

Press Release

BUYMA, the number one overseas shopping website operated by Enigma Inc.

BUYMA introduces Virtusize, providing a whole new shopping experience with online fitting

<http://www.enigma.co.jp/?af=601>

BUYMA, the social shopping website operated by Enigma Inc. (chief executive officer: Shokei Suda; headquarters: Minato-ku, Tokyo; TSE Mothers: 3665; hereafter, Enigma), introduced the “Check size” function for the online fitting service provided by Virtusize (Regional Manager Asia Pacific and Country Manager Japan: Andreas Ueno-Olausson, Shibuya-ku, Tokyo; hereafter, Virtusize).

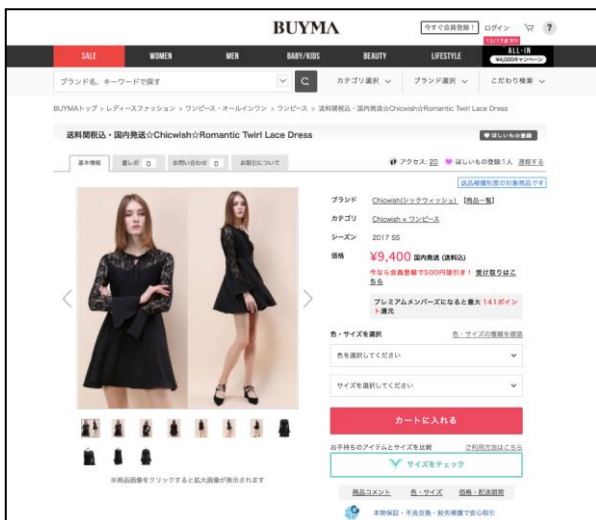
Until now, a major hurdle when purchasing fashion items online has been uncertainty concerning the a product’s size or whether or not it fits properly. However, we have resolved this issue by introducing the “Check size” function provided by Virtusize, which has made it possible to compare online products with customers’ own items.

As a result, this has enabled customers to compare online products with their own favorite perfect fit items, allowing them to make purchases in peace of mind without the added worry of sizes.

We hope that the introduction of this function will allow customers to encounter new overseas brands and fashion items with ease, and provide an even more enjoyable shopping experience.

<How to use Virtusize on BUYMA>

<http://qa.buyma.com/buy/5055.html>



(1) Click the “Check size” button on the product page.



(2) If you have a purchase history, simply click “Begin immediately.”



(3) You can also measure and register your own items of clothing.



(4) You can get detailed information on differences between sizes by looking at superimposed illustrations.

■ About Virtusize

Virtusize is an online fitting service which was born in Sweden in 2011.

Virtusize started providing services in Japan in 2013, and is now used by many companies, including United Arrows Ltd., MAGASEEK Corporation and Shoplist.

Virtusize currently has a marketshare in Japan of around 20%, boasting the no.1 share in the online fitting service market.

In the future, in addition to expanding the available categories under this online fitting service, we will introduce a broad range of new services relating to sizes, including FITTINGROOM, which recommends sizes based on how well the clothes fit, as well as the data feed service Clean Feed.

[Company profile] <http://www.enigmo.co.jp/?af=601>

Company name: Enigmo Inc.

Established: February 10, 2004

Content of business: Planning, development and operation of online businesses

Representative: Shokei Suda, chief executive officer

[BUYMA] <http://www.buyma.com/?af=601>

BUYMA is a totally new kind of social shopping website that allows users to purchase a range of exciting products from more than 99,000 personal shoppers in 137 countries worldwide. With over 4 million registered members and more than 9,000 different brands available, including brands that are not otherwise available in Japan and items that have sold out in Japan, this service offers a wide range of products, from fashion brand items to cosmetics and interior goods.

* Download the iPhone version of the application (free) here:

<https://itunes.apple.com/jp/app/buyma/id824042539>

* Download the Android version of the application (free) here:

<https://play.google.com/store/apps/details?id=com.buyma.buymaapp>

[STYLE HAUS] <https://stylehaus.jp/>

“Fashion media providing real time information on the latest global trends”

[Awards]

■ December 2012

Received the 2012 Red Herring Top 100 Global

■ July 2015

Selected for Forbes Asia's 200 Best Under A Billion

■ June 2016

Won a silver medal for the promotional video “A Kind Drone” in the Design Category at Cannes Lions 2016

Plus a range of other awards

Enquiries concerning this press release: PR Section, Enigmo Inc.
TEL : 03-5775-4760 FAX : 03-5775-4824 E-mail : pr@enigmo.co.jp
