# Perfect Corp’s AI Clothes Try-On reshapes online fashion with photorealistic personalisation



Perfect Corp. has unveiled its AI Clothes Try-On technology, a groundbreaking innovation that aims to redefine the experience of virtual fashion shopping. Traditional virtual try-ons have often suffered from clunky visuals and a lack of accurate body representation, leaving users unable to confidently gauge how clothes might fit into their personal style. The AI Clothes Try-On solution promises to address these shortcomings by utilising the power of generative AI to provide photorealistic visualisations. This allows consumers not only to see how items will look on them but also to experiment with various combinations, mixing and matching outfits while detailing the fabrics and colourways in an impressively realistic manner.

The core strength of this technology lies in its ability to enhance shopper confidence. By allowing users to view how clothes complement their unique body shapes and complexions, the platform supports a more personalised shopping experience. As online shoppers increasingly seek innovative ways to integrate new items into their wardrobes, the AI Clothes Try-On technology stands out as a tool for inspiration and visualisation. This aligns with a broader trend in retail where the convergence of technology and shopping habits is increasingly reshaping consumer behaviour.

The growth of virtual try-on solutions, as exemplified by Perfect Corp., illustrates a pivotal shift in how consumers engage with fashion online. Similar advancements have been showcased by companies like Google, which at its recent I/O developer conference introduced upgraded AI shopping tools, including a virtual dressing room that allows users to upload personal photos for a more tailored experience. According to Vidhya Srinivasan, Google's Vice President of Advertising and Commerce, these personalised solutions prioritise the individual user's preferences, moving beyond generic models to deliver truly relevant outfit visualisations. This tailored approach serves to enhance user experience, improve decision-making, and reduce the frequency of returns, which remains a significant issue in online clothing sales.

In addition to these technological advancements, other platforms such as Outfit Anyone and Luuki further illustrate the diversity within this burgeoning sector. Outfit Anyone's virtual try-on tool enables users to generate ultra-high-quality visuals in seconds, supporting different body types and poses to ensure a natural fit. Meanwhile, Luuki's platform permits users to try on numerous styles, complete with smart recommendations and accurate body mapping, promoting a more sustainable shopping practice by minimising the likelihood of unnecessary returns.

The implications of these innovations extend beyond mere consumer convenience. With approximately 80% of clothing returns attributed to size-related issues, the introduction of AI-driven solutions promises to reshape the landscape of online retail. MySize's FirstLook Smart Mirror, for example, aims to address sizing inconsistencies that contribute to return rates by predicting fit through virtual trials. CEO Ronen Luzon emphasises that while dressing rooms will not vanish, enhancements like smart mirrors will significantly elevate the shopping experience.

In summary, Perfect Corp.'s AI Clothes Try-On technology is emblematic of a transformative era in online fashion retail, where AI not only enriches consumer experiences but also addresses the pressing challenges posed by sizing and returns. As the fashion tech sector continues to evolve, the integration of generative AI and personalised solutions will likely set new standards for how consumers interact with online marketplaces, fostering an environment that encourages confident and informed purchasing decisions.

## Reference Map:

* Paragraph 1 – [[1]](https://www.trendhunter.com/trends/ai-clothes-tryon), [[2]](https://www.trendhunter.com/trends/ai-clothes-tryon)
* Paragraph 2 – [[3]](https://www.axios.com/2025/05/20/google-ai-shopping-features-virtual-try-on-clothes), [[4]](https://www.axios.com/2022/04/20/smart-mirror-size-online-shopping)
* Paragraph 3 – [[5]](https://www.outfitanyone.net/), [[6]](https://www.luukiai.com/)
* Paragraph 4 – [[4]](https://www.axios.com/2022/04/20/smart-mirror-size-online-shopping), [[6]](https://www.luukiai.com/)
* Paragraph 5 – [[1]](https://www.trendhunter.com/trends/ai-clothes-tryon), [[2]](https://www.trendhunter.com/trends/ai-clothes-tryon)

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## Bibliography

1. <https://www.trendhunter.com/trends/ai-clothes-tryon> - Please view link - unable to able to access data
2. <https://www.trendhunter.com/trends/ai-clothes-tryon> - This article discusses Perfect Corp.'s AI Clothes Try-on technology, which aims to revolutionize virtual fashion shopping by providing photorealistic previews of clothing items. The technology allows consumers to visualize how products might fit into their personal wardrobe or lifestyle, enhancing the online shopping experience. It supports mixing and matching pieces, previewing full outfit swaps, and detailing fabrics, prints, and colorways with remarkable accuracy. The article also highlights the impact of generative AI on fashion visualization and the reshaping of online shopping through virtual try-on technology.
3. <https://www.axios.com/2025/05/20/google-ai-shopping-features-virtual-try-on-clothes> - At its annual I/O developer conference on May 20, 2025, Google announced significant upgrades to its AI-powered shopping tools. A key innovation is the enhanced 'Try It On' virtual dressing room, which now allows users to upload their own photo to virtually try on clothes, moving beyond previous versions that relied on generic AI models based on selected body types. This personalized experience aims to help consumers better visualize clothing before purchasing. Additionally, Google launched 'AI Mode,' a chat-like search experience that will incorporate shopping features in the near future. These updates leverage Google’s expansive Shopping Graph, which includes over 50 billion listings, complete with reviews, prices, and availability from global and local retailers. According to Google’s Vice President of Advertising and Commerce, Vidhya Srinivasan, the new tools prioritize personalization by using real user photos instead of stock images or standardized models. Interested users can access the new 'try on' feature via Google Search Labs. These advancements underscore the growing influence of AI in transforming the online shopping experience.
4. <https://www.axios.com/2022/04/20/smart-mirror-size-online-shopping> - A new innovation in retail technology is the FirstLook Smart Mirror created by MySize, which can predict clothing sizes for various brands, reducing the need for dressing room visits. The smart mirror aims to address the problem of size-related returns, which constitute 80% of clothing returns. By allowing customers to virtually try on clothes, either online or in-store, the likelihood of returns decreases and the propensity to purchase additional items increases. CEO Ronen Luzon explains that the goal is to change the way people buy clothes. With varying clothing sizes across different brands, AI companies are developing tools to accurately determine individual fits. The technology is already being implemented at stores like Canada Goose and Men's Wearhouse through body data NFTs. While Luzon believes that traditional dressing rooms won't become obsolete, he acknowledges that the smart mirror will revolutionize the shopping experience, making it more efficient and enjoyable.
5. <https://www.outfitanyone.net/> - Outfit Anyone AI is an advanced virtual try-on tool that transforms how users try clothes. It generates ultra-high-quality and photorealistic visuals, accurately reflecting how any clothing item would look on any person. The platform allows users to upload a flat-lay image or photo of a top and/or bottom, select from AI-generated models or upload a person’s image, and generate virtual try-on results in seconds. The system supports different poses and body types for personalized try-on results, ensuring that every fit looks natural and wearable. Outfit Anyone makes virtual try-on accessible to everyone, delivering detailed, high-resolution try-on images ready for showcasing, marketing, or fashion design.
6. <https://www.luukiai.com/> - Luuki is an AI-powered virtual fitting room that lets users try on outfits digitally before purchasing. Users can upload a selfie, choose from thousands of styles across tops, bottoms, and full garments, and instantly visualize how the clothes look on them with accurate AI rendering. The platform offers smart recommendations based on user preferences, accurate body mapping for realistic try-ons, and the ability to mix and match tops, bottoms, and full garments. Luuki aims to provide personalized fashion experiences, helping users shop smarter and waste less by reducing returns and making confident purchases.
7. <https://www.fitfy.ai/> - Fitfy is an AI virtual try-on platform that generates high-quality virtual try-on images and dynamic videos, enhancing the online shopping experience. The platform supports all e-commerce platforms and offers dynamic video previews and high-quality image exports. Fitfy's AI technology ensures realistic virtual try-on results, allowing users to see perfect outfit results before trying them on. The platform supports major e-commerce platforms, including Taobao and JD, and provides one-click try-on functionality. Users can upload a full-body photo, select clothing from supported e-commerce platforms, and generate images or videos of themselves wearing the clothing, aiding in purchase decisions.