

Can't find your size? Amazon's new tool allows you to customize your own T-shirt size

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Amazon launched today a tool that allows customers to customize a T-Shirt to their exact measurements.

The new feature, "Made for You," gives users the option to design their own T-Shirt's sleeve lengths, neckline, fabric, color, shirt length, sleeve



length and the back-neck label for \$25.

"Amazon Fashion is continuing to solve online challenges, such as size and fit, by eliminating the need to select a traditional size and replacing it with a feature that gives customers more choices," reads a statement by Amazon.

The <u>tool</u> is available to Amazon customers in the U.S. and can be accessed via the Amazon app.

To create the garment, users must provide their height, weight, body style and take two photos.

Customers will then be able to visualize the custom T-shirt on a virtual body before purchasing.

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