

# VIRTUAL TRY ON

BY

digitalhumans  
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## EMPOWERING FASHION

Digital Humans presents Virtual Try On - VTO, an innovative service for the visualization of fashion outfits “on demand” and with advanced customization features in terms of style, garment fit, and fabric performance.

Virtual Try On - VTO changes forever the way fashion brands and designers can create, market and extend the commercial life of their collections.



## What is Virtual Try On - VTO

VTO is a 3D interactive service delivering 3D simulated garments on 3D bodies. VTO enables the user to evaluate the fit, comfort and look of a garment style accurately and on any body shape. Ultimately, any user

can “generate” his/her virtual body counterpart (body personalization), and virtually try on and modify any 3D garment style (size and fabric personalization). The visual results are always linked with their corresponding raw data

i.e. the 2D patterns, seaming data, fabric properties, 3D geometry and body measurements, available as needed for standardized industrial production.

## What Virtual Try On can do for you

Virtual Try On - VTO is a new and exciting tool at the service of fashion brands, designers,

manufacturers and schools, which has the potential of changing the landscape of the industry forever. Virtual

fashion shows, digital archives, education. Virtual Try On opens up new and innovative horizons in fashion.

## Virtual Fashion Shows

The future of fashion shows. True-to-reality virtual fashion shows visible anywhere, anytime, featuring garments generated from sketches or photos and worn by virtual runway models with a fully customized look and body type. VTO potentially frees the designer from the economic constraints of sample manufacturing, reducing costs and time to market, and multiplies marketing and sales opportunities.

## Digital Archives

The digital longevity of garment collections. Accurate digital preservation of a garment's constituent elements and structure extends its historical relevancy and economic value. VTO potentially enables private or public entities to capitalize fully on their fashion archives by enabling any time, any place public viewing of their 3D simulation, the technical study of the garment in manners unconstrained by preservations concerns and even industrial reproduction for commercial purposes.

## Education

The perfect tool for the future fashion designer. Students and first-time designers need to experiment with the complexities of pattern making, fabric properties and style with technologically up-to-date tools and be able to market their collections inexpensively. VTO empowers students and emerging fashion mavens with precisely this possibility.

**Virtual Try On - VTO empowers fashion and changes its landscape - forever.**




## DIGITAL HUMANS

Digital Humans Sàrl ([www.digitalhumans.ch](http://www.digitalhumans.ch)) is a spinoff company of MIRALab / University of Geneva, focusing in the areas of 3D fashion. Specifically, Digital Humans designs and develops Virtual-Try-On (VTO) solutions for the fashion and luxury industry.

Digital Humans' mission is to unleash the power of virtual garments design for everyone, anytime, anyplace, and to exploit the benefits derived from the economies of virtual prototyping and digital distribution in the fashion industry.


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