

outfitable.



Dima Kfoury

Outfitable

Outfitable is a virtual stylist that provides a customised shopping experience online. Based on women's personal measurements, proprietary sizing algorithms recommend clothes that fit them best and outfits that suit their body shape.

Women range anything from three-to-four sizes, depending on the brand, with varied sizing charts a frustration for many. Worse still, 40% of all items of clothing bought online are returned due to size and fit. This costs a fortune for retailers, as consumers waste countless hours ordering, returning and then waiting for the right item to finally arrive. Outfitable matches women with what suits them best from 16 of the world's best-known brands – from Ted Baker and L.K. Bennett, to Reiss and Simply Be. Having launched in the UK, Outfitable solves a double-sided fashion problem; retailers need to make their clothes more accessible and relevant to new online customers, and online shoppers need to find outfits that fit them and suit their body shape and style.

With the help of NDRC investment, Dima Kfoury founded Outfitable in 2016 so that every woman can find the fit that flatters. A two-time Cannes Lions awarded strategic planner, her expertise is in marketing, understanding the product/market fit and mapping out the customer acquisition strategy for many international brands.

Outfitable aspires to deliver an increasingly personalised experience over time, where they leverage data, usage, habits and preferences, machine learning technology and collaborative filtering to serve up exactly what each and every woman would want and look good in.

www.outfitable.com

