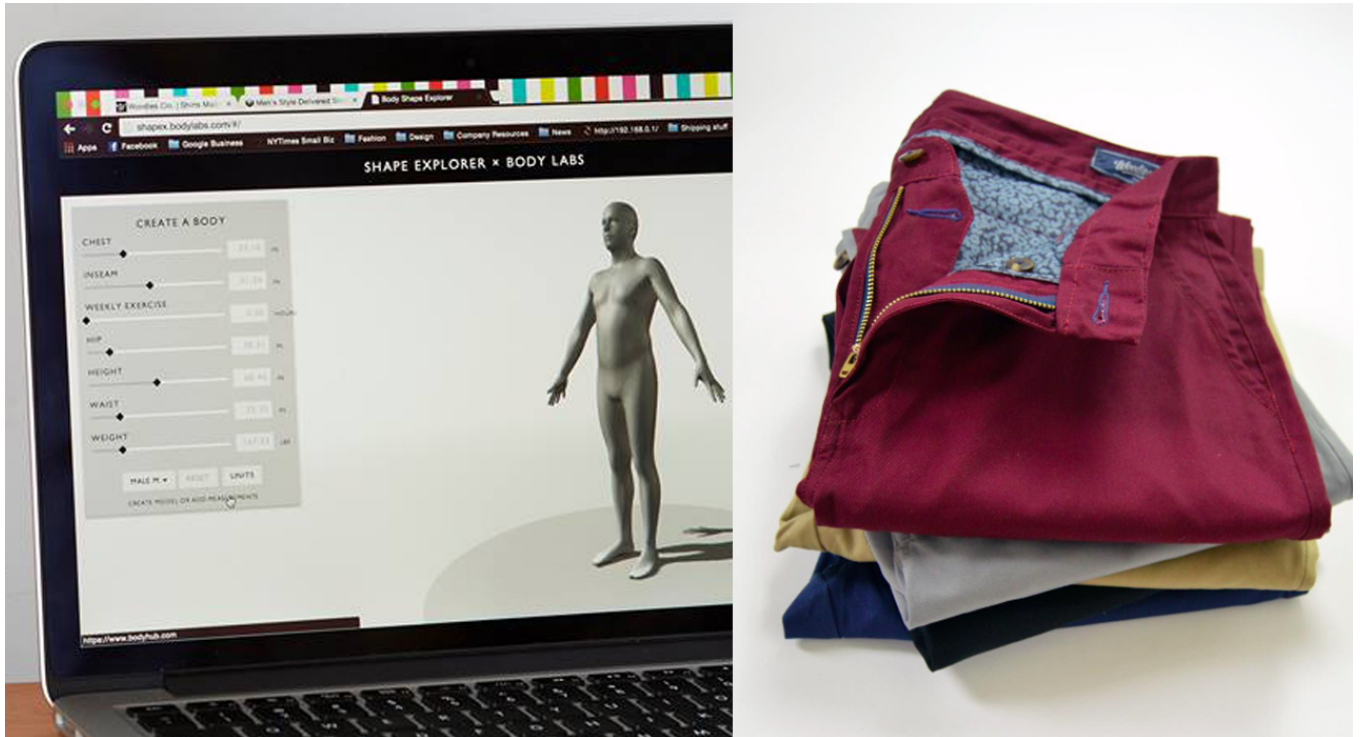


Custom chinos made with 3D body imaging



Already selling custom-made shirts, [Woodies](#) has started a [Kickstarter campaign](#) to fund the launch of its bespoke chino service. Developed with a team of engineers and scientists, Woodies uses 3D measuring technology to create an online model of each customer.

Designed to make online customization as easy as possible, the technology that Woodies uses can create a model from as little as height, weight and shirt size. Customers can tweak measurements as desired. If the final product isn't quite right, Woodies will make the necessary adjustments to the model's measurements and send another, for free. Woodies' team can walk customers through the initial measuring process, and first orders are scheduled for shipment in July 2016.



All online measurements are saved for effortless reordering, and a number of customizations, including fit, color, hemming and pocket style, are available to choose from. Woodies' clothing is manufactured in Thailand and the company is in partnership with Give2Asia, contributing a portion of every sale to a scholarship fund for local children to further their education.

Customizable clothing is a popular service, from [self-assembled, downloadable designs](#) to [home visits by tailors](#). How could the technology for online 3D measurements be extended to help those living in more inaccessible parts of the world?

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