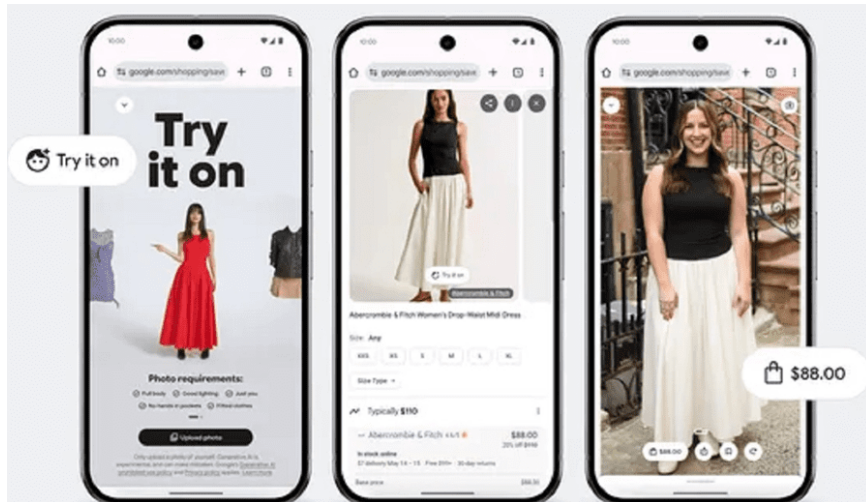


Google's Virtual Fitting Room Comes to India: Try Clothes Before You Buy

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The tech giant Google has launched its AI-powered Virtual Apparel Try-On tool in India, allowing online shoppers to preview how clothes will look on them simply by uploading a photo.

The tool — available across supported clothing listings in Google Search, Google Shopping, and Google Images — brings the convenience of a physical fitting room into the digital world.

How the Virtual Try-On Works

- When browsing apparel on Google, eligible listings now show a “Try it on” icon.
- Users tap the icon and upload a full-length photo of themselves. The AI then overlays the selected outfit on the photo, simulating how the garment might drape, stretch or fit the user’s body shape and size.
- The AI model powering the feature understands both human anatomy and the way different fabrics behave — whether they cling, flow, fold, or stretch — thereby giving a realistic preview rather than a flat, generic image.
- Users can try multiple outfits, switch colours or styles, bookmark favourite looks, and even share the virtual try-on result with friends or family for feedback.

Why this Feature Matters Now

Launched globally first in 2023, Google’s Virtual Try-On tool is part of its larger strategy to blend AI with shopping — part of a new “AI Mode” for Search announced in 2025.

With e-commerce surging and more people turning to online platforms for fashion, the timing couldn’t be better: a “digital fitting room” can help bridge the gap between online and in-person shopping experiences.

How to Try It Today: Step-by-Step

1. Search for clothing on Google (tops, dresses, jackets, shoes etc.).
2. If the listing supports it, you’ll see a “Try it on” icon — click it.
3. Upload a full-length photo of yourself, ideally in good lighting and fitted clothes so the AI can map your shape accurately.

4. Browse through virtual outfit previews, switch styles or colours, save your favourites, and share looks with friends or family.

The launch of Google's Virtual Apparel Try-On tool marks a step forward in combining fashion and technology

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