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Bodi.Me Joins Philly FatCon 2025 as First-Time Mid Sponsor and Marketplace Vendor

The sustainable fashion fit technology company will provide on-site body measurements and personalized fit guidance on Nov. 1 – 2, 2025, at CYTO PHL in University City.

London, United Kingdom (October 2025) – Bodi.Me, a leader in innovative Sustainable Fashion Fit Technology, will make its debut at Philly FatCon 2025 as a Mid Sponsor and Marketplace Vendor during the two-day convention, to be held Nov. 1 – 2, 2025, at CYTO PHL in University City. The UK-based fashion fit technology company will offer discreet, in-person body measurements and customized sizing guidance to attendees as part of its mission to make clothing fit better and feel better for every body.

Bodi.Me is committed to putting inclusion, confidence, and accessibility at the heart of fashion. By providing tools that are judgment-free and easy to use, the company empowers its customers, especially those in the plus-size community, to shop with certainty and comfort. At Philly FatCon, Bodi.Me's friendly team will be on-site to measure attendees, explain their fit profiles, and share practical tips tailored to real bodies, not idealized standards. The goal is to eliminate guesswork, reduce frustration, and create more positive, affirming shopping experiences.

With one of the largest independent datasets on real body measurements, Bodi.Me has extensive experience helping brands and manufacturers create and fit size-inclusive clothing. The company has supported major projects with partners such as Marks & Spencer, the UK's National Health Service, and HSBC bank uniform program, ensuring garments are designed for a full spectrum of body types—not scaled from a sample size.

"Bodi.Me is coming to Philly FatCon 2025 to put a better fit in your hands," said Lara Mazzoni, CEO of Bodi.Me. "True inclusion starts with listening to people's bodies and designing tools that honor them. We're here to help the plus-size community shop confidently with no judgment, no guesswork, and data that supports choice and comfort."

Founded in 2013, Bodi.Me has pioneered fashion fit technology solutions that simplify sizing for both consumers and apparel brands. Its innovations are recognized internationally for making fashion, workwear, and uniforms more inclusive and sustainable by addressing one of the industry's biggest challenges: inconsistent fit.

Philly FatCon is a two-day convention created by and for plus size people, featuring speakers, movement classes, vendors, roundtables, and social events. The 2025 event includes new

programming, a modern venue with city views, an expanded Marketplace, and inclusive offerings from breakfast to after-dark entertainment.

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.

Size-Me and Bodi.Me Awards:
- Digital Impact Award, Laundry and Drycleaning Awards 2024
- 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 Mazzoni 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.