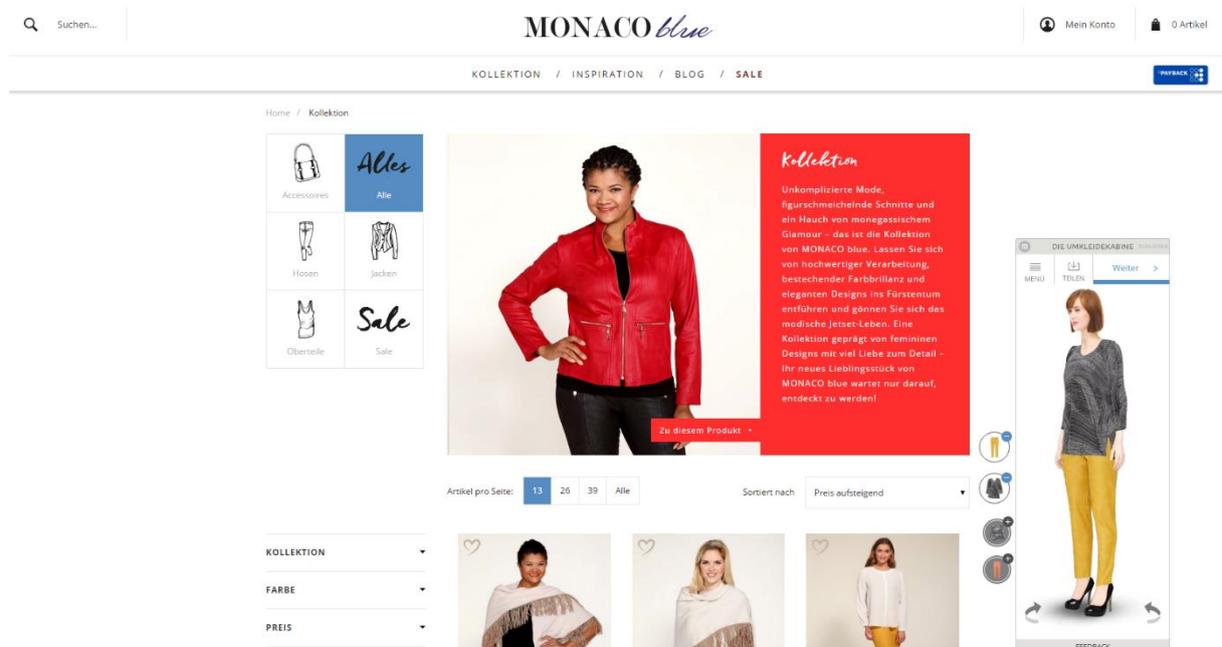




## CHANNEL21 and nubizz have partnered to be the first to bring Metail's Try On experience to MONACO blue's customers.

nubizz have partnered with Hanover - based CHANNEL21 - one of Germany's leading TV shopping channels - to allow shoppers to use the Metail Experience on MONACO blue. For the first time in Germany, women will be able to try on and shop the latest collections from MONACO blue straight from their smartphones\*, tablets or desktops at [www.monaco-blue.de/](http://www.monaco-blue.de/).

This partnership enables women to try on MONACO blue clothes online, and be confident that what they purchase will fit and suit them. The addition of the Metail Experience will enable MONACO blue to target a new demographic of shoppers, giving the fashion savvy, middle aged woman the time to explore and experiment with her style.



The Metail Experience on Monaco Blue

The Metail Experience allows users to create a three dimensional model of themselves and virtually try on a range of fashion garments. After entering a few simple measurements - height, weight and bra size - shoppers can generate a 'MeModel', which is 92-96% accurate to their specific size. The user can personalise their MeModel further by adjusting their waist and hip measurements, choose their skin tone, and can even style their MeModel's hair by putting it up or down.

Alongside delivering an engaging and truly personalised digital experience online, Metail allows brands to better understand their shoppers. Whether it's their average size and shape, styling preferences, or garment choices, the Metail Experience creates the opportunity to deliver an unparalleled set of customer data which can inform partners ongoing.



### **Klaus Skripalle, Managing Director of CHANNEL21**

“We’re thrilled to be working with Metail and bringing this innovative shopping experience to the German market. By enriching MONACO blue’s ecommerce platform and delivering a new way for shoppers to explore our clothes, we believe we can unlock a new demographic of tech savvy customers for our collections. We want our shoppers to enjoy fashion and are committed to delivering innovation ongoing.”

### **Tom Adeyoola, CEO and Founder of Metail**

“We’re delighted that our partnership with nubizz has created the opportunity for us to work with CHANNEL21 and their brand MONACO blue. For us, creating an engaging and personalised digital experience is key to delivering a successful ecommerce platform and CHANNEL21 have demonstrated their ability to get ahead of the curve offering their shoppers something truly new in the DACH region”.

### **Andreas Christiani, Managing Director of nubizz**

“As an agency, we support our clients as they embark on their digital journeys partnering with technologies such as Metail to create leading and innovative ecommerce experiences. Convinced, that virtual reality solutions will enable a quantum leap for e-fashion retailers, we are keen to accelerate the corresponding market penetration, as Metail’s exclusive partner for the DACH region.”

Metail already works successfully with a global portfolio of clients and comprehensive tests have shown the technology delivers and increase in website engagement by up to 3 times on average. Metail engaged users also return to partner websites up to 2.5 times more often and spend up to six times more on site.

### **About CHANNEL21**

Hanover-based CHANNEL21 is Germany's third largest TV shopping channel. The company markets and sells a full range of products, from electronic and household goods to cosmetic products and fashion items, using its own TV shopping productions and the Internet. Established in 2001, the channel can today be received by some 35 million TV households across Germany via satellite and cable. More than 4 million customers have so far opted for CHANNEL21’s attractive, constantly growing range of products.

### **About Metail**

Metail is a British company developing an immersive ‘try it on’ online shopping experience which enables consumers to create a bespoke 3D model of themselves. The technology aims to increase consumer confidence in buying clothing online through an engaging and delightful product. Metail’s technology can be



incorporated into any ecommerce platform and the company's operations are able to photograph and digitise over 200 garments a day facilitating work with mass market high volume retailers. After entering a few simple measurements consumers can generate a MeModel, which is 92-96% accurate to their specific size. Established by Cambridge graduate Tom Adeyoola, Metail has raised over \$20 million in funding and officially launched with its first customer – Clothing at Tesco – in February 2012. The company has since developed an international client base, spanning abof.com in India, Evans in the UK and US, House of Holland and Little Mistress in the UK and Lucky Chouette in South Korea.

For more information about Metail see <http://metail.com/metail-history-and-facts/>

### **About nubizz**

nubizz is a digital agency, founded in 1997. They help their clients remain current and scale the challenges of the ever evolving digital map. The team work tirelessly for their clients within the global ecommerce sphere, to become more successful. In recent years, the team has grown rapidly and is led by experts in their respective fields including: strategy and consulting, customer experience and design, online marketing and technology.

nubizz identify and implement trends and innovations in collaboration with their clients and translate between business and IT in order to enable new business potentials. Through strategic partnerships with various "Best in Class" providers of ecommerce platforms as well as other relevant technology components like PIM, Marketing Automation and Analytics - nubizz understands what solutions deliver on ecommerce platforms and gives their customers thoughtful and informed advice to choose the best solution.

### **Contact**

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**ENDS**