

Perfitly Partners with TaylorMade-Japan to Enable True 'Try Before You Buy' in a Unique Solution



Perfitly's technology will power the TaylorMade Japan website to increase sales, build customer satisfaction and reduce returns

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Perfitly is an AI-based AR/VR fitting room solution that is integrated into the e-commerce platforms of nation's leading retailers, today announced its partnership with TaylorMade Japan, a subsidiary of TaylorMade USA, the world's foremost manufacturer of high-performance golf equipment. The Perfitly virtual fitting room enables TaylorMade's apparel collection to be tried-on before buying in an interactive visual experience.

Through the Perfitly widget shoppers can see and select the size & style of garments that will fit and look best on their body. They can try on multiple garments concurrently to build outfits. This immersive and personalized process has solved the online challenges of low conversions, high returns and personalization.

"We're thrilled to be working with TaylorMade Japan," said Kash Vyas, Chief Technology Officer and Co-founder at Perfitly. "Perfitly offers a stunning visual dressing room experience for shoppers. It allows shoppers to mix & match clothing to instantly create unique outfits providing an effective and fuller experience, as well as benefits for retailers from higher sales and lower returns." Reduced return rates and increased conversion creates a large impact on profitability and sustainability simultaneously.



“Partnering with Perfitly provides shoppers a fun, interactive and immersive experience,” said Jason Maitland, Director of Consumer Direct at TaylorMade. “The solution allows our customers to visualize clothes, sizes and styles on their personal body shape and buy with confidence.”

About Perfitly

Perfitly is an AI powered augmented reality & virtual reality (AR/VR) virtual fitting room solution that is being integrated into the e-commerce platforms of the world's leading retailers. Perfitly's cutting-edge size recommendation & visualization platform and end to end functions help fashion retailers to increase sales & conversion and reduce returns, while enhancing sustainability. Perfitly enables shoppers to try on clothes, find their perfect fit and look, and purchase with confidence - all from the comfort of their homes. The Perfitly functions generate vast amounts of apparel and consumer AI, data and analytics. To learn more, please visit: [**Perfitly.com**](https://perfitly.com).

About TaylorMade-Japan

TaylorMade Golf has led the golf industry's technological revolution since the company was founded in 1979. TaylorMade metalwoods, irons and putters have been used to win hundreds of professional golf tournaments around the world. To shop the collection, please visit: [**Taylormadegolf.jp**](https://taylormadegolf.jp).

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