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START TODAY CO.,LTD.

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Start Today Co., Ltd.

START TODAY Research announces purchasing its very first idea

~ A more precise body measurement solution with a lower cost than the ZOZOSUIT has been purchased for 300 million yen ~



The largest Japanese online fashion website “ZOZOTOWN” (<http://zozo.jp/>) operated by Start Today Co., Ltd. (CEO Yusaku Maezawa, Headquarters in Chiba city) has launched “START TODAY RESEARCH”, a new project research team aiming to quantify the equation of fashion, and to scientifically identify fashion from the tremendous amount of fashion related data owned by the Start Today group.

Start Today Research is eager to purchase ideas and patents from individuals and corporations who hold fashion data or ideas related to tech / system, who are interested in contributing to their research. For the very first time, Start Today Research has decided to purchase an idea of a more precise body measurement solution with a lower cost than the ZOZOSUIT, for 300 million yen, developed by an anonymous research team of three researchers.

Start Today Research is interesting in purchasing more ideas and patents in the future.

About Start Today Research

Start today research is a project team that aims to quantify the equation of fashion, and to scientifically identify fashion from the tremendous amount of fashion related data owned by the Start Today group, such as over a 100 million cases of purchase data, approximately 30 million official brand product data (item images, item, category, SKU and material information, etc.), 10 million outfits / styling data (styling images, product and tag information, etc.), 23 million user information (attributes, order history, purchased items, view history, search history, favorite items, favorite outfits / styles, favorite shops, etc.), information of 20 thousand brands, 50 thousand registered shop information, ranking information based on each category, 30 million logistics related data (annual), related data to customer support service and the body measurement data that will be gained in the future from the "ZOSUIT".

*We will not use any data that could be used to identify a specific individual.

■Name : START TODAY RESEARCH
■Established : January 31st 2018
■URL : <https://research.starttoday.jp>

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