

DIANE VON FURSTENBURG LAUNCHES WITH LEADING VIRTUAL FITTING & STYLING SOLUTION STYLE.ME

NEW YORK, January 6, 2020 - Iconic global luxury fashion brand Diane von Furstenberg (DVF) has partnered with Style.me the most advanced virtual fitting and styling solution to bring a truly personalized shopping experience to their ecommerce site in North America.

Style.me has created a virtual fitting room within the DVF ecommerce site, allowing consumers to easily create an avatar and try-on clothing to find their perfect fit, as well as mix and match items to discover their favorite styles.

The proprietary technology employing advanced Artificial Intelligence (AI), computer vision and clothing simulation delivers a fun, engaging experience whilst overcoming the age old problem of finding the right size when shopping online. In addition, the high resolution 360 degrees' visualization allows the shopper to see how the clothing will look like on 'their' body.

"We are delighted to have DVF, such a renowned, celebrated brand to work with us. Over the past 6 months they have already seen the clear benefits of bringing the real life try-on experience to their online store" said Rufus Parkinson, President at Style.me.

By partnering with Style.me, DVF is recognizing that online shopping should be easy, realistic, inclusive and fun for women of every size and shape. "DVF is always seeking out new ways to improve our shopping experience and we saw Style.me as an excellent way to provide a uniquely personalized shopper journey online" said Alex Baillargeon, Senior Director of Ecommerce at Diane von Furstenberg.

The Style.me solution is available across a number of brands in North America helping retailers with key metrics such as increasing conversions, reducing returns, as well as boosting client engagement and retention.

About Style.me

Style.me's proprietary Virtual Fitting & Styling Solution drives sales for retailers by impacting conversion through a more personalized engagement with its customers. Additionally, our SaaS Platform helps retailers optimize their visual merchandise assortments to increase margins by lowering returns as a result of real-time style/fit personalization technology, including unique data insights gathered from the customer's engagement lifecycle enhancing brand loyalty. For more information, visit <https://style.me>

Public Relations

Style.me Public Relations

pr@style.me