

Retail Innovation Shout Out: MTailor Enables Custom-Fitted Shirt

by Heather LeVan

In response to high demand for convenience, developers have created an app that enables customers to get fitted for a customized shirt right from their own home. The new app is called [MTailor](#).

During the five minute tailoring process, skin-tight clothing is worn for accuracy and the customer rotates slowly so the smartphone's camera can determine correct proportions and measurements. Customers can pick a fabric of their choice and can select the style of shirt, style of cuff, and even style of collar they want. As the shirt is created, email updates are sent to the customer periodically to show progress and status. Going to the tailor no longer has to be a "to-do" on the chore list. The integration of e-commerce and e-tailoring that MTailor provides is a huge improvement in efficiency for the retail industry.

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