

Zalando pilots virtual fitting room in 25 markets

What it is:

Zalando is piloting a virtual fitting room across all its 25 markets. Customers can use a 3D avatar created using their height, weight and gender to see how jeans will fit them. A heatmap shows on the avatar where the item is tight or loose. Zalando previously trialled the tech with items from Puma and its private label Anna Field.

Why does this matter?

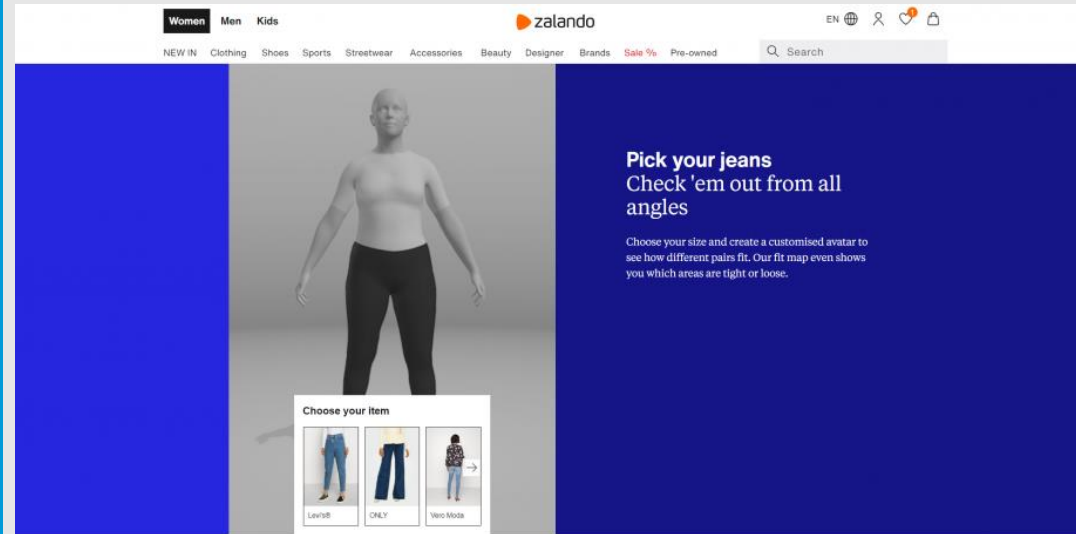
Zalando's dedicated size-and-fit team uses a combination of technologies to predict whether items will run big or small and to create personalised size recommendations. Size-related returns on items for which Zalando gives size advice have decreased by 10% compared to those without.

Strategic implications:

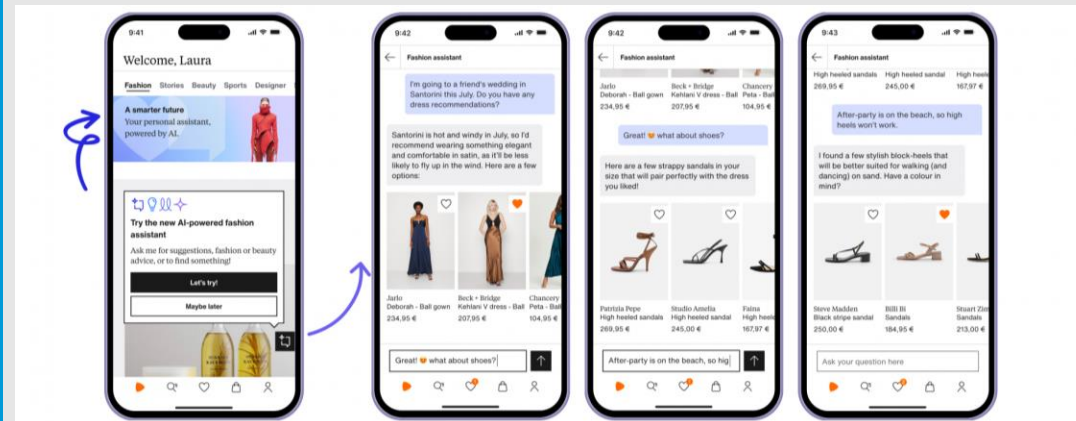
Retailers will increasingly use technology to reduce costly returns and fashion waste.

STEPIC drivers/Winning strategies:

AI powers next stage of retail



Zalando also recently revealed plans to launch a ChatGPT virtual assistant.



"Our goal with these pilot campaigns is to learn and understand how customers engage with this new technology so we can develop a seamless scalable solution for the future. We can already see that customer engagement with these campaigns increases and, in fact, around half of the customers try more than one size on the avatar."

Stacia Carr, Zalando vice-president of size and fit