Von Vonni Announces Partnership With Clothes Horse to Enable Buying Clothes That Fit

**Clothes Horse Unique Technology and Highly Integrated Features Provide a New and Exciting Shopping Experience**

New York, NY. October 26th 2012/PRWeb/ -- Clothes Horse, the leader in the Fit Guidance Solution space, today announced a retail partnership to provide fit and sizing recommendations for Von Vonni. The Clothes Horse technology will enable shoppers on the site to purchase the right products with confidence, creating a better, more predictable shopping experience.

“Working with Clothes Horse has been monumental in growing our business. Not only does it improve the shopping experience in a way that would not be possible with traditional merchandising, but it allows us to focus on design and other parts of our business, rather than worrying about communicating fit on our website,” said CEO, Mike Malinsky.

As apparel retailers realize the web holds vast potential for their business, the problem of fit grows more important. Von Vonni places a large focus on their e-commerce business, and the challenge communicating the right fit to their shoppers was a big one. By working with Clothes Horse, they were able to focus on their core product, and rely on a proven technology to solve for fit.

“Von Vonni has fantastic silhouettes across their offerings, and we’re thrilled to show their customers what size to get and how each dress or top will fit them before it arrives, ” said David Whittemore, Co-Founder of Clothes Horse.

Fit is the biggest problem facing apparel companies looking to grow on the web. As they get more adept at using digital technologies to create compelling brand experiences, they increasingly turn to Clothes Horse to bring proprietary algorithms and cutting edge machine learning to the table and help them seal the deal. Retailers using Clothes Horse experience 14% increase in sales, 12% increase in average order, and 7% reduction in returns. In addition, 85%+ of shoppers say that Clothes Horse improved their shopping experience. With the best solution in-market, Clothes Horse has emerged as a key partner for a broad range of apparel retailers all over the world.

About Von Vonni

Von Vonni is a New York based brand by the eponymous designer. By mixing soft, flowing shapes with more constructed offerings, Von Vonni's contemporary lines are sophisticated yet wearable — and are all produced in NYC. Contact them at by visiting them on the web [www.vonvonni.com](http://www.vonvonni.com), or info@vonvonni.com.

About Clothes Horse

Clothes Horse is a leading player in the burgeoning Fit Guidance Solution space. They were named one of the top 25 hot startups in NYC by Business Insider. The company is headquartered in New York City, and may be contacted at 732-982-7772, info@clotheshor.se or at www.clotheshor.se.