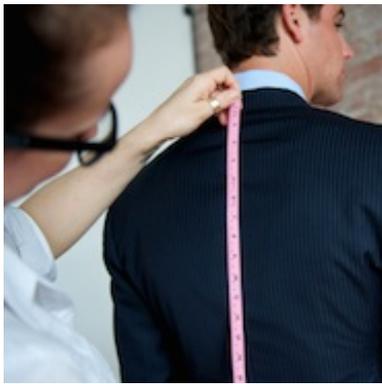


IN-STORE

Label uses 3D body scanners to make precise bespoke attire

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Label promotional image

By SARAH JONES

Custom clothing brand Label is tapping 3D body scanning technology to increase the accuracy of its clients' measurements.

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Luxury Daily

Soon, Label's clients will be able to have a 3D rendering of their bodies, formed using Body Lab's computer vision technology. Not losing the human touch, personal consultants and tailors will still be on-hand during the appointment.

"Label is guided by its unwavering commitment to its clients. Our company has a passion for providing our clients with luxurious clothing that fits as well as it is constructed," said Jeremy Miller, CEO of **Label**, New York. "We're an innovative menswear brand and are always exploring cutting edge technologies.

"It is vividly clear that the fashion industry is increasingly incorporating technology to enhance the experience of purchasing clothes," he said. "We welcome the advent of new technology and are excited to adopt this revolutionary technology to offer our clients the best experience, providing them with unparalleled accuracy with respect to their measurements. This translates into clothing that fits exceptionally well.

"However, it is extremely important to note that this technology is not meant to replace the human interaction that is so very essential in the Label experience. Our team is comprised of some of the industry's most talented tailors and style consultants, who are undoubtedly the greatest assets at Label.

"This groundbreaking technology will be used by our tailors to facilitate the hand-measuring process; in other words, this technology will be utilized to supplement the over 40 body measurements that our tailors individually take for every client. We don't anticipate that the measuring tape will ever be an obsolete tool here at Label."

Body double

Label is a fully custom brand, asking consumers to make their own "label." The brand's 100 percent wool suits are made of fabric from Loro Piana and Ermenegildo Zegna, among others.



Label suit

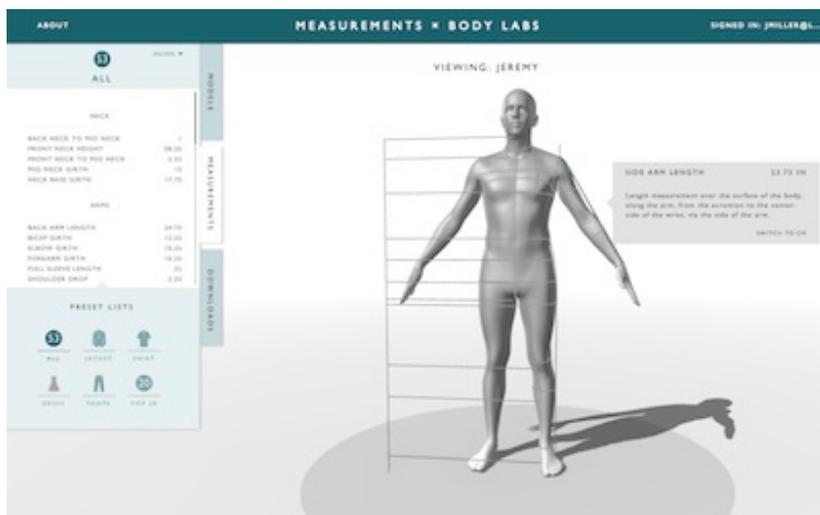
Since Label only does individualized apparel, precise measurements are important.

"We're very excited to partner with Body Labs," Mr. Miller said. "This technology allows our clients to view 3D renderings of their bodies and offers unparalleled insight based on predictive technology.

"The combination of our professional tailors with this groundbreaking technology ultimately means that our luxury clothing is produced with unprecedented accuracy and precision."

The scan is entirely optional, and takes under a minute. The consumer is asked to wear tight-fitting clothing and stand in four different poses while a scanner located a few feet away captures data.

Within about 24 hours, the software that supports the scanner analyzes the data and creates a 3D body model.



Example of a Body Labs body model

Body Lab's kinetic body scanner is able to create a 3D rendering of bodies in different poses, showing consumers' posture and other insights. The body model differs from a typical body scan in that it recognizes body parts, and fills in holes, creating a complete picture.

The technology compiles data from thousands of scans and measurements of thousands of people in different poses.

More than 250 measurements can also be derived from the body model. Using the software, typical measurements, such as waist and hip size, as well as new measurements, for instance upper arm diameter, can be gleaned.

Embedded Video: [//www.youtube.com/embed/mzKHFLV_9jc](https://www.youtube.com/embed/mzKHFLV_9jc)

BodyLabs Demo

Once a client has been scanned, the software can adjust a rendering for changes, such as weight loss or gain, so that additional measurements are not needed.

This acts as a more technological version of a tailor keeping his clients' measurements on file.

"This technology serves as another example of our commitment to providing stellar customer service to our clients, many of whom are busy C-Level executives," Mr. Miller said.

"If an existing client recently purchased a new watch and wanted us to create some new shirts with a larger cuff just on the left wrist, we could use the technology to accurately predict the larger cuff with extraordinary precision," he said. "The client would then receive perfectly fitting shirts, without having to step foot into our showroom.

"Label is more than just a luxury clothing brand; we provide the convenience of a luxury concierge service as well."

In addition to being used for bespoke apparel, Body Lab's technology can create digital fit models, so retailers do not have to fit on live models and adjust. This speeds up the manufacturing process.

Tailoring 2.0

Other suit makers have introduced technology to ease the bespoke consultation process.

Italian fashion house Brioni has created a digital component to its made-to-measure tailoring to help consumers visualize a completed custom look.

Brioni's "Mirror" uses 3D technology to show virtual representations of what garments will look like in different fabric and fit options. Allowing consumers to visualize on a screen how their particular choices will look may make the in-store consultation process less overwhelming ([see story](#)).

Customization is popular, and it is becoming more digital.

Ecommerce Web site Tinker Tailor is connecting luxury fashion labels with consumers through its customization platform.

Tinker Tailor claims to be the first of its kind to offer personalization for more than 80 high-end brands. For brands wanting to offer customization but lacking a platform for it, Tinker Tailor offers a solution ([see story](#)).

These technological advances in tailoring work with the existing methods, rather than supplanting them.

"Label is expecting its clients to embrace this innovative technology as a supplementary tool to complement the experience they share with an expert Label style consultant and tailor," Mr. Miller said. "This is an elective process to augment the accuracy of the human measuring process but it is by no means obligatory.

"Label is always striving to be a leader and ahead of the curve," he said. "Our incorporation of this technology into our measuring process serves as another example of how Label is a revolutionary clothing solution for its busy executives and clients across a wide range of industries.

"Our expectation is that our clients will appreciate our unrelenting commitment to provide them with the best fitting and highest quality clothing in the market. Our partnership with Body Labs will undoubtedly enhance the clothing experience of our clients."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

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