

London Based Fashion Technology start-up Metail has partnered with British Glamour for a European first in immersive online editorial fashion.

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Cambridge, London & Singapore based fashion and technology company Metail have partnered with British Glamour Magazine to create an engaging feature for editorial fashion. Readers will have the ability to try on curated collections as chosen by the Glamour stylists straight from their smartphones*, tablets or desktops at www.glamourmagazine.co.uk/promotions/metail.

The first collection will be based on the wardrobe of everyone's favourite Gossip Girl darling Serena van der Woodsen, Not only will readers get to try on all the looks but they will also get personalised size advice and can shop their favourite pieces.

GLAMOUR Sections Follow

Try the new Serena van der Woodsen look

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Glamour have collaborated with fashion technology company Metail to give you the chance to try on a selection of modern day looks from your favourite screen starlets. All it takes is three simple measurements and you're ready to lose your lunch break.

We're starting with everyone's favourite Gossip Girl Serena van der Woodsen. This New Yorker really had it all: endless glamorous parties, the BFF of all BFFs and that wardrobe. Jealous much? Now you can step into Serena's timeless style and try on the looks she would have loved. Even Queen B would be jealous of this digital wardrobe. Click a button to start. xoxo.

- Topshop High Neck Dress
- ASOS Multitrap Silver Heels
- Topshop Luxe Block Colour Fur Coat
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SEE HOW IT FITS

NEW

Try on the Serena van der Woodsen looks exclusively with Glamour and Metail

This partnership turns online galleries into engaging and entertaining wardrobes for readers to try on. British Glamour is known for its innovative approach to multiplatform publishing together with its

significant audience relationships. The UK edition has a combined gross reach of approaching 4 million.

Metail's technology 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, consumers 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.

"British Glamour is thrilled to be the first media brand in Europe to bring this engaging and immersive experience to its fashion savvy audience. Glamour readers are always at the forefront of style, and with this tool they can try on looks and shop their chosen pieces wherever they are, whatever time of day or night. It's another way in which Glamour is adding value for its audience, and leading the sector," remarked Jamie Jouning, Publishing Director of British Glamour.

This partnership is Metail's first publishing partnership in Europe, but Metail is no stranger to innovative media collaborations. In 2012 Metail was BAFTA nominated with ITV's 'Takeover the Makeover' segment from *This Morning* and last month saw Metail bridging the gap between online and offline for Singapore's biggest luxury publisher SPH.

Metail works successfully with a global portfolio of clients, where the Metail Experience has proven to keep consumers engaged for up to 3x times longer. Metail engaged users also return to partner websites up to 2.5 times more regularly and are spending up to six times more on site.

CEO & Founder of Metail Tom Adeyoola, says of the partnership: "The Metail technology has evolved from a disruptive sales and engagement tool to an omnichannel and omnifunctional experience. The Metail Experience can be translated across online, TV and print media - and we are thrilled to partner with Glamour to offer this European first. It's exciting to be at the forefront of the online print industry by giving readers the opportunity to try on the stylist's choice picks from high fashion to high street stores on their own figures."

Explore and try on a selection of modern day looks any Gossip Girl would wear at:

www.glamourmagazine.co.uk/promotions/metail

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 e-commerce 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 Dafiti in Brazil, whereby a comprehensive AB test showed the Metail experience increasing sales over a two month period. For full details, visit: <http://metail.com/dafiti-case-study/>.

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

About British Glamour

The market leader, British *Glamour's* brand footprint is 25% bigger than its closest competitor. *Glamour* has combined circulation of 370,012 (ABC Jan-June 2015), readership of 911,000 (NRS July 14-June 2015) and unique users totaling 2,997,805 (Google analytics July-Sept 2015). *Glamour* is owned by Condé Nast Britain, part of Condé Nast International. Condé Nast is a global media company producing the highest quality magazines, websites and digital content. Reaching more than 300 million consumers in 29 markets, the company's portfolio includes many of the world's most respected and influential media properties including *Vogue*, *Vanity Fair*, *Glamour*, *Brides*, *Self*, *GQ*, *Condé Nast Traveller/Traveler*, *Allure*, *Architectural Digest*, *Wired*, *W* and *Style* among others. In addition to publishing 141 magazines and over 100 websites, the company operates a restaurant division and several ventures in education. Condé Nast Entertainment develops film, television and premium video programming.

For more information please visit condenast.com and condenastinternational.com.

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ENDS

**Apple and Android only (iPhone 5 and above and android with a screen size of 4.5 inches and up)*