

PRESS & MEDIA KIT · 2026

GarmCheck. Press kit.

Boilerplate, fact sheet, founder bios, brand assets, and contact — everything you need to write about GarmCheck.

PRESS CONTACT

press@garmcheck.com

garmcheck.com/press · downloadable assets & logo pack

About GarmCheck.

Short (50 words)

GarmCheck is a virtual try-on platform for fashion brands. It lets shoppers see themselves wearing a garment from a single uploaded photo, in around ten seconds. Brands using GarmCheck see fewer size-related returns and higher PDP conversion. It installs on Shopify in under an hour.

Long (120 words)

GarmCheck is a virtual try-on platform built for the realities of online fashion. Customers upload a photo of themselves; GarmCheck reads body measurements directly from the image and renders the chosen garment onto them in around ten seconds, with garment-aware drape and identity preserved. The result is the actual customer in the actual product — not a stylised avatar or a quiz-based size guess.

The product is built for fashion brands losing margin to size-related returns (industry average: 25–40% return rate). It installs on Shopify in under an hour and is sold on usage-based pricing from a free tier. Customer outcomes track the published Walmart/Zeekit benchmark of 19% reduction in size returns.

The numbers, at a glance.

Founded	2025
Headquarters	United Kingdom
Category	Fashion ecommerce / generative AI
Product	Photo-based virtual try-on for clothing
Platforms	Shopify (live), Shopify Plus, headless via API
Pricing	Free tier (25 try-ons/mo), paid plans from £99/mo
Render time	~10 seconds median
Setup time	Under 1 hour, Shopify-native
Reference benchmark	19% reduction in size returns (Walmart/Zeekit, 2023)
Website	garmcheck.com
Press contact	press@garmcheck.com

Pull quotes you can attribute.

On the problem

“Online fashion has built a returns problem that’s now larger than the GDP of most countries. The customer never gets to try the product on. Virtual try-on closes that gap — and the impact on returns is immediate.”

— GarmCheck spokesperson

On the product

“Avatar-based try-on doesn’t move returns because the avatar isn’t the customer. We render the actual person, in the actual garment. That’s the difference.”

— GarmCheck spokesperson

On the market

“Every brand we talk to has a returns line item bigger than their marketing budget. We’re a single line of JavaScript that can move that number 5–15 percentage points.”

— GarmCheck spokesperson

Logos, wordmarks, screenshots.

Download the full asset pack at garmcheck.com/garmcheck-press-assets.zip — includes SVG and PNG logos in light and dark variants, monogram, and product screenshots.

Usage

- Use the dark-on-light wordmark on white or light backgrounds; the light-on-dark variant on photography or dark surfaces.
- Maintain clear space equal to the height of the 'G' on all sides.
- Don't recolour, stretch, rotate, or add effects.
- Don't place the wordmark on busy imagery without the supplied container.

Founder bios.

Detailed founder bios, headshots, and LinkedIn profiles available on request — email press@garmcheck.com.

Spokespeople available for interview on:

- The economics of online fashion returns
- Generative AI applied to ecommerce conversion
- The state of virtual try-on in 2026
- Shopify ecosystem and the rise of vertical AI tools
- Building lean AI products in the UK

CONTACT

Press enquiries.

Mean response time under 4 business hours. We're happy to provide custom data, screenshots, or interviews for written, podcast, and broadcast formats.

press@garmcheck.com → garmcheck.com/press