*EMBARGOED UNTIL 07:00 EST, December 2nd 2014*

**Fits.me and Clothes Horse merge to create powerhouse virtual fitting room solutions provider**

*First major consolidation creates clear virtual fitting room solutions market leader*

Virtual fitting room solutions providers Fits.me and Clothes Horse have merged to create the world’s largest, fit-focused, virtual fitting room solutions provider.

Clothes Horse, the New York-based fit guidance technology company, supports more than 600 brands for more than 30 clients in North America including Ministry of Supply, Frank & Oak and Gant. London-based Fits.me already operates virtual fitting rooms in the USA for European retailers including HUGO BOSS and Thomas Pink, and for IconStyle [the company behind Tamar Braxton’s new *tamarcollection.com* store].

James B. Gambrell, chief executive officer at Fits.me, said: “Clothes Horse has a very scalable solution which resonates strongly with our own view of the power of garment sizing data to enhance the consumer’s shopping experience. Together we will be able to build better, more comprehensive, more sophisticated, more strategic solutions, more quickly and more efficiently; solutions that better meet the needs of shoppers, benefiting retailers and brands.

“Fits.me is already committed to expanding its US capabilities. Clothes Horse will become a wholly owned subsidiary to become the foundation for a more aggressive North American expansion by the combined Fits.me.

“Fits.me is the leading Virtual Fitting Room solutions provider in Europe, and can now make the same claim in North America. The integration of Clothes Horse’s founders and key staff also ensures that our current and future North American clients will continue to receive locally the same exceptional level of customer service for which both Fits.me and Clothes Horse are renowned,” he said.

“We’re excited to join forces with our friends at Fits.me,” said Vik Venkatraman, co-founder of Clothes Horse. “By combining the machine-learning and data analytics expertise of Clothes Horse with the fit and visualization expertise at Fits.me, we are able to deliver jointly the broadest range of solutions and capabilities available, anywhere.”

Virtual fitting room solutions continue to deliver increasingly more value to shoppers, retailers and brands as consumer awareness and adoption as well as technical capabilities continue to evolve. Fits.me’s solutions help overcome the challenges of consumers not being able to physically interact with garments online prior to purchase.

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**About Clotheshorse**

Clothes Horse was founded in 2011 and was named one of the top 25 hot startups in New York by Business Insider. The company, based in New York City, built its name as the most rigorously tested and effective cause of revenue lift and returns reduction, with dozens of proven A/B split case studies. Find more information at [www.clotheshor.se](http://www.clotheshor.se).

**About Fits.me**VC-backed Fits.me delivers online fit and size recommendation solutions which enable leading apparel brands and retailers to engage with their shoppers, personalise their purchase journey and enjoy valuable operational insight through a portfolio of solutions centred on Fits.me’s expertise in fit. The company employs over 60 operations and commercial staff in London and New York, and at three sites in Estonia which provide its development, research and support operations. Find more information at [www.fits.me](http://www.fits.me).

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