

THE NEW AUSSIE APP SOLVING FASHION'S BIGGEST ISSUE

Mys Tyler's FIT algorithm and data from 40,000 real women is set to fix a \$1 Trillion problem

When it comes to shopping, returns are a huge problem. Clothing and shoes bought online are the worst offenders, with 30-40% returned. According to research, 91 percent of those who ordered clothing online are not satisfied with fit. In the US alone, return deliveries will cost \$550B in 2020 with this cost expected to soar globally into a \$1 trillion issue. Not to mention the often demoralising fitting room experience most women face thanks to the disparity between how clothes look on a model compared to real bodies of myriad sizes, heights and skin tones. One clever and inclusive Aussie fashion app is looking to change all of this. Meet, Mys Tyler.

Mys Tyler (@mys.tyler) is revolutionising online shopping by offering women of all body types a new way to find clothing that actually fits their shape, size, and style. The free app matches users with like-bodied women across the globe, already shopping for clothes that will suit them.

By creating an accurate picture of how items will look and fit on your own body, Mys Tyler will take the guesswork out of shopping, and save women from the inefficient (and often demoralising) trial, error and return cycle. A cycle that also has negative economic and environmental impacts.

"We're fixing a critical flaw in the world of fashion that has meant women have had to buy clothes off models or influencers who look nothing like them," says Mys Tyler founder & CEO, Sarah Neill. "Until now women have had to imagine what clothes would look like on themselves, only to try them on with a shockingly low success rate."

Sarah, a Sydney born and raised serial entrepreneur has returned home after a decade living and working in top tier startups in the US to build Mys Tyler. She explains that the industry has been trying to solve fit with size, with solutions like body scanning and virtual fitting rooms. "These tech solutions aren't solving the human problem. As women, we know fit is more than just size, it's how clothes flatter our shape, complement our colouring and knowing how to style them. While current solutions have fallen short on solving fit, we believe that real women and a little bit of innovation can."

The first-of-its-kind fashion app works in three simple steps:

- A body quiz and Mys Tyler's FIT algorithm matches women of similar heights, sizes, and skin tones;
- Users choose to "follow" women whose style they like to create a personalised feed of fashion content that is both body and style relevant;
- They can then shop their favourite items directly through the app.

"There are millions of women around the world who look like you, love shopping, and know what clothes best flatter your body. We help you find them", says Sarah. At this time, Mys Tyler matches women to a database of hundreds of celebrities with a range of heights, shapes and ethnicities. But while celebrities are real people, not all real people are celebrities, and so Mys Tyler is actively recruiting women from across the globe to share their fashion wins and help their #sizesisters, while also earning commission. User-generated content from Mys Tyler contributors will be available on the app in the next app release. As Mys Tyler continues to grow, the app will make a move to focus purely on contributed content from real, diverse women across the globe. Mys Tyler is already resonating with women who have jumped on board to become contributors. Contributors, like these women below, who join early will receive "founding contributor" status and additional perks.

"I love Mys Tyler for normalizing every body type. In a world where social media is rampant, has filters to 'perfect' your physical appearance, sets ridiculous standards for women, this is a much needed app to bring us back to reality. Show us that we are all beautiful no matter what our size is," says @thebodzilla AKA April Watson.

Holly Richards @hollynrichards says: "As a plus-size woman, I was dubious that Mys Tyler would be a place for me. But then when I took the Fit quiz and was matched with a celebrity the same size and shape as me, I was so emotional! Finally, an app that includes all bodies. I immediately signed up as a contributor because I want to help people like me who don't fit the "norm" find clothes that actually fit, make them feel good and look good!"

"I absolutely love the concept because it's important to realize that not everyone has the easiest time finding things that properly fit their body shape. It seems easy to go on Instagram or Pinterest and find styles and outfits you love, but sometimes when you try them on yourself you feel uncomfortable or even upset with the way it looks. Mys Tyler is a great way to find outfits that will look amazing on your body and to help find your personal style!" says Robyn @missrobynelyzabeth_.

The revolutionary fashion app is a transparent and honest representation of how fashion looks on different shapes and bodies and it's empowering the way women shop while combating the fashion industry's trillion-dollar returns problem.

Mys Tyler is now available on the App Store and Google Play as a free download.

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