

SaaS

Data analytics

SaaS



### Use case: OTCF/4F x RL9

Recently we have digitized the world's best football player - Robert Lewandowski - and his new sportswear collection, which can be seen in AR. This project allowed us to integrate WEARFITS into a supply chain and transformation path for a big company.

**+94%**

Higher  
conversion

Shopify

**-27%**

Less  
returns

# Change for the industry

- + **Stunning visualization in Augmented Reality**
- + **Shoes try-on in front of a mirror**
- + **Support for the whole transformation process:**
  - Digitization
  - Try-on
  - Size fitting
  - Data analytics

## Competition

Free returns

Size recommendation (not visual)

Traditional photo shoots

2D/3D visualization (no AR & fitting)

Thank you!

## We optimize fashion business by 3D & AR transformation

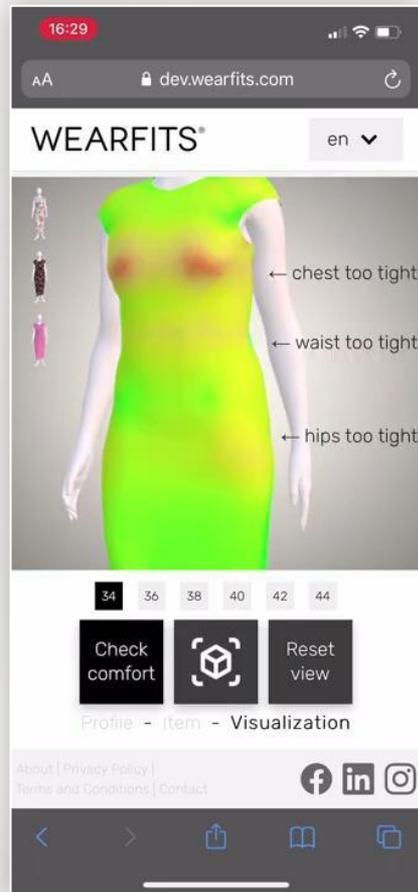
- ⇒ Huge and growing market potential
- ⇒ AR is the next big thing, good timing for an investment
- ⇒ We want to **disrupt the fashion industry**
- ⇒ We are serial entrepreneurs with proven track record

[wearfits.com](https://wearfits.com) | [contact@wearfits.com](mailto:contact@wearfits.com)



“15 Startups From Poland Worth Your Attention”

04/2021 ([source](#))



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