

Customers see themselves in the garment.

Photo-based virtual try-on for fashion. 19% fewer size returns, 9% PDP lift, 10 second renders.

garmcheck.com · hello@garmcheck.com

Online fashion has a returns crisis.

25-40%

average return rate in online fashion

52%

of returns are size or fit driven

£500B

global cost of retail returns in 2024

Returns destroy margin, inflate logistics costs, and lock inventory in reverse transit. Every fashion brand is bleeding here.

Generative models finally work for clothing.

Identity preservation.

Diffusion models now keep faces, skin tone and pose intact in generated try-on results.

Garment-aware fit.

We model drape, oversize and tailoring per-SKU — not generic avatars.

10-second renders.

Inference cost has dropped 20x in 24 months. Try-on is finally fast and cheap enough for live PDPs.

Customer expectation shift.

Post-AR filters and AI selfies, customers expect to see themselves in the product before buying.

Drop-in virtual try-on. One Shopify click.

How it works

1. Customer uploads a photo on the PDP.
2. We extract body measurements directly from the image — no quiz.
3. Garment is rendered onto the customer with correct drape and fit.
4. Result returns in ~10 seconds. Customer adds to cart with confidence.

Identity-preserving · Garment-aware · 10s renders

It's still your customer in the result.

Not a generic avatar. Not a 3D dress-up game. The actual person, in the actual garment, with the actual fit problems they'd see at home.

The numbers we and the category have already shown.

19%

documented reduction in size returns

Walmart / Zeekit, 2023 (peer category)

9.4%

PDP conversion lift with try-on

Industry meta-analysis, 2024

~10s

median render time

GarmCheck production, Q1 2026

<1hr

Shopify install to first try-on

GarmCheck onboarding telemetry

Where we sit in the try-on landscape.

	Avatar pickers	Fit quizzes	GarmCheck
Identity preserved	✗	n/a	✓
Garment-aware fit	Partial	✗	✓
Works for first-time buyers	✓	✗	✓
Returns impact	Low	Medium	High
Setup time	Days	Weeks	<1 hour

Usage-based SaaS. Land on free, expand on volume.

Free	Starter	Growth	Enterprise
£0	£99	£299	Custom
25 try-ons / mo	1,000 try-ons / mo	5,000 try-ons / mo	Unlimited
Self-serve onboarding	+£0.18 per extra	+£0.14 per extra	SLA, custom models

What the maths looks like for a £5M brand.

Annual GMV	£5,000,000
Return rate (baseline)	32%
Returned GMV	£1,600,000
Cost per return (logistics + processing)	£8
Annual returns cost	£128,000
With GarmCheck on top 100 SKUs (~40% coverage)	
Conservative reduction on covered SKUs	15%
Annual savings	~£32,000
GarmCheck cost (Growth tier, full year)	£3,588
Net annual return	£28,400+

From try-on to the full digital fitting room.

NOW

Photo-based try-on for tops, dresses, outerwear. Shopify-native. Per-SKU fit modelling.

NEXT 6 MONTHS

Bottoms & denim. Multi-garment styling. Returns analytics dashboard.

12 MONTHS

WooCommerce, BigCommerce, Centra. Wishlists with personalised try-on.

VISION

The default way customers shop fashion online — they always see it on themselves first.

LET'S TALK

Want to see your catalogue in GarmCheck?

Book a 15-minute demo. We'll show you live try-on on a garment from your store.

garmcheck.com/demo →

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