

VICTORYMAX

Get the Look Without the Landfill

New Australian sustainable fashion and beauty marketplace **VictoryMax** has just launched their virtual fitting room in conjunction with technology company Reactive Reality. This free feature enables customers to create a virtual mannequin in their proportions in order to mix and match pieces to find an outfit they love.

Founder Victoria Matterson set up **VictoryMax** to address the significant waste generated by online fashion returns, with many ending up in landfill. 100 billion garments are produced globally each year, with 33% going to landfill within the first year of purchase. This is a shocking statistic and VictoryMax wants to be part of the solution.

“This technology gives customers more insight into their purchases and greater assurance the pieces they buy will suit them and be worn time and time again”, Founder Victoria Matterson said.

VictoryMax focuses on Australian designers and brands who share their commitment to a more sustainable future for fashion. These are smaller brands, who on their own may not have access to this level of technology. Fashion brands on the platform include Ostara Collection, Luna + Sun and Jafrie by R, with more designers coming on board all the time.

This technology is available now for customers on www.victorymax.com.au

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