

RETAIL

Yoox Net-A-Porter elevates Mr. Porter with virtual try-on pilot

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The fresh tool can be used on a majority of the Mr. P. collection. Image credit: Yoox Net-A-Porter

By LUXURY DAILY NEWS SERVICE

Italian retailer Yoox Net-A-Porter is adding new technological features to the purchasing experience.

The company is rolling out a virtual try-on pilot for menswear storefront Mr. Porter's private luxury label, **Mr. P.** During this six-month trial period, shoppers can now utilize a size simulator, which is now available for 90 styles across the brand's permanent range.

"We have been closely following developments in virtual try-on technology for a while, in search of slick and user-friendly functionality," said Alison Loehnis, ad interim CEO of **Yoox Net-A-Porter**, in a statement.

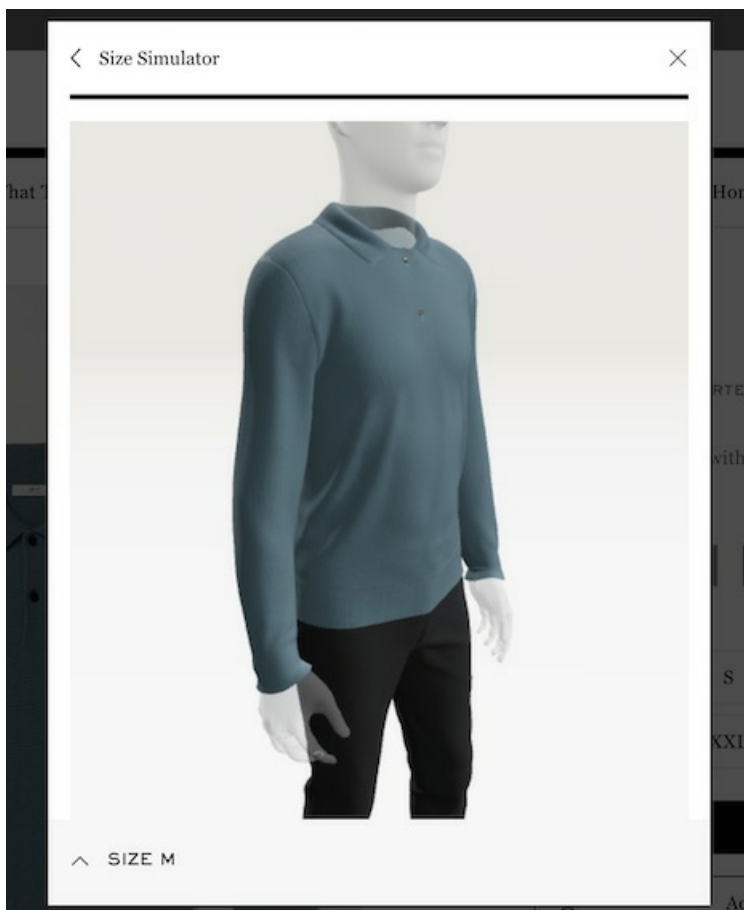
"We are excited to launch our tool which we believe is a fantastic and intuitive shopping aid," Ms. Loehnis said. "Customers of Mr. P. will be able to clearly visualize the look, fit and drape of pieces from a variety of different angles, making the selection process easier than ever."

Going three-dimensional

The try-on option involves shoppers making a high-quality, three-dimensional avatar that matches their measurements step-by-step guidance is given to those who do not know their size.

With this user character acting as a stand-in, the purchaser can find a fit that suits them best from the comfort of their home. The fresh tool can be used on a majority of the Mr. P. collection, which Yoox Net-A-Porter states is optimum for the pilot due to its evergreen nature.

The practical feature is available in six languages, including Italian, German, English, Japanese, Arabic and Korean.



The tool is internationally informed, coming in a variety of language formats. Image credit: Yoox Net-A-Porter

For the duration of the half-year testing period, returns will be tracked.

According to Yoox Net-A-Porter, 90 percent of its customers are ready to support retailers that help them lessen send-backs. Additionally, 83 percent are shopping with the intention of reducing these reverse transactions.

As online apparel returns cost retailers in the United States \$38 billion last year ([see story](#)), the move may not only appeal to these clients but will potentially bring savings to the business.

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