

New men's online clothing website with a technical twist

A brand new men's clothing website, StyleGun, presents a unique approach to dressing the modern man.

Launching on March 19th, the pioneering site is set to shake up the way in which [men shop for clothes online](#).

StyleGun have developed BodyMap, an innovative new technology to help men select clothes to suit their lifestyle and fit their needs. BodyMap has been designed and developed by StyleGun's creative director, and experienced men's stylist, Rachel Butterworth. This new technology will allow men to shop online for an outfit that suits them, without the hassle of fitting rooms and queues.

BodyMap technology is an algorithm which uses a man's colouring and body shape to match him to clothing which will suit him. However, the computer does not do all the work – each piece of clothing is individually assessed by StyleGun's expert design team to determine its fit and colour profile.

StyleGun's creative director and creator of BodyMap, Rachel Butterworth, said:

“We're really excited about the launch of StyleGun. We're eager to share our brand new, ground-breaking BodyMap technology with the world - It will well and truly change the way in which men perceive online shopping. We want to make online shopping a simple, hassle free experience for men.”

StyleGun is likely to be an appealing concept for men with an eye for designer clothing but who are perhaps short on time, or would rather avoid the hustle and bustle of shopping in-store.

Leading men's designer clothing brands have already signed up to StyleGun with many more to follow suit. Top-name designers include John Smedley, Farhi, American Vintage, Aquascutum, Wrangler, Dockers, J Brand, Scotch & Soda, Wolsey and Oliver Sweeney.

To celebrate the launch of [StyleGun](#), the first 5,000 people to sign up will receive a £50 voucher.