

The Konstanz-based startup Beawear launches its innovative size recommendation solution for customers worldwide



Konstanz, Baden-Württemberg Jul 16, 2024 ([IssueWire.com](https://www.issuewire.com)) - After years of development and intensive testing with pilot customers, the innovative startup BEAWEAR is now making its groundbreaking scanning solution available to online shops worldwide. This technology revolutionizes size recommendations by using AI systems to create a 3D avatar with precise measurements from a simple video of the user. Unlike many providers that rely on estimates from questionnaires, BEAWEAR captures actual body measurements.

"As a German startup specialising in size recommendations, the accuracy of our scans was extremely important to us," said Volker Seitz, co-founder of BEAWEAR, industry expert, and long-time lecturer at the Academy of Fashion Management in Nagold. This is why pilot customers included providers of swimwear and custom swimsuits, who have a particularly high need for precision.

BEAWEAR has also focused on a user-friendly and straightforward application. End users will find a button under each linked product that opens a widget and accesses the laptop or smartphone camera. The user then stands in a typical A-pose in front of the device and turns around once. Just three seconds later, the software determined the body measurements and compared them with the clothing measurements to provide a reliable size recommendation.

BEAWEAR is currently seeking business customers who offer their own products and therefore have access to all size information of their items. Through a self-developed translation solution, BEAWEAR generates ideal body measurements from the clothing measurements in dialogue with its customers. The system also considers the stretchability of the materials and the preferred fit of the garments.

The team, led by founders Volker Seitz and Verena Ziegler, aims to reduce returns and CO2 emissions while increasing customer satisfaction and conversion rates with its solution. The startup is also working on virtual try-ons and in-store scanners.

To realise its vision, the startup is looking for partners and investors. BEAWEAR looks forward to hearing from you.

Web: <https://beawear.ai/de>

Demo Shop: <https://beaweardemo.myshopify.com/products/t-shirt>

Appointment: <https://calendly.com/beawear/30min>



Media Contact

BEAWEAR (OpenDress GmbH)

sales@opendress.com

004975315847630

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