# Indie fashion labels drive AI-powered virtual try-on innovation to reshape online shopping



In recent years, artificial intelligence (AI) has dramatically transformed the fashion industry, introducing innovative tools that merge digital convenience with the tactile customer experience. A particularly notable development is virtual try-on technology, which allows customers to virtually gauge how garments would look on them without the need to physically wear them.

Once regarded as a novelty, virtual try-ons are swiftly becoming an integral expectation within e-commerce. Today's consumers yearn for personalised, immersive experiences, a need that indie fashion labels are aptly fulfilling. These smaller, often more nimble brands are not only utilising AI to maintain relevance but are also spearheading the next wave of digital innovation in online shopping.

Independent fashion houses are leveraging AI-powered tools to create engaging, customizable try-on experiences. This level of personalisation distinguishes them from larger, mass-market retailers. The advent of platforms like Lookberry exemplifies this trend, offering resources and information for consumers eager to navigate the evolving fusion of fashion and technology and discover the cutting-edge indie brands that are pioneering virtual try-ons.

### The Evolution of Virtual Try-On Technology

Virtual try-on technology has come a long way from its early iterations. In the early 2000s, online retailers primarily relied on basic size charts and static photos of models, or rudimentary fit visualizers that requested user input on height and weight. These outdated methods often resulted in unrealistic fit expectations.

The landscape has shifted thanks to substantial advancements in computer vision, augmented reality (AR), and machine learning. Modern AI systems can now accurately analyse a customer's body shape using a single image or video, crafting simulations of how garments would fit various body types. Notably, contemporary virtual try-ons consider not only sizes but also factors like fabric behaviour, movement, and lighting, bringing the digital shopping experience closer to reality than ever before.

### Why Indie Brands Are Leading the Charge

While established fashion houses possess the resources to adopt cutting-edge technologies, indie labels often take the lead in experimentation and innovation. Their smaller structures afford them greater agility and creativity, permitting rapid adoption of virtual try-on technology.

Moreover, these independent brands face pressure to compete with industry giants. Lacking the recognition and resources of larger entities, they turn to advanced technologies such as virtual try-ons to close the gap. These tools enhance customer trust, reduce return rates, and improve the overall online shopping experience—vital components in the fight for consumer loyalty.

Additionally, indie brands frequently target specific, often underrepresented markets, such as sustainable fashion and gender-neutral clothing. Virtual try-ons empower these consumers by providing a customised shopping experience that acknowledges their diverse needs.

### How Virtual Try-Ons Work

At the core of virtual try-on technology lies a sophisticated blend of AI, data science, and visual computing. By utilising a smartphone camera or uploaded photos, AI algorithms can construct a detailed 3D model of a customer’s body, accounting for size, posture, and movement patterns. This technology promises a natural and accurate try-on experience.

Augmented reality facilitates the virtual fitting process, enabling customers to see how a dress flows, how a jacket fits, or how jeans appear in motion without ever needing to step into a dressing room. These systems enhance realism by incorporating user measurements, fabric simulation models, and lighting mapping, producing a highly engaging and accurate representation of the clothing.

### Benefits for Indie Fashion Brands

The incorporation of virtual try-ons offers tangible advantages for indie brands in the competitive digital marketplace.

Significantly, one of the most pressing challenges in online fashion—high return rates due to fit issues—can be mitigated through this technology. With virtual try-ons, customers can establish realistic expectations regarding fit prior to purchase, leading to more informed buying decisions.

The enhanced shopping experience also cultivates customer satisfaction. When shoppers feel confident in their choices, they are likely to leave positive reviews and develop a sense of loyalty towards the brand. Moreover, virtual try-ons present an opportunity for heightened social engagement; many brands have seamlessly integrated these features with social media, encouraging users to share their virtual outfits and engage organically with the brand.

For indie labels operating without physical storefronts, virtual try-ons can facilitate easier international expansion, allowing a global audience to enjoy an in-store experience from the comfort of their homes.

### Real-World Examples

Brands like Studio Rosa and Hypeform Menswear exemplify this trend. Studio Rosa experienced a 25% reduction in return rates over six months following the integration of a third-party virtual try-on solution. Furthermore, social media engagement rose by 40%, showcasing the community’s enthusiastic response to their virtual offerings. Meanwhile, Hypeform Menswear created its own AI fitting room, reporting a remarkable 60% increase in conversion rates, particularly among Gen Z consumers.

### Implementation Strategies and Challenges

Many indie brands opt for turnkey platforms that enable effortless deployment of virtual try-ons without heavy initial investment. Others may choose to develop in-house capabilities or collaborate with freelance AI developers. The challenge lies in selecting an approach that balances cost with the desired level of complexity and customisation.

Despite the myriad advantages, the implementation of virtual try-ons is not without hurdles. High technology costs can be prohibitive; developing or licensing such technology still represents a notable financial commitment. Additionally, achieving fit accuracy across diverse body types remains a challenge, as AI systems can struggle with atypical proportions. Privacy concerns associated with uploading personal images must also be addressed transparently to retain customer trust.

### The Future of Virtual Try-Ons in Indie Fashion

As technology continues to evolve, so too will the scope of virtual try-ons. The future holds exciting possibilities, including AI fitting avatars that adapt to users over time, real-time personalisation, and the integration of digital fashion concepts such as NFTs.

Moreover, some independent brands are exploring virtual flagship stores within the metaverse, offering customers interactive, digital shopping experiences. The expansion of virtual try-ons beyond apparel to include sectors like footwear and accessories demonstrates the technology's vast potential.

### Conclusion

AI-powered virtual try-ons represent a substantial shift in the indie fashion landscape, empowering these smaller brands to compete against their larger rivals. From reducing return rates to enhancing customer engagement, the benefits are profound and clear. For indie fashion brands, these innovations are not merely trends; they are powerful tools for growth, differentiation, and fostering customer connections in an increasingly digital marketplace.

As momentum builds around AI in fashion, platforms like Lookberry provide essential resources, enabling indie brands to harness this technology and navigate the future of fashion with confidence.

### Reference Map

1. Paragraphs 1, 2, 3, 4
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Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.newwavemagazine.com/single-post/how-indie-fashion-brands-use-ai-to-offer-virtual-try-ons> - Please view link - unable to able to access data
2. <https://mirrar.in/blog/the-benefits-of-virtual-try-on-for-smaller-fashion-brands-and-startups/> - This article discusses how virtual try-on technology can benefit small fashion brands and startups by enhancing customer confidence, reducing return rates, boosting brand engagement, and providing a competitive edge. It emphasizes that virtual try-ons allow customers to visualize products in real-time, leading to more informed purchasing decisions and increased satisfaction. Additionally, the technology helps brands stand out in a competitive market and supports sustainable practices by minimizing waste associated with physical samples and returns.
3. <https://en.wikipedia.org/wiki/Tribute_Brand> - Tribute Brand, founded in April 2020, is recognized as the world’s first direct-to-consumer digital fashion brand. The company specializes in creating digital clothing that can be virtually fitted onto consumers' photos and worn in augmented reality and virtual spaces. Tribute Brand's approach aims to address inclusivity and reduce waste in the fashion industry by offering digital garments that fit any gender, size, and style, inspired by video games like The Sims and Grand Theft Auto.
4. <https://mirrar.in/blog/how-virtual-try-on-is-creating-a-more-sustainable-shopping-experience/> - This article explores how virtual try-on technology contributes to a more sustainable shopping experience by reducing returns and waste. It highlights that virtual try-ons allow customers to make more accurate purchasing decisions without the need for multiple physical samples, leading to fewer returns and less environmental impact. The technology also minimizes the need for excessive inventory and overproduction, aligning with sustainable practices in the fashion industry.
5. <https://en.wikipedia.org/wiki/FFFACE.ME> - FFFACE.ME, founded in June 2019, initially focused on Instagram filters before shifting to popularizing AR mirrors and semi-digital clothing among fashion and beauty brands. In collaboration with Ukrainian brand Finch, FFFACE.ME presented the world’s first capsule of semi-digital clothing in June 2020. The studio has also introduced Europe's first virtual influencer, Astra Starr, and collaborated with brands like Bershka to create semi-digital clothing collections for the mass market.
6. <https://arbelle.ai/key-benefits-of-virtual-try-on-for-brands/> - This article outlines the key benefits of virtual try-on technology for brands, including higher conversion rates, cost savings, and a competitive advantage. It notes that virtual makeup try-ons can increase sales by giving customers confidence and reducing uncertainty in online shopping. The technology also helps brands save money on physical space, samples, and inventory, and offers a unique, engaging experience that sets them apart in the market.
7. <https://en.wikipedia.org/wiki/Lalaland_(company)> - Lalaland, founded in 2019, is an Amsterdam-based tech startup that creates AI-based virtual models for e-commerce. The company aims to replace traditional human models to reduce costs and increase diversity in product representation. In 2022, Lalaland won the Tommy Hilfiger Fashion Frontier Challenge and partnered with Levi Strauss & Co. to test AI-generated models, supplementing human models and promoting sustainability in the fashion industry.