



Bespoke clothing | Photo source Pixabay

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## ONLINE ATELIER LETS CUSTOMERS DESIGN THEIR OWN CLOTHING



### **An online made-to-order clothing shop allows customers to create bespoke clothing and see the effect in real-time.**

Before the days of mass-produced clothing, many people had their own tailors to create bespoke, made-to-order suits and dresses. Until today, this kind of service has been out of the financial reach of most. Now, there is an alternative for those who don't want cookie-cutter clothing and, unsurprisingly, it uses digital tools to transform a traditional service. **Friilly**, a Los Angeles-based online atelier, allows customers to choose a piece of clothing, and then customize almost everything about it – from hem length and color to material and style.

Friilly co-founders Jeni Ni and Shangwei Ding were inspired to start the business while out shopping one afternoon. The pair realised that there was always one aspect of every garment that they were not happy with. They realised that if they could devise a system that would allow people to change those nagging details, then customers could be completely happy with every purchase. They then spent three years designing the 3D simulation software to bring their dream to life. The Made to Measure Service uses an advanced AI algorithm to tailor garments to a client's unique measurements. Customers chose and customise their pieces online, which are then handed over to a designer to create. As each variable is changed online, Friilly's proprietary software allows the customer to see the effect in real-time on screen. A model gallery and a pop-up window provides recommendations from the designer, and demonstrates how to adjust each piece to achieve the exact look the customer wants, as well as offering a 360 degree view of the item's details – from draping to the weave and texture of the fabric.

Frilly's made-to-order model also reduces waste and overbuys. Fabrics are chemical-free and the company is also committed to offering sustainable options, such as the use of recycled fabrics. From [made-to-order liquers](#) to [bespoke popsicles](#) companies are offering more and more ways to customise the shopping experience. What other ways might exist to bring customization to new areas?

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