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Sizekick launches AI for size recommendations

Based on Hohenstein expertise, this AI technology will reduce size-related returns in e-commerce.

BOENNIGHEIM, Germany (August 7, 2023) – Munich-based startup Sizekick has launched a new AI technology to reduce size-related returns in e-commerce. The artificial intelligence tool, backed by strategic partner and investor Hohenstein, has attracted well-known brands and retailers. Combining Hohenstein's apparel technology expertise and Sizekick's AI-based technology, retailers can lower CO2 emissions with a more fitting and sustainable shopping experience. The first customers to sign on include U.S. outdoor brand Black Diamond, German brand Marc Cain and Swiss retailer Rrrevolve.

The solution promises to add value for both brands and their online shoppers. It uses individual body measurements to recommend the right clothing size through two AI-based technology options. With BodyFinder, the AI suggests realistic body shapes to choose from. The BodyScanner option enables a body scan via the smartphone's video function. The consumer simply turns around in front of the phone's camera.

Clothing brands and retailers now have easy access to the new technology, as integration into an e-commerce store takes just a few minutes. In addition to supporting brands' product teams, Sizekick fit analysis is used as direct input for Sizekick AI.

Hohenstein, a leader in size and fit, has been advising companies in the textile industry for over 75 years. Their expertise helped Sizekick link accurate body measurements with the right properties. "The collaboration with Hohenstein has allowed us to draw on many years of knowledge in the field of apparel technology to develop a highly accurate and user-friendly solution," emphasized Sizekick founders and CEOs Jake Lydon and David Oldeen.

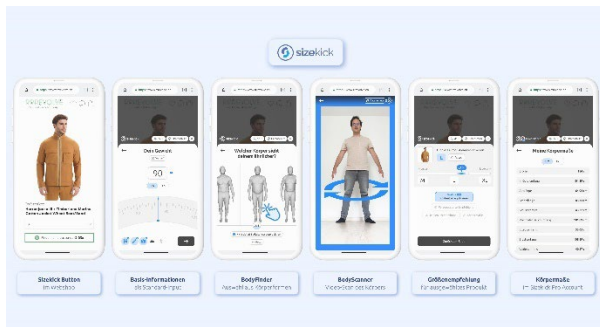
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Munich-based startup Sizekick launched the new AI-based technology to reduce size-related returns in e-commerce.

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About Hohenstein

With more than 40 offices and laboratories, Hohenstein is an international partner for independent testing, certification and applied research around the human-product-environment interaction. They develop science-based methods and standards that consider the user in real life, not just in the lab. Through standard or customized testing, and interpretation of the results, Hohenstein experts solve problems, verify claims and help partners bring better, safer products to market – more sustainably. Hohenstein is a founding member and leading provider of the OEKO-TEX® portfolio of services, and is certified by the U.S. Consumer Products Safety Commission (CPSC ID #1058) as a third-party, independent laboratory for CPSIA compliance verification. [Hohenstein.US](https://www.hohenstein.us)

About Sizekick

Sizekick puts an end to unnecessary size-related returns in fashion online retail. The Munich-based company uses artificial intelligence and computer vision technology to recommend the right clothing size to customers in partner web stores. With the help of the integrated Sizekick software and a smartphone, anyone can find the right size in a few seconds. Fashion and sports brands, but also multi-brand stores or marketplaces can integrate the "Sizekick Button" in their online store with minimal effort. Sizekick offers its solution as Software-as-a-Service (SaaS). sizekick.io