WOMENS

MEASUREMENTS

THE UPSIDE	Australia	Bust (CM)	Waist (CM)	Hips (CM)
XXS	XXS	80.5	62.5	90.5
XS	XS	83	65	93
S	S	88	70	98
M	M	93	75	103
L	L	98	80	108
XL	XL	103	85	113

CONVERSIONS

THE UPSIDE	Australia	US	France	Europe
XXS	6	2	34	32
XS	8	4	36	34
S	10	6	38	36
M	12	8	40	38
L	14	10	42	40
XL	16	12	44	42

MENS

MEASUREMENTS

THE UPSIDE	Australia	Chest (CM)	Waist (CM)	Waist (Inches)	Hips (CM)
XS	XS	89	71-76	28"	91
S	S	94	76-81	30"	96
M	M	99	81-86	32"	101
L	L	104	86-91	34"	106
XL	XL	109	91-96	36"	111
XXL	XXL	114	96-101	38"	116

CONVERSIONS

THE UPSIDE	Australia	US	France	Europe
XS	XS	28	36	44
S	S	30	38	46
M	M	32	40	48
L	L	34	42	50
XL	XL	36	44	52
XXL	XXL	38	46	54

PERFECT *Fit*

No more speculation when buying clothes online.

U.S.: $1.79 billion

Globally: $16.9 billion

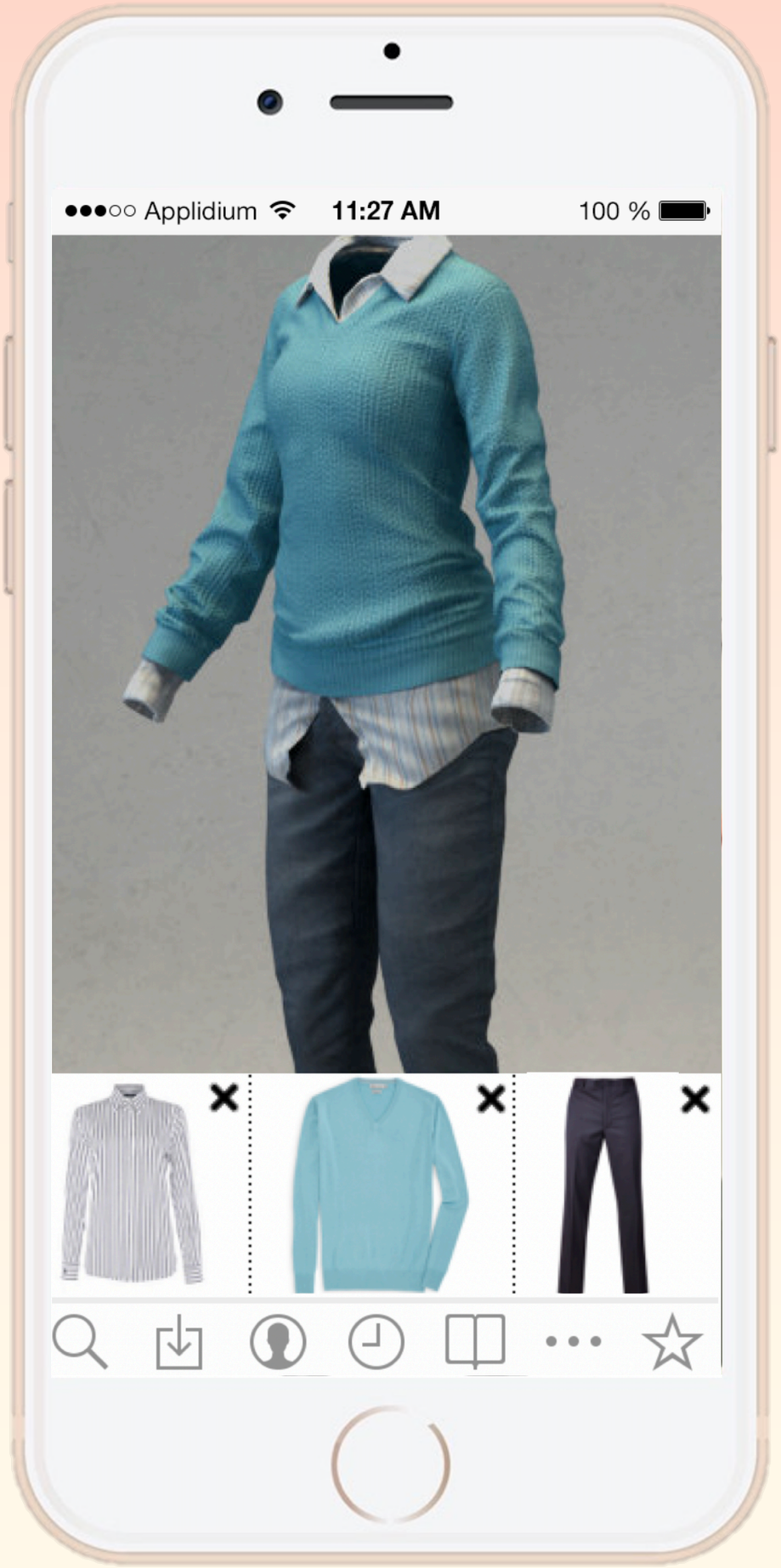
JCPenney

Powered by PerfectFit

Powered by PerfectFit

Powered by PerfectFit

Clothes ordered from _____, will fit you.


●●●○○ Applidium
11:27 AM
100 %

FALL FASHIONS

DRESS ME

NTYHOSE UNDERWEAR PANTS SWEATERS

Great Visualization

Metail

PERFECTFit

Don’t bother with Fit

Accurate Fit

TRUE FIT

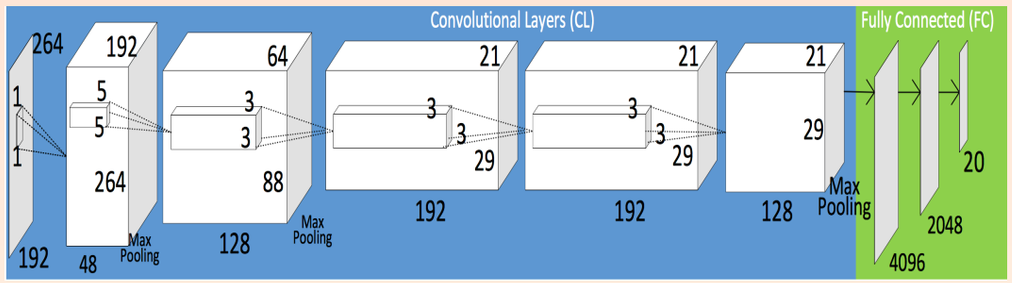
BODI.ME
ONLINE SIZE ADVICE.

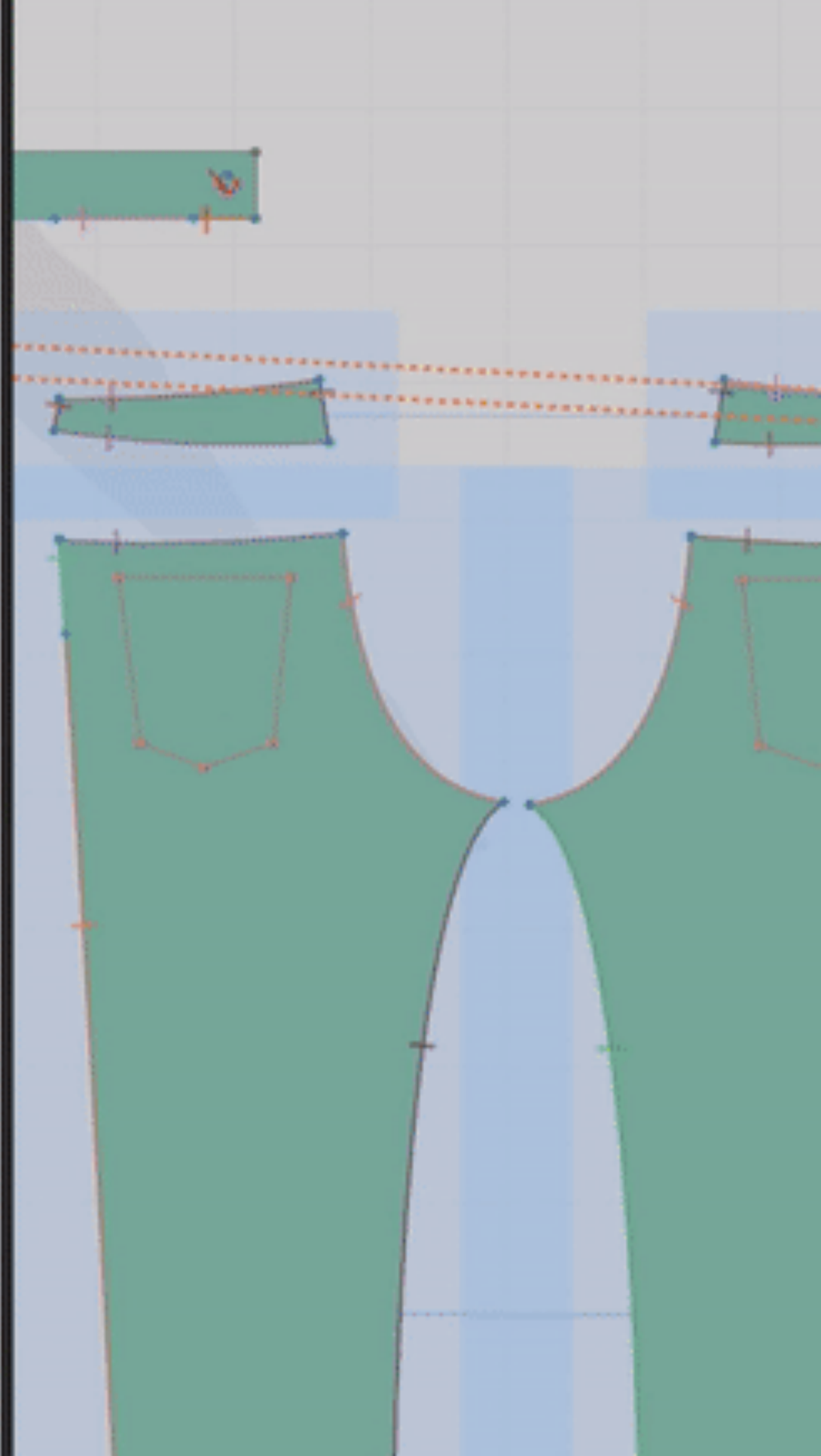
IBM Watson

Size Charts

STITCH FIX
Your partner in personal style

No Visualization


Convolutional Layers (CL)
Fully Connected (FC)
264
192
64
21
21
21
1
1
5
5
3
3
3
3
3
3
29
29
29
264
88
192
192
128
128
Max Pooling
Max Pooling
Max Pooling
192
48
4096
2048
20



LOFT

Madewell

THE NORTH FACE

macy's

Moosejaw

ANTHROPOLOGIE

Nicole

Applied Math/CS

Economics,
Data Science

Denis

Applied Math/CS

Machine Learning,
Product Development

Max

Physics/CS

Business Analyst,
Software Architecture

PERFECT *Fit*

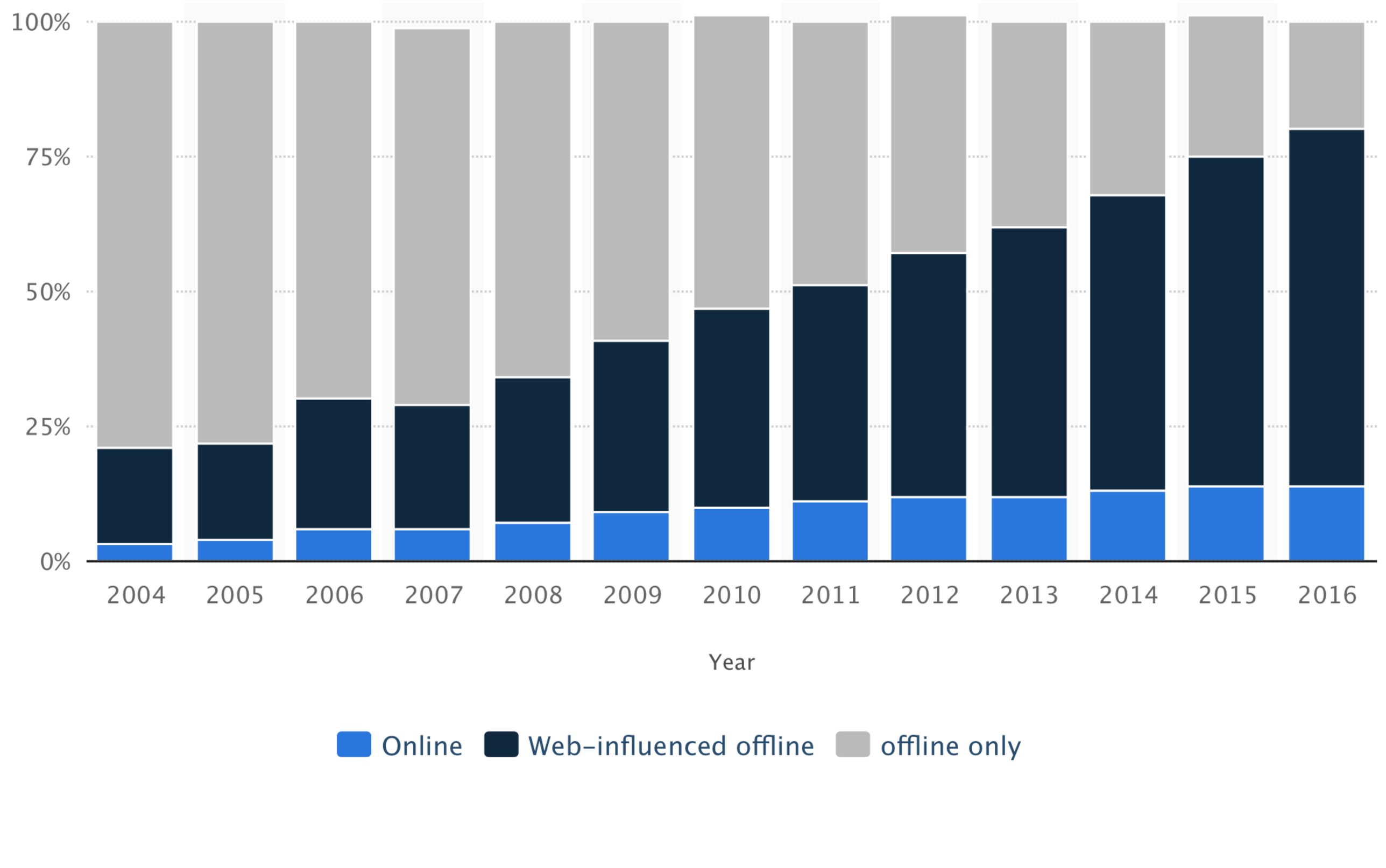
No more speculation when buying clothes online.

Contact:
denis.kazakov@colorado.edu

	2017	2018	2019	2020	2021
% Apparel Sold Online:	14	17	21	25	29
% of Available Market:	0.5	1	3	7	15
% Returned Online:	28	26	22	21	19.5
PerfectFit Revenue: ($millions)	**0.28**	**1.359**	**10.07**	**31.469**	**91.26**

* Charge 1/5 of what we save retailers
* Only US apparel market
* 30% - current average of % returned online

Apparel Retail Sales



ITEMS IN ROOM (3)
MILEY DRESS
MILA STUD 7.5
MILEY DRESS M
MILEY DRESS S
WEAR IT WITH
MORE DETAILS
XS
S
M
L
I'M OVER IT
CALL STYLIST