

Tesco Clothing online first with virtual 3D fitting room

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Tesco Clothing is helping customers find the perfect size and fit when they shop for clothes on line with the innovative F&F virtual fitting room service. Tesco is the first retailer to use the technology, which is now on its Facebook page [clothingattesco](#). Customers can create 3D digital versions of themselves from a photograph uploaded on to a virtual fitting room page, and then "try on" the clothes from there.

If the trial is a success it means that online customers will no longer have to second guess whether a dress might look too short, if trousers are too long or some shorts are too baggy. The F&F virtual fitting room aims to be practical and fun, and will allow customers to style different outfits, trying various new skirts (<http://www.clothingattesco.com/women/skirts/icat/womens-skirts/>), tops and shorts to find the perfect matching look for the spring and summer seasons. Best of all, there is no queue for fitting rooms.

Emily Shamma, director of Tesco Clothing Online, said: "Although there has been talk about 'virtual fitting rooms' before, until now the technology has not been able to combine styling, accurate fit and size based on peoples' specific measurements. Shopping with your virtual self helps you to see what dress might suit you best, what top goes with those skinny jeans (<http://www.clothingattesco.com/skinny-jeans/icat/wm-jeans-skinny/>) or how a top might look with a particular skirt. It is also quick and easy to use, particularly for customers who don't have the time or dislike having to trek around the shops.

"Customers simply upload two photos, or if preferred, enter their body measurements and a photo of their face. In just a few minutes the F&F fitting room creates their very own virtual body, to look exactly like the user and then suggests sizes based on the details submitted."

Customers using the service will be able to choose from a selection of 50 new season items and a further 10 garments will be added each week during the trial. If customers like what they try on, they can add to basket and purchase on the Tesco clothing website.

The F&F virtual 3D fitting room (https://www.facebook.com/Clothingattesco?sk=app_261347243942251) also gives customers the opportunity to try out various hairstyles to create different looks and even the option to share their favourite outfits with selected friends on Facebook for feedback.

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About Tesco:

Tesco plc, a UK-based international grocery and merchandising retailer, is Britain's largest supplier and the world's third largest grocery retailer, by both global sales and domestic market share. Founded as a food specialist in 1929, Tesco has now expanded into diverse areas such as flowers, books, music, telecoms and clothing. The company employs over 250,000 people, operates 1,779 stores across Europe and Asia and serves over 15 million customers.

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