

**STYLEMYFIT**



# Fiona Healy

## StyleMyFit

Fiona Healy spent over a decade managing multi-site operations in the leisure sector, where she led large teams, delivered strong commercial results, and developed a deep understanding of customer behaviour and service excellence. She went on to build and run her own online fashion business across multiple European markets, where she experienced first-hand just how broken the returns system is. With return rates of up to 43%, she saw customers struggling to find what truly fits and suits them, while retailers absorbed the cost.

To address this, Fiona founded StyleMyFit with a bold vision: to create “a boutique within a boutique”, the kind of personalised guidance you would get from a knowledgeable shop assistant, available online at the point of purchase. StyleMyFit’s AI powered sizing and styling solution empowers shoppers to find the right size and style with confidence, while helping retail partners reduce returns and increase customer lifetime value.

Since launching StyleMyFit, Fiona has assembled a talented team of tech professionals who share her passion for solving this problem, and they are now working with four established eCommerce partners ahead of their product launch. Participation in the Factory Xchange programme has acted as a major accelerator in their progress.

Looking to the future, Fiona’s focus is on expanding into European and UAE markets, while continuing to refine and strengthen their offering. The strong response from both customers and eCommerce partners reinforces their confidence in the opportunity ahead.

[www.stylemyfit.com](http://www.stylemyfit.com)

