

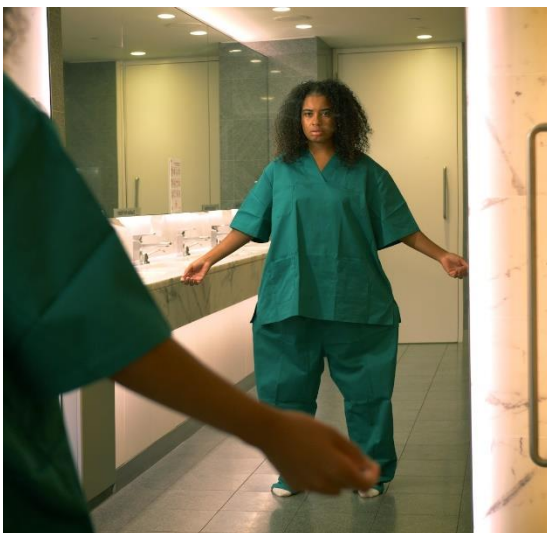
FOR IMMEDIATE RELEASE

Bodi.Me Launches New Campaign: “Great Businesses Have Happy Workers”

The new campaign video showcases how properly fitting workwear drives employee satisfaction and business success.



London, United Kingdom (November 2024) - [Bodi.Me](https://www.bodi.me), a leader in innovative Sustainable Fashion Fit Technology, is pleased to announce the launch of its new campaign, “Great Businesses Have Happy Workers: The Perfect Fit Starts Here!” The campaign is supported by a new video, available for viewing on [Bodi.Me’s YouTube Channel](https://www.youtube.com/channel/UC...). The video emphasises the crucial role that well-fitting workwear plays in enhancing employee confidence, comfort, and overall job satisfaction.



In the fast-growing online garment industry, size mismatching is a widespread issue, with an average return rate of 45 percent* for online purchases, resulting in a considerable environmental footprint. Bodi.Me’s Size-Me tool directly addresses this challenge by offering personalised, AI-driven size recommendations based on minimal data. The Size-Me tool can be used anytime, anywhere, without the need to take any photos or wear tight clothing—simply input a few basic measurements from the comfort of your sofa, or even on your mobile during a commuting journey. This solution not only improves the comfort and confidence of wearers but also enhances employee morale and reduces return rates, contributing to both business success and sustainability efforts.

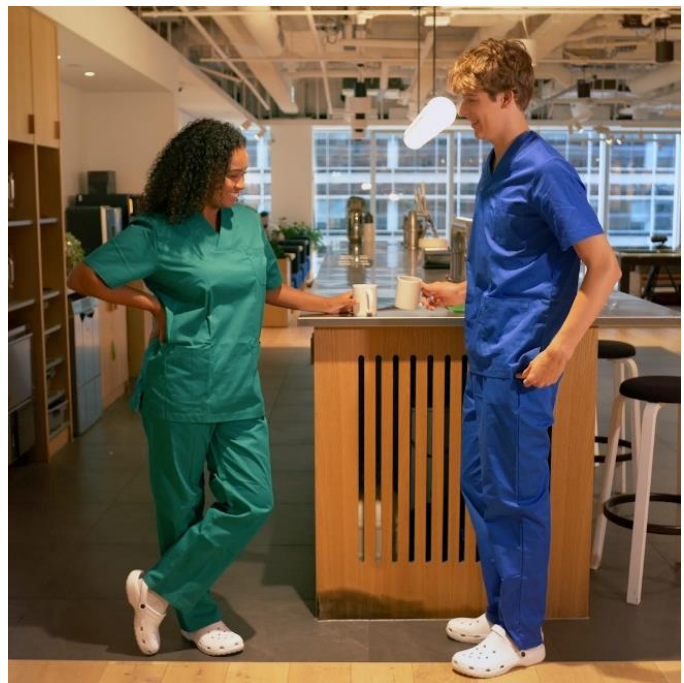


“As *Harvard Business Review* points out, companies that prioritise employee comfort and well-being see significant improvements in productivity, engagement, and retention (HBR, 2019). At Bodi.Me, we understand that a well-fitting uniform is more than just clothing – it reflects confidence, comfort, and feeling valued in the workplace,” commented Lara Mazzoni, Co-Founder and CEO of Bodi.Me. “Our Size-Me tool enables businesses to ensure their employees feel supported and comfortable, which ultimately helps businesses flourish. Happy employees are the cornerstone of success, and it all starts with the perfect fit.”

With over 1,000,000 size recommendations delivered to date, Bodi.Me’s innovative Size-Me platform has been recognised across various industries. The platform seamlessly integrates with any e-commerce system and utilises proprietary AI algorithms and a robust 3D body model database to provide accurate size matches. This advanced technology has a direct impact on reducing return rates and excess production, as demonstrated during the Birmingham Commonwealth Games 2022, where Bodi.Me’s technology helped

reduce overproduction by 70 percent and returns by 98 percent, contributing to the event’s carbon-neutral target.

The recently launched Size-Me 4.0 platform is the only 3D virtual size recommendation tool currently available in the market. This groundbreaking advancement in uniform fit technology offers the first-ever 360-degree 3D avatar tailored specifically for the uniform and professional clothing industry. Building on the success of Size-Me 3.0, this new version focuses on personalised fit recommendations, allowing users to input details such as height, preferred sizes, and desired fit, which generates a precise, customisable 3D avatar that reflects their unique body shape. The avatar allows wearers to visually assess how a garment will fit different parts of their body, like the waist and hips, offering a truly personalise shopping experience where the user can adjust the avatar to explore different fit options. Originally conceived for a large uniform contract with non-standard sizing and a gender-neutral size system, Size-Me 4.0 empowers wearers to make confident, accurate decisions about uniform sizing, revolutionising the uniform shopping experience and setting a new standard for customisation and precision in the industry.



To learn more about Bodi.Me, visit www.bodi.me or read about its customers' successes [here](#). Fill out a [form](#) to arrange a demo of the Size-Me solution. Follow Bodi.Me on [Instagram](#) or [LinkedIn](#).

Reference:

* Fashion ecommerce industry average for consumer returns = 45% | Industry average for workwear returns = 12%

Size-Me and Bodi.ME Awards:

- Innovation Award, Digital Services Category, Fashion Fit Technology Program - NAUMD 2024
- Winner of the Transformative Technology, PCIAW® Awards 2023
- Winner Best Business Leader in Digital Transformation 2023 – Business Awards UK
- Winner of the Best Application of Innovative Technology, PCIAW Awards 2022
- Selected as top 99 London Tech Startups 2022 -Best Startup Magazine
- Best IT Innovation, PCIAW Awards 2021
- Best Newcomer, PCIAW Awards 2021

About Bodi.Me:

Bodi.Me is a UK-based SaaS company founded in 2013 by Lara Mazzone and partners. In 2014 launched the first Size and Fit recommendation software, with the mission to help solve the garment industry's fit problem and promote better sustainability within the industry. Helping wearers select the best fit through fast and accurate size recommendation tools can reduce returns, optimize stock levels, and help businesses focus production on the sizes that sell.

Bodi.Me has been a pioneer in clothing size and fit optimization since 2014 with a (but not exclusive) focus on workwear and uniforms.

Bodi.Me's Size-Me tool integrates with customer systems and matches wearers to the right size garment from the customer's range via Bodi.Me's AI and proprietary technology. From just a handful of basic measurements, Size-Me extrapolates a complete body profile to provide instant size recommendations personalized to each wearer. Size-Me is uniquely customizable and adapts to each customer's needs.