

TRY IT ON



TRY IT ON:

WHAT IS IT

Try It On is a device that allows the user to see what clothing looks like on them personally while online shopping so they can have their body type represented and find clothing they are sure to feel confident in. It also eliminates the need for returns.



The device plugs into your computer and produces a 3D hologram of what you look like in a given article of clothing.

To get a 360 view of yourself just use your fingers to move the hologram in a circle.

And the device is small enough (it's about the size of an iPhone) to be easily transportable so you can take *Try It On* with you wherever you go!

WHY WE MADE IT

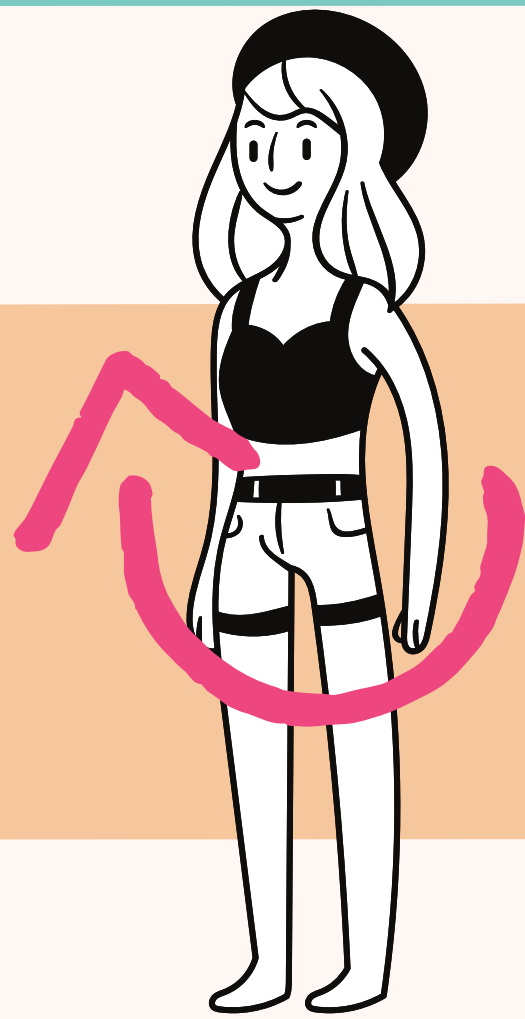
Try It On was designed to encourage confidence and promote self-love. Since there isn't much body diversity in modeling, it's easy to feel like your body isn't good enough if it doesn't fit the supposed beauty standard.

We want to change that.

Being able to view your body in various clothing items while online shopping not only allows your body type to be represented, but you get an accurate image of what the clothes will look like so you can buy items that you are guaranteed to feel confident in. No longer will you shop online and only see one body type represented. No longer will there be cause for comparison when the clothing the model is wearing doesn't quite fit the same on your body (which, side note, it shouldn't since everybody's body is different).

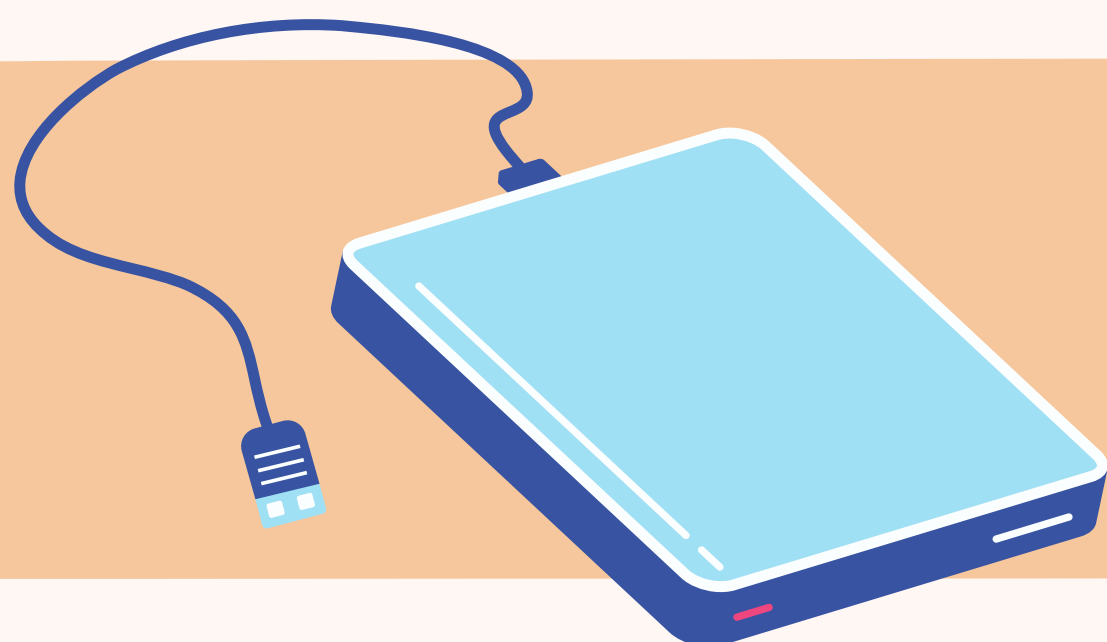
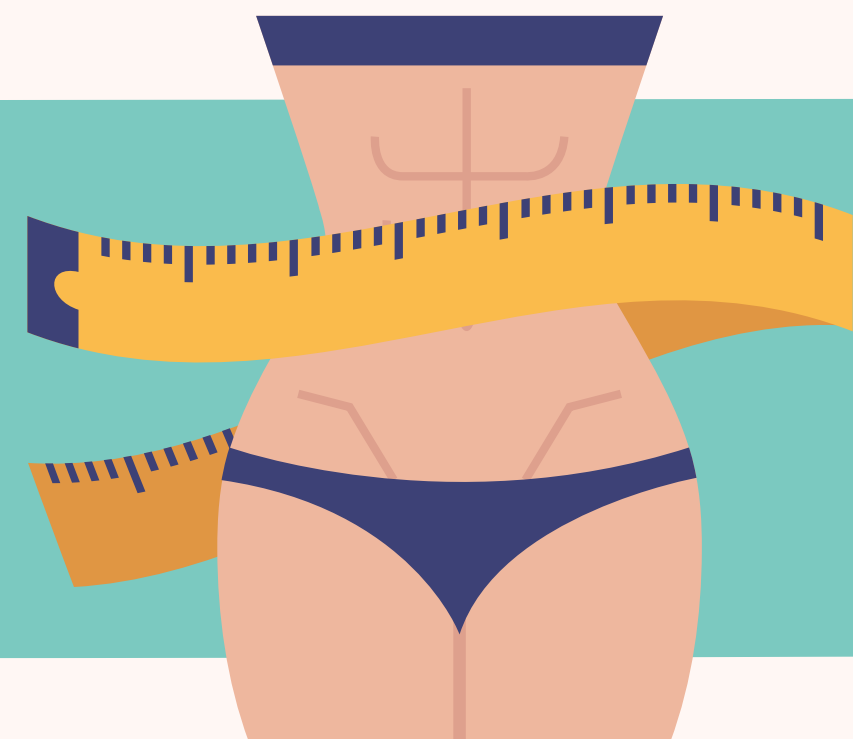
Furthermore, *Try It On* was also designed for people with disabilities that prevent them from shopping in person. If someone places an online order and the clothing that arrives does not fit correctly, it can be difficult to return those items. That person is then stuck with clothing that might not make them feel good about themselves. However, since *Try It On* allows the user to get accurate clothing sizes and see how it looks on their body ahead of time, it eliminates the need for returns and ensures that they receive clothing they feel confident in.

TRY IT ON: GETTING STARTED



Record a video of yourself turning in a complete circle

Then take your hip, waist, and chest measurements



Upload both the video and measurements to the *Try It On* device**

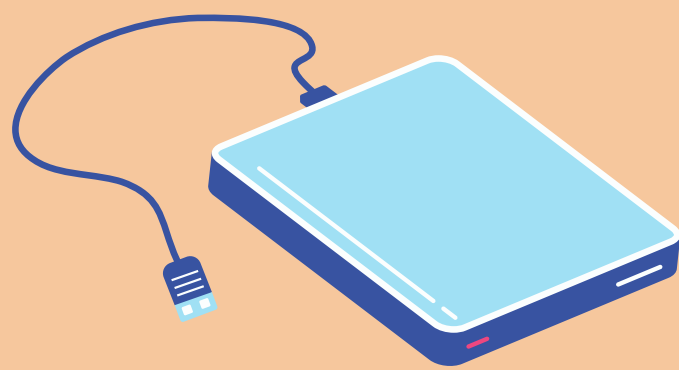
It is now ready to use!



**** All data is kept private and will be shared with no one. It is only used to provide you with the most accurate image of yourself.**

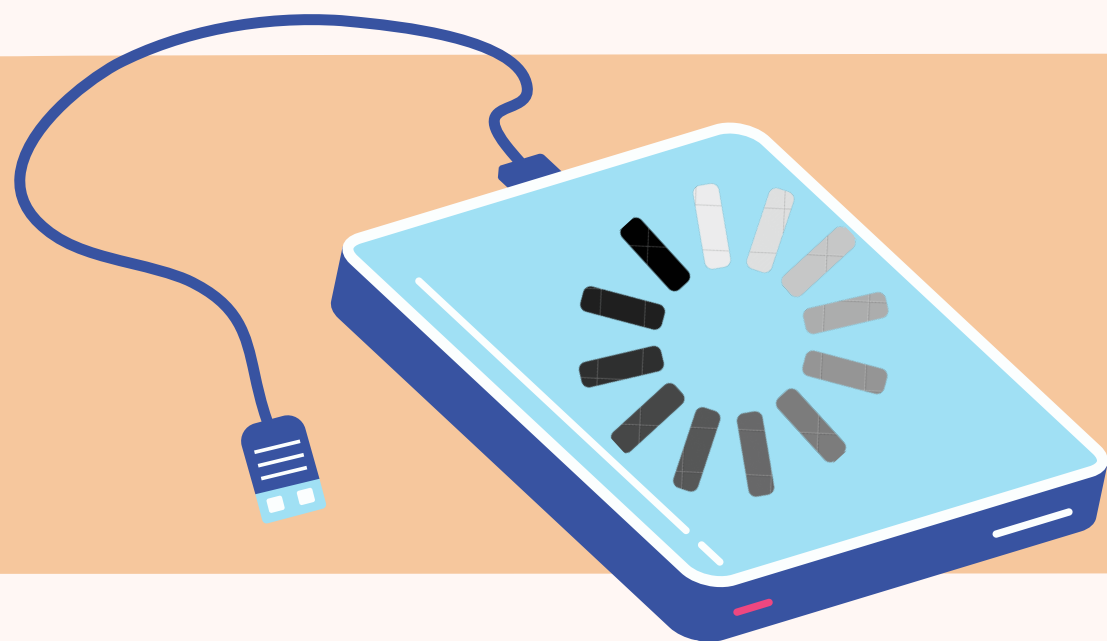
TRY IT ON:

HOW TO USE IT



Simply plug the device into your computer

Find a clothing item you would like to try on



Tap the device and let the clothing item download

Now watch a 3D projection of you wearing the item appear!



HOW THE 3D HOLOGRAM WORKS

When you plug the device into your computer, it pulls sizing information from various sources to give you the most accurate image of yourself in the given item of clothing. First, we work directly with brands to get their sizing information for every item in their catalog. We also work with *Try It On* users to get a better idea of what the article looks like on a variety of body types. Users are encouraged to upload a video of themselves wearing a given item along with the brand and size they ordered. The device will then archive that data which stores the size ordered and the measurements of the user to help others find the right size when they purchase the same item.** That being said, we know that this video process can feel invasive which is why it is *completely optional*. Users do not need to upload these sizing videos in order to use *Try It On*, and those who decide to are paid a set amount per clothing item they upload. And those that consistently upload sizing videos automatically become platinum members and get paid extra per video they upload.

**** All sizing information is kept completely anonymous and only used to improve sizing recommendations for other *Try It On* users**