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Hohenstein partners with AI startup, Sizekick

The collaboration aims to reduce returns and increase sustainability in fashion e-commerce.

BÖNNIGHEIM / MUNICH, Germany (November 21, 2022) – Hohenstein, the global market leader in apparel sizing and fit development, has invested in AI technology startup, Sizekick. The collaboration will enable accurate decisions on apparel size, improving online shopping experiences, reducing returns and preventing the associated CO2 emissions.

Hohenstein's 1.3 million Euro investment in the 2022 startup will drive growth in the Sizekick team and enable the 2023 launch of its smartphone app for online shoppers. The technology will enable online shoppers to find the right clothing size in a few seconds via smartphone.

"The strategic partnership with Hohenstein enables us, as a new AI solution, to meet the high demands of the market right at the start and to take on the role of technology leader. Our artificial intelligence is already learning thanks to the comprehensive Hohenstein database of 3D body scans. This is an extremely big advantage for our AI," highlights Jake Lydon, CTO at Sizekick.

Hohenstein CEO, Dr. Stefan Mecheels adds, "Sizekick enables brands and retailers to help their online apparel customers make informed sizing decisions. This is an important step for the entire fashion industry in making online retail more sustainable."

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Sizekick co-founders David Oldeen and Jacob Lydon

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About Sizekick

Sizekick puts an end to unnecessary size-related returns in fashion online retail. The Munich-based company uses artificial intelligence and computer vision technology to recommend the right clothing size to customers in partner web stores. With the help of the integrated Sizekick software and a smartphone, anyone can find the right size in a few seconds. Fashion and sports brands, but also multi-brand stores or marketplaces can integrate the "Sizekick Button" in their online store with minimal effort. Sizekick offers its solution as Software-as-a-Service (SaaS). sizekick.io

About Hohenstein

With more than 40 offices and laboratories, Hohenstein is an international partner for independent testing, certification and applied research around the human-textile-environment interaction. They develop science-based methods and standards that consider the user in real life, not just in the lab. Through standard or customized testing, and interpretation of the results, Hohenstein experts solve problems, verify claims and help partners bring better, safer products to market – more sustainably. Hohenstein is a founding member and leading provider of the OEKO-TEX® portfolio of services, and is certified by the U.S. Consumer Products Safety Commission (CPSC ID #1058) as a third-party, independent laboratory for CPSIA compliance verification. [Hohenstein.US](https://www.hohenstein.us)