

Press Release

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Fashion, Trends, Lifestyle

Online tailor made suit

Masskon provides Walbusch with clothing Configurator for online use / The Solingen based clothing store goes new ways in the sale of men's suits / variation possibilities of fashionable shapes and colors to offer new approaches to marketing and sales

The traditional clothing store Walbusch Walter Busch GmbH & Co KG, Solingen, offers a special service to its customers for the purchase of a Men's Tailor made suit immediately. Through a suit configurator software Gentlemen can bring together a suit of their own choice on a standard PC monitor and visualize it in high quality 3D before the final purchase. For the new Walbusch service Masskon GmbH & Co. KG, Ruppichteroth developed a novel Clothing configurator, which is integrated in the Internet-shop of the Solingen clothing house.

For three-dimensional visualization Masskon has integrated the 3D viewer software from Bitmanagement Software in their configurator. With this 3D technology users can not only achieve a high optical quality, which especially has a great importance for fashion items, but also experience easy interactive real-time visualization for online use.

Helmut Reichertz, CEO of Masskon: "By using our clothing configurator our customers open up, for example, to the purchase of menswear suppliers, not only new opportunities for the purchasing decision, but also more generally for marketing and distribution of their products. For prospective customers, these presentation styles offer the customers a more secure buying decision. Here, the decision in front of everyone is also made easy by the possibility of for example viewing not only the dress details such as pockets, back button or bar form, but also different colors and fabrics which can vary.

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