

waste: Redressing the cause, not the symptom

simon iddon · Founder & CEO

Agenda

- 1. who · be Retail Social
- 2. why · problems
- 3. what · opportunities
- 4. how · evolution of Retail





who · Retail Social

fewer returns · more spend · more often

We drive more informed and sustainable buying decisions by giving shoppers greater confidence in look and fit.

While focussing on **reducing online returns**—positively impacting **costs**, **margins**, and literally un-fuelling environmental **waste**—we also boost **consideration**, **average spend** and **conversion rates** all from within your own website.

Our SaaS and applied-Al virtual fitting room platform champions diversity and inclusion by letting shoppers choose who wears the trousers. Our patented technology delivers a differentiated engaging experience through animated, interactive, and personalized content, featuring patented consideration and virtual fitting room invites for instant feedback from those who matter the most.

why · sector problems



online vs. instore returns

average frequency

Forrester Research Financial Times 8.8 billion
16.2% of items sold

apparel returns

1M+ hourly returns 2,800+ ship containers daily

modelled from Statistica, Forrester Research, Financial Times, Maersk £242B

returns refunds

in £1.49T global market

modelled from Statistica, Forrester Research, Financial Times £112E

returns hard costs

processing, instore restocking, waste cogs

modelled from McKinsey, Shopify

32.5%

re-sold discounted

due to returns condition, seasonality, and space

Statistica, McKinsey

26%

wasted

2.3B items, 80-90% clothing

McKinsey, GFA Ellen MacArthur Foundation 92_{million} tonnes

textile waste annually

10-30% deadstock 50-70% clothing: 5-10% returns

earth.org, Forbes, Ellen MacArthur Foundation 3–5x higher

returns carbon footprint

reverse logistics, repackaging, handling, storage

> McKinsey, Environmental Protection Agency



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what · missed opportunities

>80%

of European females are not standard model sizes

EURATEX Sizing Survey

~72%

returns due to look & fit uncertainty

Statistica, SaleCycle

67%

say it's **important** [that] **brands represent diversity** in size, skin tone, body type

Shopify Future of Commerce Report

80%

of Gen Z expect video-first or interactive experiences when shopping online

Snapchat AR Retail Report

70%

of consumers shop with friends or family highlighting the role of social interactions

theretailbulletin.com

90%

of shopper's **trust recommendations** from friends & family

en.wikipedia.org

~4.5x

shoppers using fitting rooms are more likely to purchase

NRF. Retail Dive

(50) % dead redu

overproduction & inventory waste reduction if using analytics, test & learn,

using analytics, test & learn virtual fitting tools

McKinsey, Ellen MacArthur Foundation, Global Fashion Agenda



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how · evolution of Retail

- Shoppers decide who wears the trousers
- Your website personalizes to them
- Swipe to consider your entire catalogue
- Personalized merchandizing with digital test-and-learn
- Invite friends or advisors for instant opinions from anywhere
- Near-store push-alerts prompting re-consideration
- Valuable data insights not otherwise accessible









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In the News





ramp up customer engagement

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Debenhams is stepping into immersive digital retail by rolling out virtual try-on technology, starting with it: beauty offering and expanding soon into fashion

Debenhams signs with be Retail Social virtual try on platform for fashion and beauty brands

be Retail Social, a virtual fitting room and try on platform for fashion, sportswear and beauty, has entered into an agreement with Debenhams.

Debenhams will be using the platform firstly in its beauty products, before extending to cover its various

Daniel Finley, CEO at Debenhams, says: "We are always looking for ways to provide a differentiated and enhanced customer experience, giving users more engaging and personalised ways to consider our range of products and make more informed purchasing decisions."

"We were impressed with the team at he Datail Social a their impressions of iccurs and missed opportunities in the sector, and how they have solved these with their platform to benefit both cus and us, our brands. It's quite remarkable what we can now deliver through them as a partner."

"We love innovation and think the use of moving, personalised human avatars with social influence is a real step forward in the virtual try-on space for beauty and fashion and already seeing tangible benefits."



= Q Debenhams launches virtual try-on tech to boost digital engagement



Debenhams has introduced virtual try-on technology to enhance customer experience across its digital channels, starting with its beauty offering and aiming to expand into fashion in the coming

The move is part of the colleg department store's wider strategy to increase personalisation and interactivity online, helping shoppers feel more confident in their purchases.

Customers browsing beauty products on Debenhams' website can now use a real-time virtual tryon tool that shows how makeup will look on their face

Plans are already underway to extend the feature to the retailer's fashion range. In the next phase customers will be able to tox on clother virtually using animated, human-like avatary

STARTUPS MAGAZINE



BE RETAIL SOCIAL: A VIRTUAL FITTING ROOM AND VIRTUAL TRY ON

Writer Simon Iddon 00 @ Expected time to read Smin

be Retail Social is leading the evolution of the digital retail shopping experience as we know it. Startups Magazine spoke with Simon Iddon, Founder & CEO about how the company is providing users more confident and informed shopping decisions

Retail Insight Network

Debenhams taps virtual try-on tech to enhance beauty experience

Be Retail Social's virtual fitting rooms improve customer experience with animated, interactive, and personalised content.



B ritish online department store Debenhams has forged a partnership with virtual fitting room and virtual try on platform, be Retail Social.

The collaboration will see the integration of be Retail Social's virtual fitting room

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Debenhams launches virtual try-ons to boost customer engagement

DILOS BURNEY

Debenhams is stepping into immersive digital retail by rolling out virtual try-on technology, starting with its beauty offering and expanding soon into fashion.

CXMTODAY Debenhams Taps be Retail Social for Virtual Try On



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Daniel Finley, CEO at Debenhams, said, "We are always looking for ways to provide a differentiated and enhanced customer experience, giving users more engaging and personalised ways to consider our range of products and make more informed purchasing decisions."

"We were impressed with the team at be Retail Social - their knowledge of issues and missed opportunities in the sector, and how they have solved these with their platform to benefit both customers and us, our brands. It's quite remarkable what we can now deliver through them as a partner."

be Retail Social

We are thrilled to announce be Retail Social's press release with Debenhams!

All very proud here, and a huge thanks to Daniel Finley, his vision, and his team, incl. Paul, Alexandra, Sarah, Rachel, Michael and the many

#virtualfittingrooms #diversity #inclusion #personalization #social #insight

As Dan would say, LFG 💋



Debenhams signs be Retail Social for Fashion & Beauty - be Retail Social

CCB Ivan Schofield and 55 others

21 comments - 14 reposts











Debenhams introduces virtual try-on technology for online shoppers

▲ By Jonathan Easton 🏥 12/05/2025

Debenhams has announced the implementation of virtual try-on technology across its online platform, beginning with beauty products before expanding to fashion and clothing brands.

The initiative aims to enhance customer experience by providing more engaging and personalised ways for shoppers to interact with products and make informed purchasing decisions.

The virtual try-on platform utilises moving, personalised human avatars with social influence, which Finley described as "a real step forward in the virtual try-on space for beauty and fashion," noting that the company is "already seeing tangible benefits."

> **B2B TORINO FASHION MATCH 2025** 3 JULY 2025 11.30 AM - 12.30 PM :

4 Reimagining Fashion: Sustainability At A Critical Juncture

As attention shifts to more pressing proportion rate, there is a rail of fastion companies deprioritizing scatainability. This shift, foresteen, comes all a time when new automatifity related laws, especially in the EC, are about to become effective. In this context, Section players need to nethork their business models, as volume sales are

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- of the Sir to benefit from 8 (58 min) Margari Alass Mate, Consultant at Same Sales (Religium)

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