

Body Labs blue

For getting fit right.



Body Labs Blue delivers the perfect fit for your customers by taking our artificial intelligence and your customer's height and weight to produce 17 accurate measurements. To help ensure accuracy, your customers can also refine six-key measurements predicted by Blue to accurately reproduce 11 additional measurements ideal for custom clothing. This enables your business to deliver customization and standardization that scales for any purchase volume or web traffic.

23%

of all clothing gets returned.

64%

say incorrect fit is the major reason for returning clothing.

40%

reduction in returns for early adopters of Blue.

85%

of shoppers would purchase more if fit was not an issue.



Accuracy you can trust.

Blue's statistical measurements are fueled by artificial intelligence, machine learning algorithms and our model of human shape. With just six-key measurements, Blue delivers sub-centimeter accuracy.



Consistency you can depend on.

Take measurements from the same locations across every customer regardless of their shape or size. Digital measurements let you streamline production, reduce human error and get the perfect fit for any shape or size.



Customer data you can believe in.

For the first time ever, you can now understand what your customers look like from top-to-bottom globally. This provides you with the ability to convert at a higher rate, adjust sizing charts, update grading rules, improve inventory management and get to market faster.



Deploy at your convenience.

Body Labs Blue has an easily embedded interface that can be deployed on your website the same day you purchase. No hassles. No endless development cycles. Just fast, easy and seamless access to your customers' measurements when you need them.

Customize, integrate or modify Blue using APIs

Body Labs Blue's API enables you to build on top of our technology to serve your specific business needs. Our API enables your designers and developers to easily build sizing recommendation engines, virtual try-on applications and more.

Choose Your Pricing Plan

PAY AS YOU GO

\$2 per measurement set (first 5,000 free)

First 5,000 measurement sets are on us every month

\$2 per measurement set after first 5,000
sets per month

Both front-end and API included with purchase

Billed monthly

ENTERPRISE

For pricing contact sales

First 5,000 measurement sets are on us every month

Bulk pricing with annual contract

Both front-end and API included with purchase

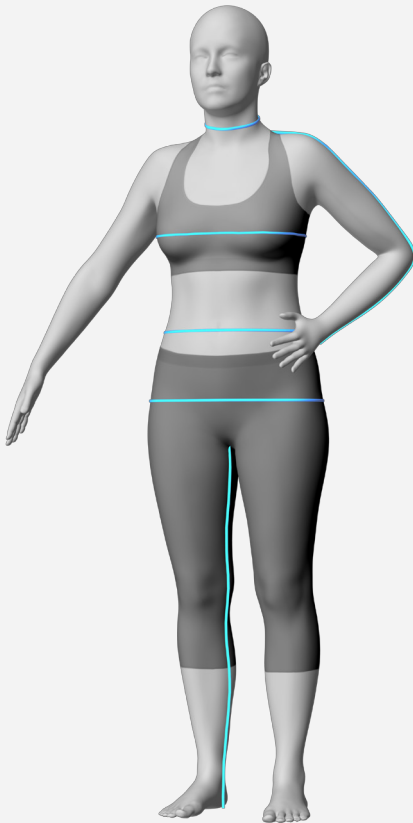
Custom measurements

Industry-level SLAs

Billed monthly

FOR MORE INFORMATION CONTACT

sales@bodylabs.com



BODY LABS BLUE MEASUREMENTS

Inputted Measurements

Mandatory Measurements

Height
Weight

Optional Measurements

Belly Button Waist
Bustier (Chest)
Glutes
Wingspan
Adam's Apple (Neck)
Legs (Inseam)

Outputted Measurements

General

Height
Weight

Torso

Neck
Across Back Shoulder Neck
Chest
Neck to Gluteal Hip

Waist and Hips

Belly Button Waist
Natural Waist
Gluteal Hip (Low Hip)
Maximum Hip
Natural Waist Rise

Arms

Neck Shoulder Elbow Wrist
Shoulder to Mid Hand
Mid Upper Arm (Bicep)
Wrist

Legs

Crotch Knee Floor (Inseam)
Outer Natural Waist to Floor (Outseam)
Knee
Maximum Thigh

Custom Measurements Offered at Special Request

Outputted Formats

JSON

Supported Browsers

Chrome | Firefox | Safari | IE | Edge

Body Labs Inc.

37 East 18th Street New York, NY 10003 / bodylabs.com / [@bodylabsinc](https://twitter.com/bodylabsinc)

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