

John Lewis pilots virtual try-on across clothing rental

What is it?

John Lewis has partnered with tech firm Zyler to bring virtual try-on (VTO) to its Fashion Rental platform, powered by Hurr. Customers input their height, dress size and bra size and upload a headshot to generate a virtual version of themselves, allowing a realistic view of how the garment may look before renting it.

Why does this matter?

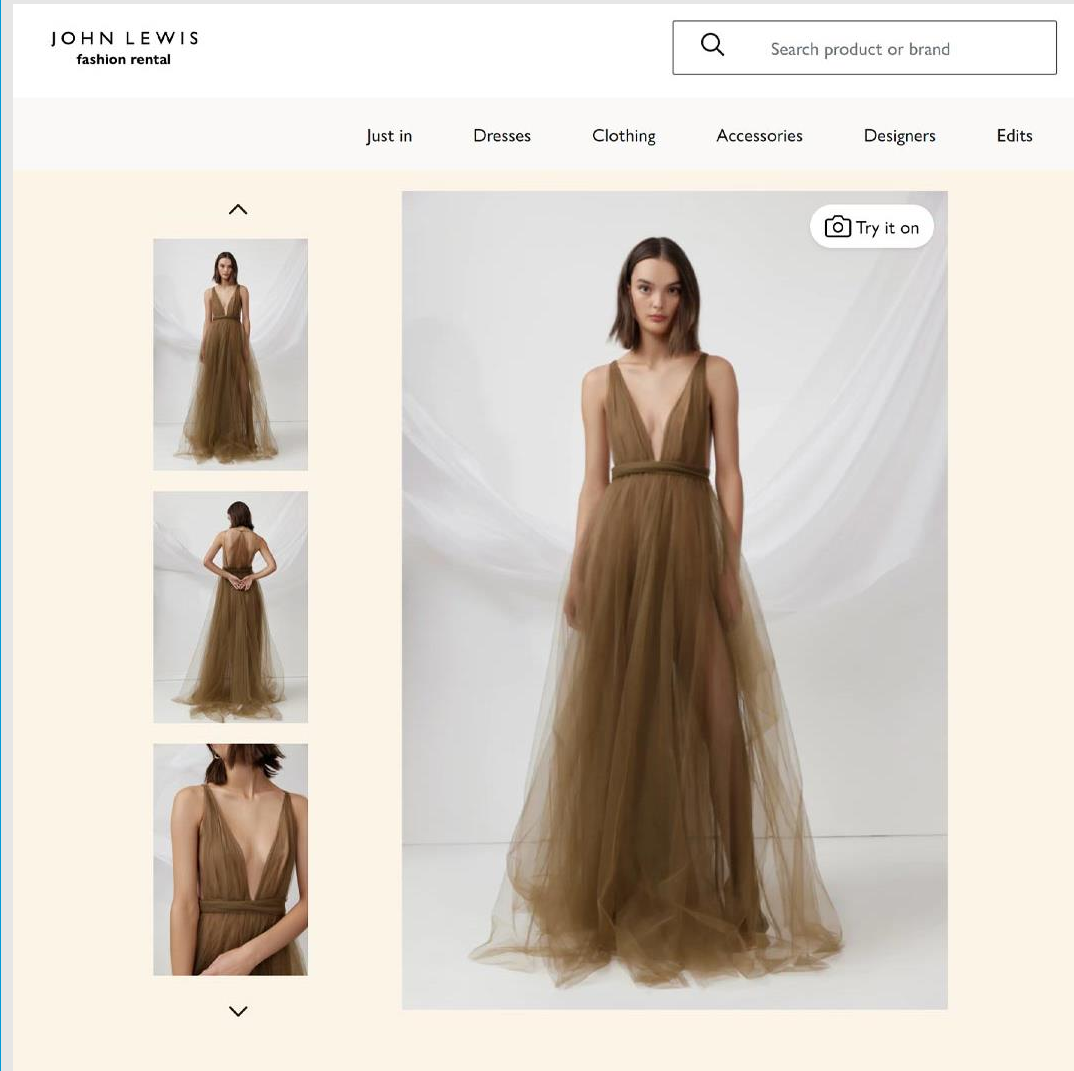
VTO will drive down returns by giving the customer a clear view of fit and length. In piloting it through its rental proposition, John Lewis is promoting circularity first.

Strategic implications:

Retailers are exploring ways to improve customer experience while driving down returns.

STEPIC drivers/Winning Strategies:

Beyond-reality experiences
Innovation and ingenuity



"We're extremely excited to be able to lead the way in rental innovation by partnering with Zyler on our new 'Try It On' function. It allows our customers to experiment with more styles, colours and lengths in products that they may not have tried before."

Danielle Gagola,
Innovation Lead,
John Lewis Partnership

