

## PRESS RELEASE

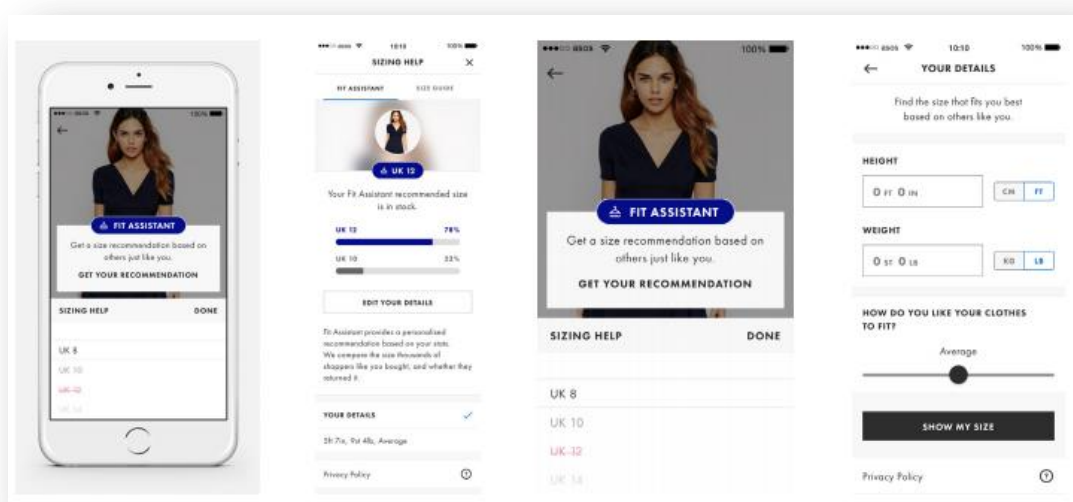
### Fit Analytics AI Platform Helps ASOS App Users Get Sizing Right, First Time

One of the world's most tech-forward fashion retailers turns to Fit Analytics' machine-learning sizing platform to power the global roll out of its Fit Assistant sizing tool on iOS and Android in advance of 2018's holiday shopping season.

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After successful results on ASOS' desktop and mobile sites, the Fit Analytics sizing platform has been officially unveiled as the machine-learning technology powering the retail giant's Fit Assistant sizing tool on iOS and Android worldwide.

Fit Assistant joins a suite of innovative native ASOS tools such as Your Edit and Style Match which have helped make the British retailer the go-to global fashion destination for 20-somethings.



The app solution was developed 100% in-house by ASOS and communicates with the Fit Analytics machine-learning sizing platform via API in order to power its sizing recommendations. Teams from ASOS and Fit Analytics collaborated closely in the months leading up to launch to ensure a trouble-free roll out would be possible in time for the busiest part of the retail year.

Speaking on the importance of sizing for ASOS customers, Andy Berks (Digital Product Director at ASOS) said: "We want to do all we can to make sure our customers are getting their right size, first time. This is where ASOS Fit Assistant comes in – we can now offer personalised size recommendations across ASOS collections, exclusive labels and fashion favourites. Ultimately, we're here to make our customers' lives easier, giving them the confidence to shop with us and minimising the risk of disappointment when their ASOS parcel arrives."

Fit Analytics CEO Sebastian Schulze commented: *“We’d like to firstly congratulate the ASOS team on a truly outstanding, shopper-first implementation. The global launch of Fit Assistant on iOS and Android is a big step forward for both our platform and native app capabilities, and proves the API-driven value they can deliver for the world’s biggest brands and retailers. We’re particularly proud that ASOS trusted our platform enough to launch Fit Assistant worldwide in the days leading up to Black Friday.”*

## About Fit Analytics

The world’s best apparel brands and retailers trust [Fit Analytics’ machine-learning platform](#) to help them solve sizing, sell smarter, and turn data into actionable insight.

Our [Fit Finder size advisor](#) supplies more than 250 million unbeatably accurate sizing recommendations worldwide per month, is fully localized in over 20 languages, and has coverage of over 10 million apparel items across more than 17,000 brands.

Our platform also enables a range of additional data-driven e-commerce solutions including [Fit Connect](#), [Fit Intelligence](#), and [Fit Source](#).

## Contact

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## About ASOS

ASOS is a global fashion destination for 20-somethings, selling all the freshest styles complemented by exclusive content, making ASOS.com the hub of a thriving fashion community and giving its audience the confidence to be whoever they want to be.

ASOS sells over 85,000 branded and ASOS products through localised app and mobile/desktop web experiences, delivering from fulfilment centres in the UK, US and Europe. ASOS curates a mix of ASOS DESIGN, ASOS EDITION, ASOS WHITE and ASOS 4505 (its in-house designed labels) with global and local brands sold through its own channels to deliver a locally relevant offer.

## Contact

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