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VIRTUAL MODEL GIVES CONSUMERS 360° VIEW OF MIXED AND MATCHED FASHIONS

 RETAIL

Russia-based Suit Up, a virtual 360-degree clothes-modelling platform that enables consumers to mix and match items, is attracting interest from big brands.

Online fashion retailers have tried many different ways to give consumers a better idea of what their clothes will actually look like, and we've already seen digital fitting rooms such as Estonia's [Fits.me](#). Now Russia-based [Suit Up](#) is showing that the concept may be gaining ground by attracting interest from big brands with its virtual 360-degree modelling platform that enables consumers to mix and match items.

The site allows users to choose a model and then begin dressing them with a selection of the items available through Suit Up. The platform gives consumers a better idea of what the different clothes look like when they're actually being worn, and they can spin the model by 360 degrees to get a look from all angles. Rather than simply showing single items at a time, the model can be adorned with multiple clothes and accessories to enable users to create their own looks before buying. This enables them to see if a top they like actually matches the trousers they've chosen, given them greater confidence in their purchase and increasing sales for the site. Alternatively, shoppers can also let the site suggest the best combinations. What's impressive is that Suit Up has been online for around seven months, but according to [reports](#) has already in that time has managed to strike deals with brands such as Nike, Gap, Levi's, Paul Smith, Uniqlo, Diesel, DKNY, and others.

The startup plans to launch in the US in the near future, but for now the site is only available in Russian. Are there other ways that e-retailers can match brick-and-mortar offerings with digital alternatives?

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