The claims defining the invention are as follows:

1. A computer-implemented system for facilitating the purchase of wearable items in an online environment, the system including:

an optical hardware component associated with a mobile data communications device operable to obtain multiple optical images of a body part of an individual along with an object of known dimensions that is attached to, or located in proximity with, the body part and thereby also in view of the optical hardware component, and resolving, by an optical resolution technique, the images to generate a three-dimensional model of the body part, wherein the resolving of optical images to generate the three-dimensional model includes comparison of the body part images with the object of known dimensions to further determine physical dimensions of the body part and provide relative and/or absolute sizing information regarding the three-dimensional model of the body part, wherein obtaining the multiple optical images of the body part includes:

passing an optical lens associated with the optical hardware component over the body part;

a server including one or more processors operable to:

cause the mobile data communications device to provide guidance regarding adequate capture of the body part images, and audible and/or visual prompts to guide the individual when capturing the multiple optical images including when they have attained sufficient images to enable generation of the three-dimensional model of the body part with sufficient data to determine the physical dimensions of features in the model;

cause the mobile data communications device to generate and display prompts to the individual at regular intervals to provide an updated series of optical images of the body part and thereby ensure that the determined physical dimensions of the body part remain representative of current actual physical dimensions of the body part;

receive the updated series of optical images and update the determined physical dimensions of the body part and sizing information regarding the three-dimensional model accordingly;

automatically delete each set of received optical images once the physical dimensions of the body part and sizing information have been determined and/or updated; and

receive input data from one or more retailers offering a range of wearable items for purchase, the input data including detailed dimensions of the wearable items;

one or more databases in communication with the one or more processors, the one or more databases configured to store the determined physical dimensions of the body part;

the one or more processors further operable to:

identify one or more wearable items of interest in the range of items offered for purchase that include detailed dimensions in regions of the particular body part that are similar to the physical dimensions of corresponding regions of the body part according to a similarity threshold which is automatically selected for each body part region according to a sizing importance of the region wherein a higher degree of similarity is required for important regions; and

generate and cause the mobile data communications device to display the one or more wearable items of interest that include, based on the selected similarity threshold for each region being satisfied, similar detailed dimensions as compared with the physical dimensions of the body part according to the sizing information provided by the three-dimensional model of the body part, such that a subset of the range of items offered for purchase are displayed.

2. A system according to claim 1, wherein the mobile data communications device is operable by the individual utilizing a software application operable on the mobile data communications device.

3. A system according to either claim 1 or claim 2, wherein the body part of the individual is a body part, a combination of body parts, or an entire body of the individual including two or more regions.

4. A system according to any one of claims 1 to 3, wherein obtaining optical images of the body part of the individual further includes utilizing fixed body image capture

hardware associated with a retailer which is configured to capture the multiple optical images.

5. A system according to any one of claims 1 to 4, wherein the optical images of the body part are captured from a range of different angles to enable generation of the three-dimensional model.

6. A system according to any one of claims 1 to 5, wherein the resolution of the images to determine the three-dimensional model is assisted by data input by the individual, including data manually entered by the individual in relation to one or more physical dimensions of the body part unable to be determined from the resolution of images and generation of the model.

7. A system according to any one of claims 1 to 6, wherein the one or more processors are further operable to generate a display of the physical dimensions and/or the three-dimensional model of the body part.

8. A system according to any one of claims 1 to 7, wherein the generated display of the one or more wearable items of interest that include similar detailed dimensions as compared with the physical dimensions of the body part includes a scrollable listing of items.

9. A system according to any one of claims 1 to 8, wherein the searching facility enables the individual to filter the displayed one or more wearable items of interest, according to one or more of:

a name of the item,

a category of the item,

a brand name associated with the item,

a location or geographical zone,

a retailer of the item,

a price of the item,

a visual attribute of the item, or

a physical attribute of the item.

10. A system according to any one of claims 1 to 9, wherein the display of the one or more wearable items of interest is limited to the subset of items that include similar detailed dimensions as compared with the physical dimensions of the body part according to each similarity threshold, being satisfied and avoids any further requirement for the individual to review and filter results to ensure that the displayed wearable items represent a substantially correct and/or preferred fit.

11. A system according to any one of claims 1 to 10, when dependent on claim 2, wherein selection of a particular wearable item in the display of the one or more wearable items of interest causes the software application to perform an action including any one or more of:

generating one or more user interfaces providing additional information relating to the selected wearable item,

generating one or more user interfaces displaying the three-dimensional model of the body part including graphical representations of the selected wearable item worn by the three-dimensional model of the body part;

generating one or more user interfaces enabling purchase of the selected wearable item; or

operating a web browser to display a page associated with a retailer of the wearable item to thereby enable purchase of the wearable item from the retailer's online store.

12. A system according to any one of claims 1 to 11, wherein the one or more processors further enable retailers to upload and manage details relating to the wearable items that the retailer offers for purchase, the details including the detailed dimensions of the wearable item in each available size, and further including one or more of an image of the wearable item, item stock, or links to the retailer website and/or online store.

13. A system according to claim 12, wherein the stored input data relating to each wearable item regularly synchronizes with one or more computer systems associated with the retailer to ensure that the stored input data is maintained up to date.

14. A system according to either claim 12 or claim 13, wherein the one or more processors are further operable to integrate with the data of a retailer's online store using an application programming interface (API), such that when the individual accesses the online store and views and/or searches wearable items of interest, only those wearable items of interest that include similar detailed dimensions as compared with the physical dimensions of the body part of the individual will be displayed and/or listed in search results generated from the online store.

15. A computer-implemented method for facilitating the purchase of wearable items in an online environment, the method including:

obtaining, using an optical hardware component associated with a mobile data communications device, multiple optical images of a body part of an individual along with an object of known dimensions that is attached to, or located in proximity with, the body part and thereby also in view of the optical hardware component and resolving, by an optical resolution technique, the images to generate a three-dimensional model of the body part, wherein the resolving of optical images to generate the three-dimensional model includes comparison of the body part images with the object of known dimensions to further determine physical dimensions of the body part and provide relative and/or absolute sizing information regarding the three-dimensional model of the body part, wherein obtaining the multiple optical images of the body part includes:

passing an optical lens associated with the optical hardware component over the body part;

causing, by a server including one or more processors, the mobile data communications device to provide guidance regarding adequate capture of the body part images, and audible and/or visual prompts to guide the individual when capturing the multiple optical images including when they have attained sufficient images to enable generation of the three-dimensional model of the body part with sufficient data to determine the physical dimensions of features in the model;

causing, by the one or more processors, the mobile data communications device to generate and display prompts to the individual at regular intervals to provide an updated series of optical images of the body part and thereby ensure that the determined

physical dimensions of the body part remain representative of current actual physical dimensions of the body part;

receiving, by the one or more processors, the updated series of optical images and update the determined physical dimensions of the body part and sizing information regarding the three-dimensional model accordingly;

automatically deleting, by the one or more processors, each set of received optical images once the physical dimensions of the body part and sizing information have been determined and/or updated;

receiving, by the one or more processors, input data from one or more retailers offering a range of wearable items for purchase, the input data including detailed dimensions of the wearable items;

storing, in one or more databases in communication with the one or more processors, the determined physical dimensions of the body part;

identifying, by the one or more processors, one or more wearable items of interest in the range of wearable items offered for purchase that include detailed dimensions in regions of the particular body part that are similar to the physical dimensions of corresponding regions of the body part, according to a similarity threshold which is automatically selected for each body part region according to a sizing importance of the region wherein a higher degree of similarity is required for important regions; and

generating and causing, by the one or more processors, the data communications device to display the one or more wearable items of interest that include, based on the selected similarity threshold for each region being satisfied, similar detailed dimensions as compared with the physical dimensions of the body part according to the sizing information provided by the three-dimensional model of the body part such that a subset of the range of items offered for purchase are displayed.

16. A computer-readable medium having a plurality of computer instructions executable by one or more processors, that, when executed, cause the one or more processors to perform the steps of:

receiving multiple optical images of a body part of an individual obtained using an optical hardware component associated with a mobile data communications device the

optical images obtained along with an object of known dimensions that is attached to, or located in proximity with, the body part and thereby also in view of the optical hardware component, and resolving, by an optical resolution technique, the images to generate a three-dimensional model of the body part, wherein the resolving of optical images to generate the three-dimensional model includes comparison of the body part images with the object of known dimensions to further determine physical dimensions of the body part and provide relative and/or absolute sizing information regarding the three-dimensional model of the body part, wherein obtaining the multiple optical images of the body part includes:

passing an optical lens associated with the optical hardware component over the body part;

causing the mobile data communications device to provide guidance regarding adequate capture of the body part images, and audible and/or visual prompts to guide the individual when capturing the multiple optical images including when they have attained sufficient images to enable generation of the three-dimensional model of the body part with sufficient data to determine the physical dimensions of features in the model;

causing the mobile data communications device to generate and display prompts to the individual at regular intervals to provide an updated series of optical images of the body part and thereby ensure that the determined physical dimensions of the body part remain representative of current actual physical dimensions of the body part;

receiving the updated series of optical images and update the determined physical dimensions of the body part and sizing information regarding the three-dimensional model accordingly;

automatically deleting each set of received optical images once the physical dimensions of the body part and sizing information have been determined and/or updated;

receiving input data from one or more retailers offering a range of wearable items for purchase, the input data including detailed dimensions of the items;

storing, in one or more databases, the determined physical dimensions of the body part;

identifying, one or more wearable items of interest in the range of wearable items offered for purchase that include detailed dimensions in regions of the particular body part that are similar to the physical dimensions of corresponding regions of the body part, according to a similarity threshold which is automatically selected for each particular body

part region according to a sizing importance of the region wherein a higher degree of similarity is required for important regions; and

generating and providing a display of the one or more wearable items of interest that include based on the selected similarity threshold for each region being satisfied, similar detailed dimensions as compared with the physical dimensions of the body part according to the sizing information provided by the three-dimensional model of the body part such that a subset of the range of items offered for purchase are displayed.