Brevets de techniciens supérieurs
Epreuves orales ponctuelles de langues vivantes
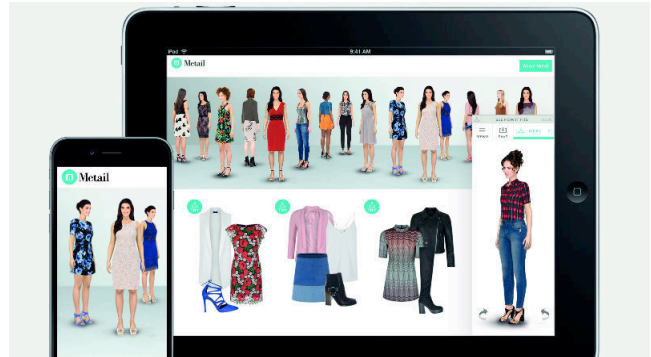**Session 2018**

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Metail: the   retail   startup   that   enables   consumers   to   try   on   clothes   digitally

Tom Adeyoola is the founder of Metail, a tech startup that set out with the simple premise of finding a way for consumers to try on clothes online. A decade later, the company has raised £22.5m, filed nine patents and has another 20 in the works – but is still yet to turn a profit. You won't find it on the websites of high street fashion retailers, either. […] "[...] We have been trying
5 to solve a difficult problem – you need the right people for the right amount of time. Also, people in the competitive space are way behind and we have had to wait for the market to catch up," Adeyoola says.

But Metail's time may finally be here. This year, Amazon became the biggest retailer of clothes in
10 the US. It now captures 55 per cent of all product search online. Among shoppers aged 17-34, Amazon has twice the market share of the next biggest online clothing retailer, Nordstrom.

That sudden dominance of online shopping has high street retailers scared that consumers are on the brink of quitting the high street. Online stores can offer the same information about products and
15 increasingly shorter delivery times for orders. But there is one area in which, with current technology, they cannot compete: trying on clothes.

That's where Metail comes in. "Metail digitises garments to help a virtual sale," Adeyoola explains. […] It transforms online shopping by allowing consumers to assemble outfits out of a retailer's
20 digital stock. But instead of dressing a size six mannequin, the buyer can customise the model to their own proportions by putting in their height, weight and bust.

Seeing how dream outfits really fit on their body type might not please customers, who shop based on aspirations. But it can make online shopping a less daunting[1] experience, cut the number of
25 returns for retailers and reduce waste in the industry as manufacturers get a better idea of what styles and sizes consumers actually want. Metail uses customer data like Netflix to offer buyers a curated experience based on someone's preferences.

Hazel Sheffield

(344 words)

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[1]   Daunting = discouraging, intimidating