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Fashion technology startup Metail raises £10m from Hong Kong's TAL to become "Google of size and shape"

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| Shippers can try things on online with Metail (Source: Getty)

A tech startup which offers retailers technology that lets online shoppers try items on virtually, and wants to become the "Google of size and shape", has bagged millions of pounds in fresh funding from investors.

Metail has raised a £10m series B led by TAL, a Hong Kong-based apparel manufacturer, bringing total cash ploughed into the fashion tech startup to £22.5m since 2008.

It's the second investment for Tal, which makes shirts for the likes of Brooks Brothers and Burberry, after leading a £10m investment in 2014 and will help the Cambridge-founded firm expand in Asia.

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"These funds set us in great stead for our mission to become the Google of size and shape," said founder and chief executive Tom Adeyoola.

"The Asian focus on innovation in the fashion supply chain has meant that TAL has looked to Metail to provide breakthrough technology for garment digitization and data collection. I'm incredibly excited about Metail's next stage of growth."

Metail's technology lets shoppers create a 3D virtual model of themselves, including measurements, and retailers create the a digital version of their clothes. It says it can reduce returns and boost sales and clients include Evans and House of Holland, and India's ASOS-like Abof.com.

The startup **was named one of the fastest growing so-called scale-up companies in the UK**, alongside the likes of job site Adzuna and green technology company Pavegen.

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Previous backers include New World Private Equity Partners and Stefano D'Anna and John Gleasure, founders of sports marketing agency Perform.

"We are delighted to lead the investment in Metail, and believe in their vision to disrupt the whole fashion supply chain," said TAL president and technology chief Delman Lee.

"Metail has some of the most advanced technology in this area, and their unique dataset leads to a number of transformative applications for the whole garment supply chain, ultimately leading to clothes that fit the customer better."

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