

Dear All media  
related readers

**ZOZOTOWN**

January 31<sup>st</sup> 2018

Start Today Co., Ltd.

## ZOZOTOWN is introducing a new function: The “My Size Search”

～ An easy way to search for clothing that will fit you perfectly, based on the body measurement data from the “ZOZOSUIT”～



自分サイズ検索



The largest Japanese online fashion website “ZOZOTOWN” (<http://zozo.jp/>) operated by Start Today Co., Ltd. (CEO Yusaku Maezawa, Headquarters in Chiba city) has introduced a new search method, “My size search” as of January 31<sup>st</sup> 2018.

The “My size search” is a new searching function introduced on ZOZOTOWN, where customers can find clothing that will fit them perfectly, by using the body measurement data from the “ZOZOSUIT”, and comparing this data to the measurements of the clothing.

\*Some clothing categories are not included in the scope of the “My size search”.

ZOZOTOWN has continuously made an effort for each of our customers to find the right size of clothing by developing an original measurement standard, standardizing the size chart among brands, and by strengthening the search function based on the size (length, sleeve length and body width) of our products.

Although it is currently common for customers to search items based on the category or brand, by introducing the “My size search” customers can now browse according to items which are an ideal fit for them. These results will selectively appear on the customer’s page.

We hope this function will help customers easily find items in their sizes, among the tremendous number of items and brands offered on ZOZOTOWN. By introducing new related functions and possibilities of the “ZOZOSUIT”, Start Today aims to improve ZOZOTOWN services, and to continue to provide a convenient and entertaining shopping platform.

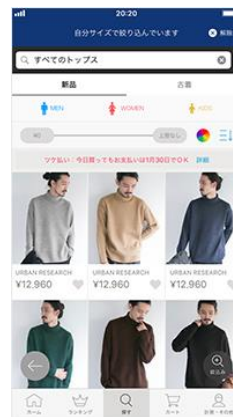
### How to use “My size search”

(1) Please complete your measurements by using the ZOZOSUIT, and save your data on the ZOZOTOWN App.

(2) Please select the category of the item you are looking for, from the ZOZOTOWN “Category search”.  
\* Some categories are not included.

(3) As the search result, items of your size will be selected and appear on your ZOZOTOWN page.  
\*If you turn off the “My size search” function, the regular search results will appear.

(4) Your “My size” icon will also appear on the product page as well.



### Overview of the “ZOZOSUIT”



The “ZOZOSUIT” is a body measurement suit with built-in stretchable sensors, which was co-developed between Start Today and “StretchSense Limited”, a soft stretch sensor development company in New Zealand.

By wearing the “ZOZOSUIT” (top and bottom) and then connecting the “ZOZOSUIT” to your smartphone through Bluetooth, your body size will be measured instantly, and can be saved into the ZOZOTOWN App.

\*Customers must download the “ZOZOSUIT” App to use the ZOZOSUIT.

The “ZOZOSUIT” will be provided for free to customers who pre-order on ZOZOTOWN.

\*Based on our shipping policy on ZOZOTOWN, we will charge 200 yen (Including tax) per order.

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