



Customisable jumper

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CUSTOMISABLE JUMPER CAN ADAPT TO FIT ANYONE



Researchers and a retailer have teamed up to deliver a jumper that can be customised in-store to fit anyone

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Takeaway:

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...tion with Ministry of Supply is a big step for the Self-Assembly Lab, which has commercial products, but has never launched a textile that customers could actually buy. For Ministry of Supply, the self-altering jumpers are an opportunity to mass-produce customised garments at a relatively low cost. Will customers see the jumpers as a gimmick or an experience worth paying for?