Apparel Group’s 6thStreet Makes E-Commerce Effortless: New Virtual Try-On Meets Signature 60-Minute Delivery

In a major shakeup for the region’s e-commerce landscape, Apparel Group’s fashion platform 6thStreet has eliminated the two biggest pain points of online shopping: guessing your size and waiting for delivery.

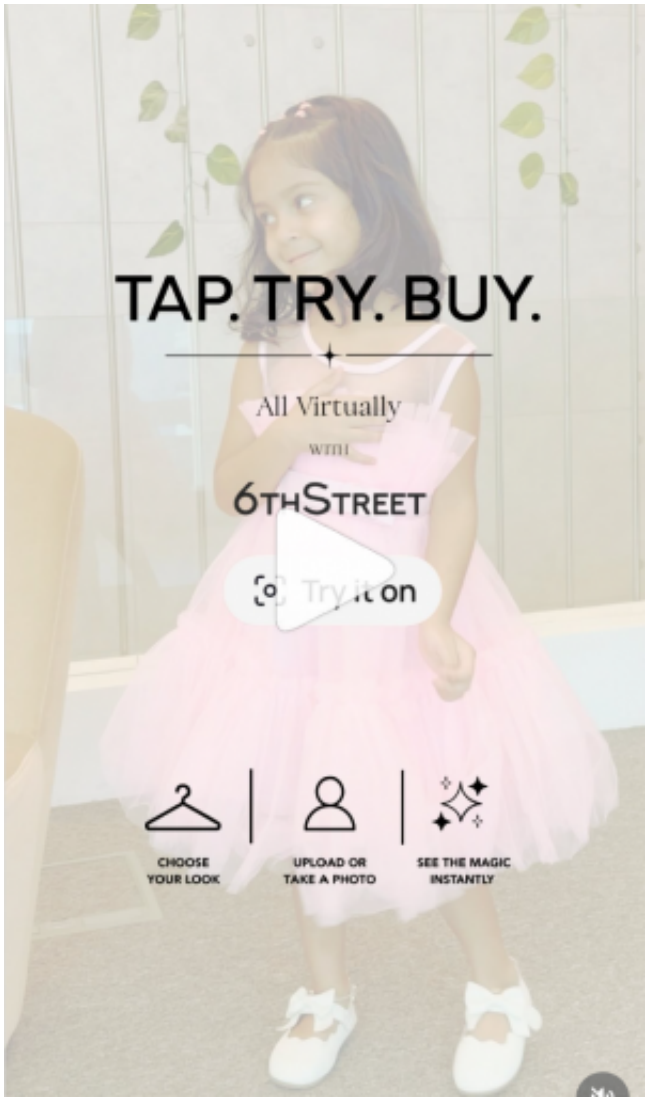
Dubai, United Arab Emirates May 20, 2026 (Issuewire.com) - In a region where convenience is becoming one of the strongest drivers of e-commerce growth, 6thStreet is introducing a new fashion shopping experience designed for speed, confidence, and immediacy. Customers can now use

6thStreet's virtual try-on feature to preview selected looks on their own photos before placing an order, and then receive their chosen items through 60 or 90-minute delivery in eligible locations.instagram+5

The proposition is simple but powerful: see it on yourself, decide faster, and wear it sooner. As virtual fitting room technology becomes more relevant to fashion e-commerce globally, brands are increasingly using it to help shoppers make more informed decisions and reduce uncertainty during the purchase journey. For customers, that means less guesswork. For fashion retail, it means a more engaging and potentially higher-converting path from inspiration to purchase.

With 6thStreet's new virtual try-on experience, shoppers can upload or use their own photo to visualize how selected fashion items or complete looks may appear before checkout. This creates a more interactive and personalized digital shopping journey, especially for customers browsing occasion wear, trend-led edits, or last-minute outfit options. Rather than relying solely on model shots or static product photography, users can interact with fashion in a way that feels more relevant to their personal style and shopping intent

The real differentiator, however, is the combination of virtual try-on with ultra-fast fulfilment. Quick-commerce and rapid delivery have already transformed categories such as grocery and everyday essentials, with under-one-hour delivery increasingly positioned as a competitive battleground across GCC markets. By applying the same mindset to fashion, 6thStreet is creating a more immediate shopping model for consumers who want both inspiration and instant access.



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