

APPAREL AND ACCESSORIES

Balmain launches 3D fitting room with tech startup Bods

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The ecommerce platform is powered by Bod's AI and 3D computer graphics program. Image credit: Bods

By LUXURY DAILY NEWS SERVICE

French fashion label Balmain is looking to enhance the online shopping experience with a new digital tool.

A new platform enables virtual try-ons of the luxury brand's collections using custom avatars. Balmain brings the 3D space to clients in collaboration with American technology company Bods.

"Balmain has set high goals for itself, as we move forward toward a more sustainable future," said Jean-Jacques Guvel, CEO of **Balmain**, in a statement.

"Forming partnerships with innovators like Bods will allow this house to make great progress in reducing our carbon footprint, while at the same time enhancing the client luxury fashion shopping experience," Mr. Guvel said. "Clearly, it's a win-win."

Tech tailor

The Balmain Luxury Virtual Fit Experience attempts to create an ecommerce environment that aligns as closely with in-store product trials as possible.

Powered by Bod's artificial intelligence capabilities and proprietary computer graphics program, each photo-real item included in a selection of seven ready-to-wear pieces and two handbags takes its real-life reference's hues, textiles and tones into account.

Currently stocking the latest runway looks imagined by the company's creative director Olivier Rousteing, the partners are planning to add more apparel and accessories to the platform over time.

Introducing an unprecedented milestone in online luxury fashion, the Balmain-BODS collaboration is set to redefine the virtual shopping experience.

Experience the 3D fit here - <https://t.co/UZKAmKIRpH> pic.twitter.com/gnxH7jXBMP

BODS (@Bods_Inc) **November 16, 2023**

Consumers can witness the update anytime, now live on the brand's [site](#) applicable listings feature a "3D Fitting" label in the top left hand corner.

The launch addresses a widespread issue in the online retail space. Returns are poised to cost U.S. retailers an estimated \$38 billion this year ([see story](#)).

Balmain states that 70 percent of the inventory it receives back is attributed to an improper fit, a reality that the AI-informed innovation could help to alleviate.

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