

Bodi.Me Launches Size-Me 5.0: Driving Better Fit, Stock and Production Optimisation for Professional Clothing

The new release combines a redesigned multilingual user journey, enhanced AI/ML fit intelligence, and global-scale deployment — helping uniform and workwear programmes reduce waste, improve ROI, and deliver the right size first time.

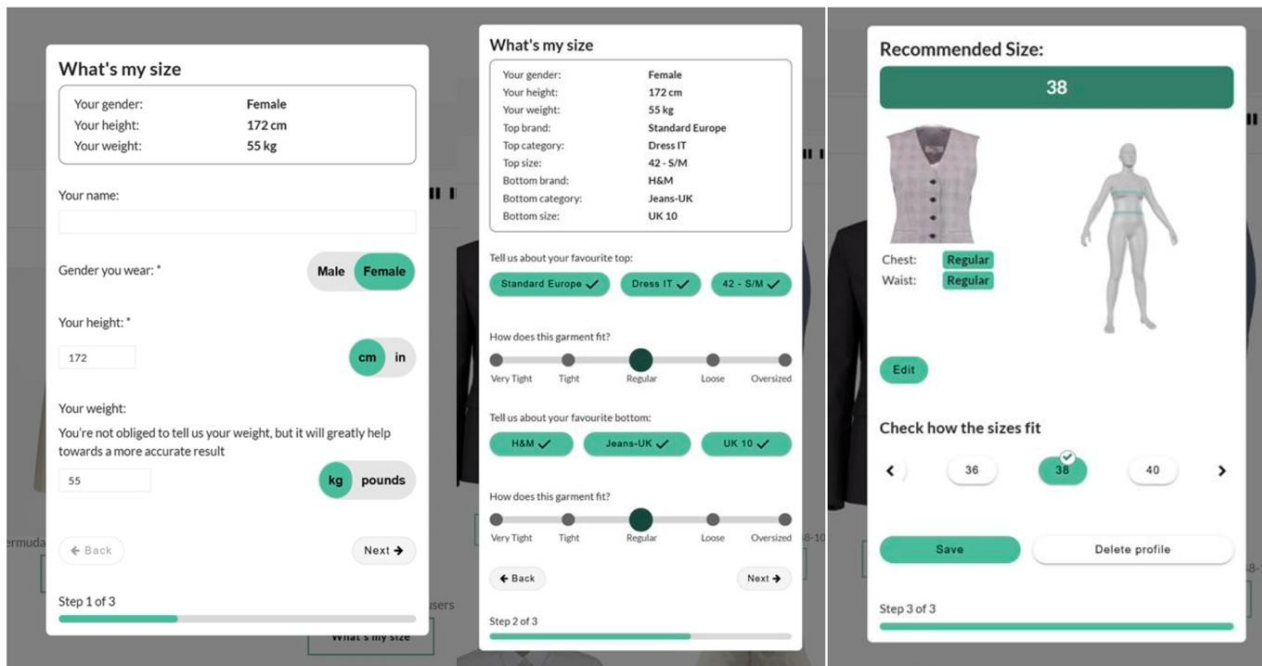
London, 1 April 2026: Bodi.Me, the UK-based fashion fit technology company, announces the release of Size-Me 5.0, the latest version of its award-winning online sizing and virtual fit solution for professional clothing. Size-Me 5.0 builds on previous versions with a **redesigned multilingual interface**, a significantly **enhanced AI/ML engine**, and an **optimised deployment workflow** proven for complex, multi-site global rollouts.

With inventory costs rising across the global supply chain and sustainability pressure intensifying across the fashion industry, uniform and workwear providers face a familiar problem: too much of the wrong stock, and not enough of the right sizes. The new platform replaces guesswork-driven size ordering with real wearer demand data, helping large-scale programmes **cut excess inventory by up to 50%** and **reduce size-related returns and exchanges by more than 75%**, based on results observed across client programmes.

Size-Me 5.0 builds on a track record of over 1.5 million size recommendations delivered by the Size-Me system since 2013. In 2025 alone, over 500,000 recommendations were delivered for more than 100,000 wearers.

Key outcomes with Size-Me 5.0

- Better first-time fit and fewer size-related returns/exchanges (often reduced by 75%+; in many programmes from a typical 15–20% to ~4%).
- Stock and production optimisation through size-demand intelligence before manufacturing.
- Faster, higher-participation rollouts across multiple sites and countries via multilingual UX and streamlined access.
- Reduced rework, reshipments, and distribution disruption through correct allocation by location and role.



REDESIGNED USER JOURNEY — FASTER, CLEARER, MORE ACCESSIBLE

Size-Me 5.0 introduces a new guided, **step-by-step user journey** designed to reduce user error and improve recommendation confidence. The redesigned flow is faster to complete and significantly clearer to follow. A **new multilingual interface** allows users to complete the journey in their preferred language, improving participation and data quality across global sites.

Size-Me also **offers a high level of personalisation**. As a **fully white-label solution**, it can be tailored to each client's programme with a fully branded look-and-feel (design, colours, fonts, and UI styling), language options, and programme-specific inputs.

In wearer tests and UX surveys, 100% of participants rated Size-Me 5.0 as easy or very easy to use, validating the redesigned journey and supporting higher adoption in workplace environments.

ENHANCED AI/ML ENGINE — DELIVERING ACCURACY AT SCALE

Since the release of the previous version, Size-Me 4.0, Bodi.Me, has collected and analysed hundreds of thousands of body measurements. This **data continuously enriches the ML pipeline** that extrapolates measurements and powers Bodi.Me's proprietary sizing algorithm, improving accuracy with every programme delivered.

Version 5.0 also incorporates **new dedicated female plus-size research**, addressing a recognised gap in the market where brands frequently lack reliable plus-size data and grading knowledge. This improves equity and comfort outcomes across extended size ranges.

SUPPLY CHAIN INTELLIGENCE — FROM GUESSWORK TO DATA

Energy costs, raw material prices, and elevated interest rates are increasing the financial burden of holding inventory. Yet for most uniform programmes, size-curve ordering remains a "best guess" based on historical data — despite inventory representing one of the largest concentrations of tied-up capital in the supply chain.

Size-Me 5.0 replaces that guesswork with real wearer-driven demand data, **consolidating size requirements by garment, role, and location** so organisations can plan accurate size curves, allocate stock intelligently across sites, and **set production quantities that match actual need**. For organisations distributing hundreds of thousands of items annually, the impact is material — often translating into six-figure savings through improved supply efficiency and tighter cost control.

*"Size-Me 5.0 marks a pivotal step forward for how uniform programmes manage fit and supply. By combining improved user experience with deeper AI-driven intelligence, we're giving our clients the data to make better decisions, before a single garment is cut", states **Lara Mazzoni, co-founder and CEO of Bodi.Me.***

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About Bodi.Me

Founded in 2013 and based in the UK, Bodi.Me pioneers digital sizing and fit technology for professional clothing and uniform programmes. Bodi.Me helps organisations deliver better-fitting garments for diverse bodies—improving comfort and confidence for wearers while reducing waste, rework, and supply chain cost for suppliers and programme owners.

For further information, demonstrations, or to arrange an interview, please visit www.bodi.me.

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