
THE BUREAU IS REVOLUTIONISING THE FITTING PROCESS

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The Bureau

Watch this video at <https://www.lsnglobal.com/news/article/22936/the-bureau-is-revolutionising-the-fitting-process>

London – The **fashion innovation agency** is using 3D scanning to more accurately measure models.

The B2B company offers fashion brands access to technology such as 360° model viewing and augmented reality (AR) in order to streamline the garment and shoe fitting process. After harnessing data on models' body measurements, The Bureau invites clients to find their ideal model from an online index.

The agency has also recently invested in 3D scanning technology to more accurately measure feet. The technology can track detailed measurements of the models' feet, which creates a precise avatar. This data can then inform research and development for footwear brands.

The purpose of The Bureau is to minimise customer returns, the cost of which – in the age of online shopping – is an ongoing concern for retailers. For more on this, read our **Digital Fit** microtrend.