TRY1

PRESS KIT · FACT SHEET · MILANO · ITALIA · 2026

TRY FIRST.
KEEP WHAT FITS.
RETURN THE REST.

TRY1 connects online fashion with a shared network of local fitting points. Shoppers try on their orders nearby, keep what fits, and return the rest on the spot. The new physical layer for fashion e-commerce.

HOW IT WORKS

01

ORDER ONLINE

Shop on a partner brand's website and select "Try with TRY1" at checkout.

02

VISIT THE SPOT

Receive a notification and stop by your chosen boutique whenever it fits your day.

03

TRY IN PRIVATE

Step into a curated fitting room, touch the fabrics, and check the fit in comfort.

04

DECIDE ON SITE

Take what you love and leave the rest right there: instant refund, zero repacking.

WHO IT IS FOR

SHOPPERS

Try online orders before you commit, with zero size anxiety and instant drop-off returns.

BRANDS & RETAILERS

Instant city-wide fitting rooms and faster inventory recovery with zero lease or staff costs.

HOST BOUTIQUES

Monetize your fitting rooms and turn online shoppers into local paying customers.

INVESTORS

The scalable phygital infrastructure layer solving European fashion's €18B+ return bottleneck.

WHERE WE ARE

Building TRY1. Starting in Milan.

MVP	MILAN	2026
IN DEVELOPMENT	PILOT CITY	LAUNCH

DEVELOPED

A fully mapped phygital try-on concept, five-year unit economics validated on Milan market data, and locked-in MVP architecture.

IN PROGRESS

Building the core platform and Shopify App while validating real customer demand and onboarding our first Milan host boutiques.

NEXT

Deploying a city-wide network of boutique fitting spots, collaborating with Italian fashion brands, and launching live try-ons.

FOUNDERS



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