Retail Innovation Shout Out: Google Designs the Perfect Dress for You

by Sonia Parekh

Many women dread dress shopping. It can take multiple shopping trips with significant time spent trying on numerous dresses to find one that fits perfectly, looks good, and reflects your personal style. For those of us who can relate to this experience, Google has come up with a unique solution for our problem.

Last year Google announced the launch of an Awareness API that enables smarter applications to understand where you are, what you are doing, and even the local weather. More recently, they have teamed up with H&M's digital fashion house [Ivyrevel](#) to launch a project called "Coded Couture" with the objective of producing the first ever "Data Dress."

Here's how it will work… through an Android application users can consent to have their activity and lifestyle data monitored. More specifically, the Awareness API will capture where people travel, how they spend their time, the climate and more. The data collected will be used to create a digitally tailored dress with material choices based on climate, fit based on your activity level, and embellishments and trims driven by your lifestyle. Users will also have the ability to provide their input into the design to create something that they truly love.

The application is currently in closed beta testing, but we are looking forward to the opportunity to get the perfect dress that nobody else at the party will be wearing!

Like this Blog?

[Read more Retail Innovation Shout Out blogs and join the conversation!](#)

Originally published on February 23rd, 2017

[What's your view? Add your question or comment](#)

About the Author

Sonia Parekh

sonia.parekh@kalypso.com

Sonia brings over 15 years of industry experience. She has deep retail industry knowledge having worked as a consultant and in operating roles with many large, national retailers.