

YOOX NET-A-PORTER LAUNCHES VIRTUAL TRY-ON EXPERIENCE FOR MR PORTER PRIVATE LABEL

The technology offers MR PORTER customers a bespoke and seamless way to determine their best size and fit for designs within the Mr P. collection.

LONDON, UNITED KINGDOM (22 FEBRUARY 2024) – YOOX NET-A-PORTER continues to elevate its online shopping experiences with the launch of its inaugural virtual try-on pilot. The technology is being rolled out for 90 styles across the *Mr P.* Permanent collection available on MR PORTER, accounting for 70% of the range. The initiative powers a tailored and practical shopping approach that simultaneously seeks to reduce the need for customers to return items.

Through the new size simulator tool, customers can create a high-quality 3D avatar that mirrors their own measurements, either through step-by-step guidance or by providing their clothing sizes from favourite fashion brands. In seconds, they can realistically see how a garment will look on their body, to visualise their ideal fit and determine whether the product is the right match for them.

YOOX NET-A-PORTER's customer insights confirm that size and fit are the primary reasons for returns, the volume of which will be tracked during this six-month trial. The technology is designed to support growing consumer appetite for more conscious shopping, as 90% of YOOX-NET-A-PORTER customers say they favour retailers that help them to reduce returns, and 83% are trying to shop more intentionally to avoid sending items back.¹

“We have been closely following developments in virtual try-on technology for a while, in search of slick and user-friendly functionality. We are excited to launch our tool which we believe is a fantastic and intuitive shopping aid. Customers of *Mr P.* will be able to clearly visualise the look, fit and drape of pieces from a variety of different angles, making the selection process easier than ever.” – **Alison Loehnis, ad interim CEO, YOOX NET-A-PORTER**

Virtual try-on will be piloted internationally in six languages: English, Italian, German, Japanese, Korean and Arabic. The tool is being applied across the *Mr P.* Permanent range — an ideal candidate given that its evergreen styles and men's wardrobe essentials are available for extended periods, enabling the pilot to run for six months.

Mr P. is owned by MR PORTER and has grown to become one its top 10 brands. Often at the forefront of innovative design, in 2021, it became the first of YOOX NET-A-PORTER's private labels to embed Digital IDs, which share post-purchase insights with the customer on design, provenance, care and repair – a technology the brand continues to feature within its ready-to-wear collections.

Over the past two years, YOOX-NET-A-PORTER has successfully launched 3D asset trials for fine watches and accessories. Virtual try-on is the next phase of the business' 3D strategy, now testing the customer benefits of this technology for apparel.

Followers of YOOX NET-A-PORTER are invited to join the conversation on social media using @YNAP and #YNAP. For more information about YOOX NET-A-PORTER visit www.ynap.com.

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¹Data collected from YOOX NET-A-PORTER internal Customer Insights Sustainability Survey of 4,896 customers – September 2023.

YOOX NET-A-PORTER GROUP

ABOUT YOOX NET-A-PORTER

[YOOX NET-A-PORTER](#) is home to the world's leading online luxury, fashion and style destinations, [NET-A-PORTER](#), [MR PORTER](#), [THE OUTNET](#) and [YOOX](#), with over 20 years' experience in transforming the way the world shops.

Its four multi-brand online stores showcase an unrivalled curation of designer products from coveted and emerging brands. Through collaborative partnerships, leveraging data insights and new technologies, it is constantly evolving an exceptional online experience for its customers and brand partners. Taking a localised approach to serving 5.3 million customers in over 170 countries, YOOX NET-A-PORTER has offices and operations across the US, Europe and APAC, and joint ventures with Alibaba in China and Symphony Investments in the Middle East. Its Online Flagship Stores division partners with leading luxury brands to power their own e-commerce destinations.

[Infinity](#), its 2030 sustainability strategy, is striving towards a more sustainable, circular and inclusive future for luxury fashion.

YOOX NET-A-PORTER is part of [Richemont](#), whose unique portfolio of leading international Maisons are recognised for their distinctive heritage, craftsmanship and creativity.