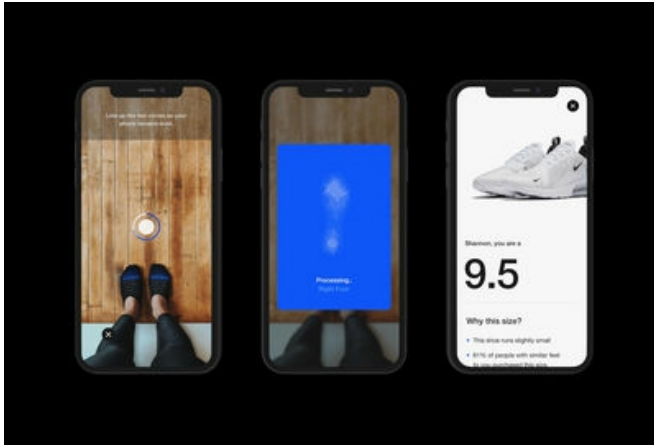


NIKE FIT PERSONALISES FOOTWEAR SIZING

By Livvy Houghton and Alex Hawkins

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Nike Fit



Nike Fit

Global – **Nike** has added a new function to its retail app that allows users to measure their feet using their smartphone.

Nike Fit is a scanning solution created to help consumers find the right size for every Nike shoe style. The technology, which uses 13 points of measurement, relies on a combination of computer vision, data science, machine learning and artificial intelligence. Once a foot is scanned, the brand is able to compare individual sizing data with its full range of footwear in order to recommend the best fit for a consumer's chosen shoe.

According to Nike, sizing is a significant consumer problem across the footwear industry. Positioning Nike Fit as a solution to this issue, the brand suggests data captured from the feature will enable the company to transform the way it designs and makes footwear, while removing friction from both the online and in-store shopping experience.

In our **Digital Fit** microtrend, we explore how a new wave of digital tools are helping to refine sizing options for shoppers buying fashion online.