PHYGITAL

A DIGITAL A.R FITTING ROOM

E-commerce

According to Forbes, 61% of consumers prefer to make purchases from sites that offer augmented reality features.

"Online sales hit **$791.70 billion** in 2020, up **32.4%** from $598.02 billion in the prior year."
-digitalcommerce360.com

OBERLO **Shopping** Begins Online

63%
of shopping occasions begin online.

(Thinkwithgoogle, 2018)

At least 30% of all products ordered online are returned as compared to 8.89% in brick-and-mortar stores.

https://www.invespcro.com/blog/ecommerce-product-return-rate-statistics/

THE CONCEPT

Business to business: Technology that is installed on websites that enables consumers to digitally try on products before purchasing. A digital avatar mirrors the body of the consumer to showcase a realistic fit of the product. Customized fitting rooms that reflect the brand's personality and aesthetic.

Value Proposition: Digital fitting rooms will boost online sales for businesses that are ahead of the curve with this technology. Consumers that were once reluctant to purchase high ticket items online will now be able to feel more confident. Avatars that showcase actual fits will reduce returns exponentially. Consumers will benefit by no longer having to go to the brick and mortar store to try on garments. Brands may even feel more confident in moving out of their physical retail stores.

Try on your garments perfectly fitted on you!

With AR fitting rooms you can get the ultimate experience of shopping right from home or anywhere else.

DISTRIBUTION CHANNEL

Software as a Service for existing online retailers worldwide that already have enough digital assets to manage 3D virtual inventory production.

It can be integrated and customized into any retail website.

FEASIBILITY

"2021 is off to an absolute banger of a year," says Nathan Pacer, founder of Venture Scanner, a research firm that tracks investment activity across industries. "Funding into retail-tech startups through June 2021 has already surpassed the total 2020 amount, and exits are also quite hot. After getting used to being stuck at home, retailers and consumers have adjusted to take advantage of the digital environment, and investment money is flowing to power this transformation."

Global retail-technology funding

Funding so far in 2021 is at 130 per cent of the 2020 total, funding in billion ($)
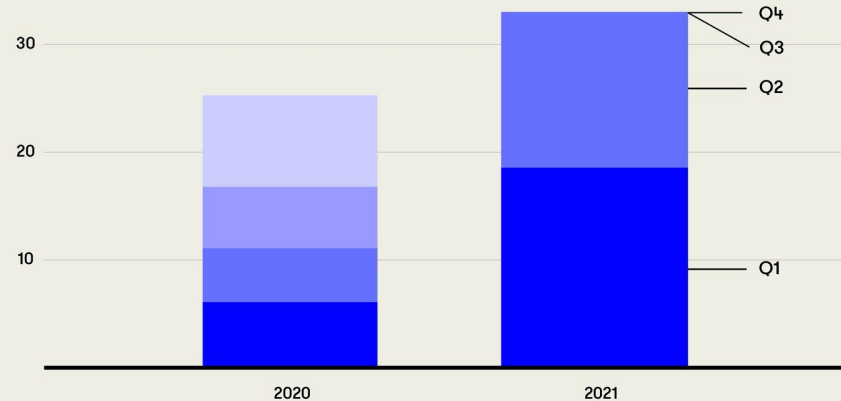
DATA SOURCE: VENTURE SCANNER   © VOGUE BUSINESS

SUPPLIERS

- ❏ 3D Digital Fashion designers & fit specialists
- ❏ Digital Textile production company
- ❏ Software IT specialists
- ❏ Our clients' digital flats of garments

HOW WE WILL BE GENERATING REVENUE

Inspired by the Shopify business model. Keeping our subscription prices low to be *accessible to everyone* and to diversify our portfolio. We want to keep our services at a price low enough that no brands will want to leave in an effort to reduce expenses, or to invest in creating their own software.

Base plan, mass market subscription: Prices vary based on the number of styles within the store. The first fee is based off of the total number of garments within the store, and then the second month is reduced and charged based off of the average number of new products per season. After the second month the price is fixed. The base plan enables consumers to try on their 3-D garments with a set, non-customized background. Add ons- Businesses can choose to pay to create customized fitting rooms. Price per fitting room creation, this will be much higher as it will require more work and communication between us and the brands.

Luxury Retail Subscription: Monthly subscription also charged based on the number of styles. Customized fitting rooms that are designed specifically to represent the new collection. A creation of a luxury online shopping experience.

Our Target Businesses

Mass Market: H&M, Zara, Aritzia, locally owned businesses (Le Petit Garcon, Dime, Editorial, Laugh by Lafaille, St. Woods)

Luxury Retailers: Fendi, Dior, Alexander McQueen, Yves St. Laurent, Chanel, The Row, Gucci, Versace

Scope: A wide scope intended to be available to the entirety of the marketplace.

COMPETITION

COMPETITORS

CLO-Z
They integrate virtual try-on into retailers' app or website within 1-2 days. CLO-Z is partnered with the 3D production studio *Virtual Rags.*

Dress-X and Farfetch
DressX is a digital fashion startup from LA. It's a marketplace for digital fashion designers where they can sell their digital-only garments. Customers choose an item, upload their photo, add it to cart and checkout. After, the photo is sent back with realistically fitted garment on you.

Walmart and ZEEKIT
Walmart is acquiring Israeli fashion startup, Zeekit. With Zeekit's technology, customers will be able to virtually try on items from a growing assortment of national brands like Free People. Customers can simply upload their picture or choose from a series of models that best represent them to see themselves in any item of clothing live on Walmart.com.

Snapchat
The parent company of Snapchat has bought Vertebrae, a company that lets brands create and manage 3D versions of their goods. The idea is that a company can easily upload visuals and info about an item into Vertebrae and have a 3D version made for shoppers to access, and potentially buy directly, within Snapchat.
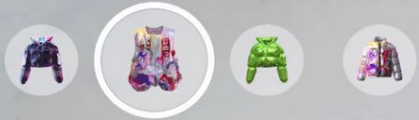
CLO-Z

"Precisely tracks the entire human body in 3D and works on iOS, Android, Web."
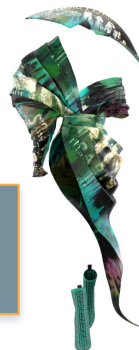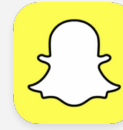
SnapChat

A recent collaboration with Gucci of virtually try-on of a pair of limited-edition sneakers has shown Snap that people are _more likely to buy something_ (this report proves our opportunities and a customers' need) after they interact with it in 3D.

THANK YOU!