

Bodi.Me Wins 2026 NAUMD Innovation Award® Size-Me5.0 impresses judges with its BestDress Sofitel project.

Bodi.Me, the UK-based fashion fit technology company, is proud to announce that it has won the prestigious Innovation Award® at the 2026 Network Association of Uniform Manufacturers and Distributors' (NAUMD) annual awards ceremony, held during the annual NAUMD Convention in Boston, Massachusetts, USA, May 5, 2026. The award recognizes groundbreaking advancements in the uniform, image apparel, workwear, and public safety equipment industries and honors the best innovations in design, technology, and sustainability. NAUMD selected Bodi.Me as the winner for the innovative performance of its latest tool, Size-Me 5.0, in supporting its client, DressBest, with its Sofitel global uniform campaign.

Size.Me 5.0 is Bodi.Me's latest generation digital sizing and virtual try-on service for professional uniform programs. Size-Me 5.0 builds on previous versions with a **redesigned multilingual interface**, a significantly **enhanced AI/ML engine**, and an **optimized deployment workflow** proven for complex, multi-site global rollouts.

The NAUMD Awards judges were impressed by Bodi.Me's work with DressBest for Sofitel, which demonstrated Size-Me 5.0's problem-solving capabilities and originality. They also highlighted the tool's use of the latest AI and ML technologies to support its clients' projects, specifically in the context of the following builds:

Design and service experience:

- Adoption-first UX: a new guided, step-by-step journey that is faster to complete and reduces user error—improving data quality and recommendation confidence.
- Multilingual interface: built for international workforces so users can answer in their preferred language, improving participation and accuracy across locations
- Non-intrusive by design: achieves accurate sizing without selfie scanning or body imaging, supporting privacy expectations in workplace environments.



Enhanced Technology:

- **AI fit intelligence:** Size-Me 5.0 boasts an enhanced AI matching engine that translates user inputs into granular body-measurement estimates and then maps those to garment-specific sizing—aligned to each garment's grading and fit profile, not generic size charts.
- **Data-driven precision:** continuous model improvement powered by hundreds of thousands of real body measurements collected in the last 18 months, including a major expansion of female plus-size measurement intelligence.
- **Program calibration:** each client collection is configured and calibrated, so recommendations reflect what is actually manufactured and distributed.

Stock optimization, cost saving, and delivering uniform distribution at scale:

- **Stock and production optimization:** by capturing size requirements up front (by garment, role, and location), Size.Me 5.0 helps partners forecast size curves, allocate inventory across sites, and plan production more accurately, reducing overproduction, stockouts, and costly redistribution.
- **Enables uniform programs to replace slow, expensive sizing methods** (tailors, size sets, and physical try-ons at every site) with a scalable digital workflow that can be deployed globally.
- **Built for operational delivery:** secure QR/URL access can direct each employee to the correct collection; outputs support correct ordering by garment and role, reducing disruption from wrong-size distribution.

Presented to the Bodi.Me team in a room packed with hundreds of professionals from across the uniform, image apparel, and workwear industry, **Bodi.Me CEO and co-founder, Lara Mazzoni**, said about the award: "The Size-Me system is highly adaptable and can be tailored to client needs. Sofitel had specific requirements for their uniforms campaign that needed to be met, and our client, DressBest, entrusted us to help them produce an effective solution. Our team collaborated closely with our clients at DressBest and the Sofitel team to develop a system that would meet all their needs and make a marked difference on a global scale. We are incredibly proud that those efforts are being recognized by this prestigious award."

Size-Me 5.0 is Bodi.Me's most advanced version of the company's size recommendation software tool to date, and builds on a track record of over 1.5 million size recommendations delivered since 2013 — including 500,000 for more than 100,000 wearers in 2025 alone.

Key outcomes with Size-Me 5.0:

- **Accurate first-time fit and fewer size-related returns/exchanges** (often reduced by 80 percent plus; in many programs from a typical 15–20 percent to ~4 percent).
- **Stock and production optimization through size-demand intelligence before manufacturing.** Reducing over 50 percent of the size of overstock.
- **Instant rollouts across multiple sites and countries via multilingual UX and streamlined access** with over 90 percent user engagement. Distribution optimization through correct allocation by location and role.

Brands and manufacturers interested in the technology can find out more or book a demonstration at www.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 programs. 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 program owners.

About the NAUMD Awards:

The NAUMD Awards recognize excellence in uniform programs across various sectors, celebrating the collaboration between public safety departments, image apparel companies, and innovative designers. The program is divided into three main award categories, each with distinct criteria and submission guidelines.

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

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