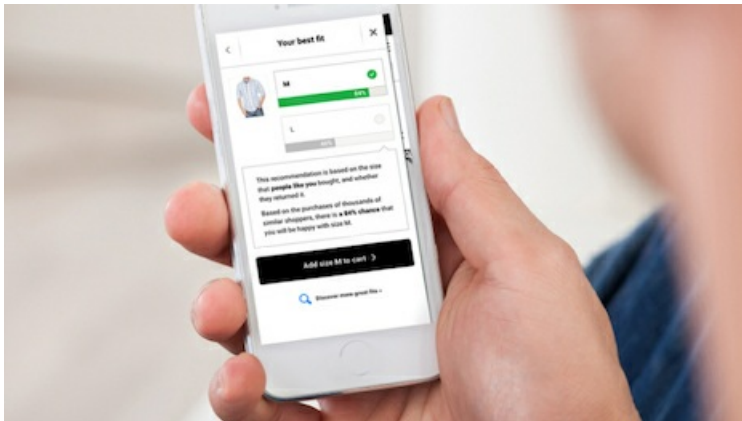


SOFTWARE AND TECHNOLOGY

## Snap Inc. buys apparel-tech sizing firm with ecommerce in mind

March 18, 2021



Snapchat owner Snap Inc. has acquired Fit Analytics. Image credit: Fit Analytics

By LUXURY DAILY NEWS SERVICE

Social media company Snap Inc. has acquired German machine learning platform Fit Analytics in a push towards ecommerce.

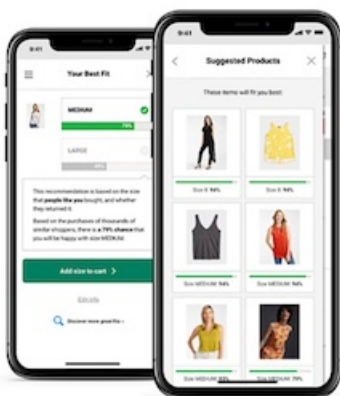
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Fit Analytics' flagship product is Fit Finder, a tool that helps online shoppers select clothing that will fit properly using machine learning and customer-provided information. The acquisition comes as Snap is looking to diversify its revenue streams with ecommerce features and in-app purchases on the mobile application Snapchat.

### A perfect fit

Berlin-based Fit Analytics partners with apparel brands and retailers from around the world, including luxury labels Alexander McQueen, Burberry and Hugo Boss.

With Fit Finder, ecommerce sites can deliver more accurate, data-driven sizing recommendations to shoppers reducing returns and improving user experience. Fit Analytics also offers solutions for apparel and footwear brands looking to improve personalization offerings and production planning.



Fit Finder uses data to improve sizing recommendations. Image credit: Fit Analytics

"By leveraging Snap's scale and capabilities, we will not only continue to service our existing clients, but also deepen our relationships and offerings with our brand partners and retailers," said Sebastian Schulze, CEO and cofounder at [Fit Analytics](#), in a statement. "Our main focus going forward will be to scale the Fit Analytics business and work with Snap to grow their shopping platform, leveraging our technology and expertise."

Snap and Fit Analytics did not disclose the size of the deal.

Last summer, Snapchat and Italian fashion label Gucci collaborated on then platform's first sponsored AR reality footwear try-on Lenses.

The AR technology allowed users to explore how different models of Gucci shoes look on their feet. In the ecommerce component, the Lenses used Snapchat's Shoppable AR technology to let consumers buy shoes they like directly from each Lens through a Shop Now button ([see story](#)).

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