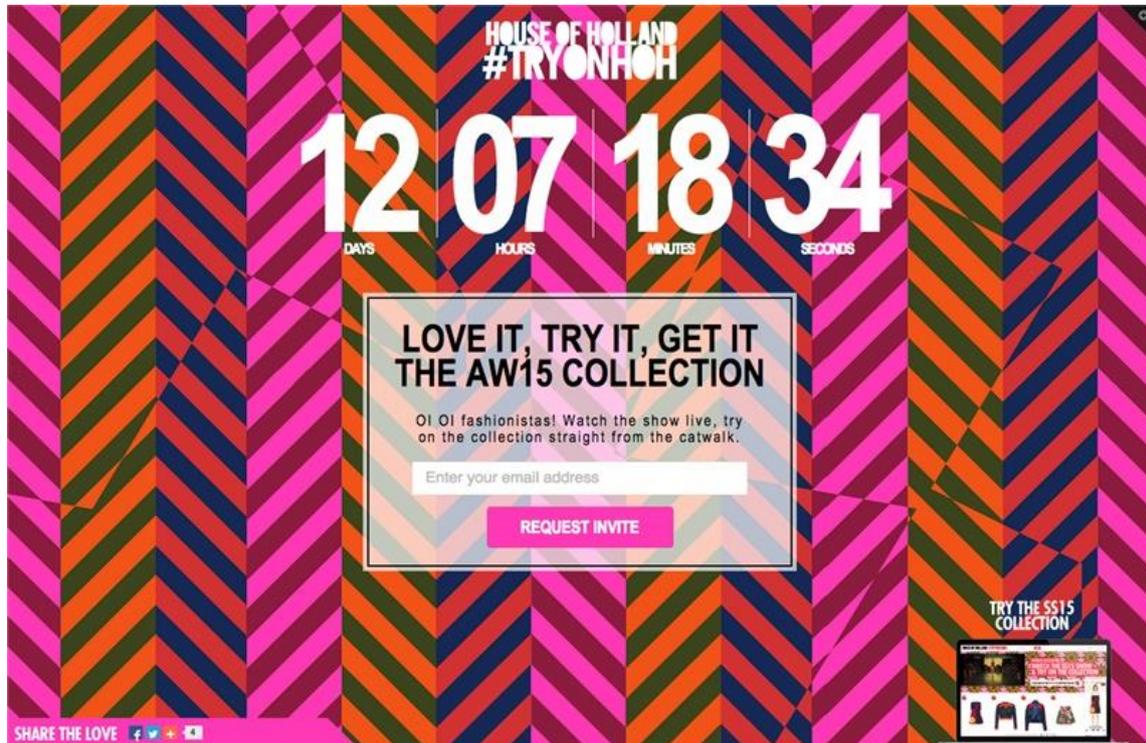


House of Holland and Metail partner to create a fully immersive online AW15 experience #tryonhoh



Request your invite to try on the House of Holland AW15 collection as it is shown live on the catwalk

What to expect:

- 1. Watch catwalk show in real time**
- 2. Try on the clothes**
- 3. Pre-order the collection**
- 4. Win a £2,000 shopping spree**

London, UK: 09.01 February 17, 2015

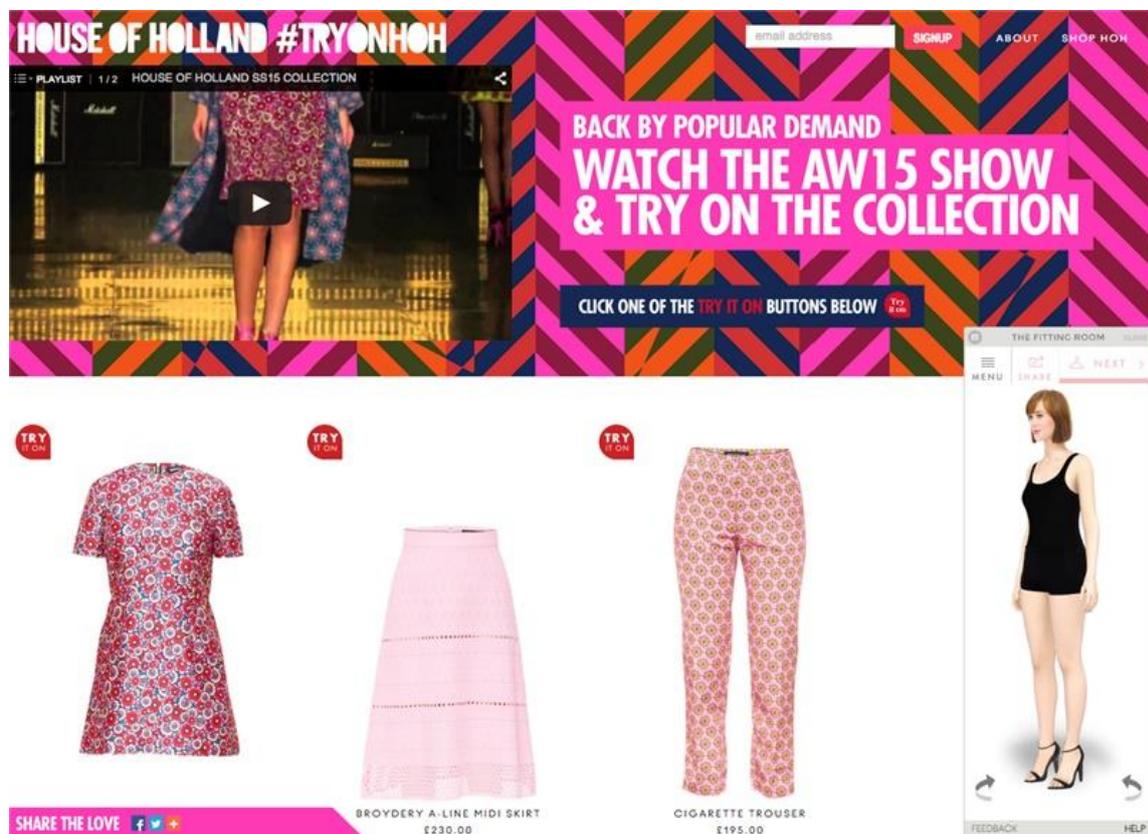
British brand House of Holland is once again working with local fashion technology company, Metail, to create an immersive catwalk experience. Not only can consumers watch the Autumn Winter 2015 fashion show live from wherever they are, but now they can create their own 'MeModel' and try on the clothing from the catwalk in real time and pre-order the collection in the right size. Fans of House of Holland can also enter a competition for their chance to win a £2,000 shopping spree.

The show, part of LFW Autumn Winter 2015 collections, goes live on Saturday February 21st at 19.00 and can be watched in real time by visiting www.tryonHouseofHolland.com. Beneath the show video, the exclusive clothing is presented as it would be on an e-commerce site. The consumer simply clicks the 'try

it on' icon, adjacent to each item, to reveal the Metail widget. Ten seconds later, having inputted three simple measurements; height, weight and bra size, a personal MeModel is revealed which is within 96% accurate of the user's own body. Whilst watching the show the MeModel's outfits can be updated by clicking items as they come down the catwalk. Fans can also pre-order their favourite pieces before it goes on sale.

In a quest to offer the latest enabling technology to fashion hungry girls all over the world, House of Holland Creative Director Henry Holland also partnered with Metail to help launch his SS15 collection in September 2014.

This hugely successful online campaign saw adoption rates of more than 76% with users spending up to 21 minutes engaging with the collection. 1 in 3 fans browsed the entire collection and on average tried on 12 looks. "The results from using Metail are impressive. The product is great FUN, we all love playing with it and want to keep working together" said Holland.



Fashionistas can explore the fitting room to try on and pre-order the latest House of Holland styles

Visit www.tryonHouseofHolland.com to register your interest and watch the show.

To request further information, images, demonstrations or interviews, please contact:

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Editor's notes:**About Metail**

Founded in 2008, Metail is a British company developing online fitting room technology, 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. 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 their first customer - Clothing at Tesco - in February 2012. The company has since developed an international client base, spanning House of Holland in the UK, Dafiti in Brazil and SingTel in Singapore.

Metail created a world exclusive when collaborating with House of Holland for their London Fashion Week show in September 2014. Consumers could watch the catwalk show in real time and try on the outfits as they were revealed for the first time on the models.

Based across three offices in London, Cambridge and Singapore, Metail has built a talented and dedicated team of over 40 employees.

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

About House of Holland

House of Holland is a contemporary British fashion house and brand which has enjoyed critical recognition and commercial success since its formation in 2007. Following the design and sale of a T-Shirt line that quickly became iconic, Henry Holland has managed House of Holland to the success it now enjoys as a fully-fledged fashion label, sold in over 100 premium stores across the globe.