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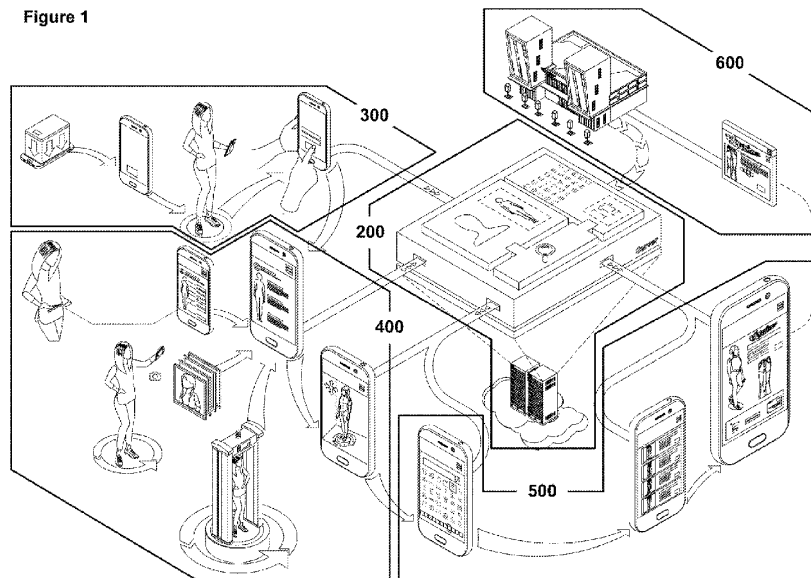
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(54) Title: SYSTEM AND METHOD FOR FACILITATING THE PURCHASE OF ITEMS IN AN ONLINE ENVIRONMENT

Figure 1



(57) Abstract: A computer-implemented system and method for facilitating the identification, selection and purchase of wearable items in an online environment by consumers. In particular, the present invention provides a system and method that assists a consumer to identify clothing, headgear and/or footwear of appropriate size as compared with their own physical measurements and/or preferences, thereby increasing the likelihood of users purchasing clothing, headgear and/or footwear items online that represent items of suitable size or a "good fit" according to the size of the various body parts of the consumer and according to their preferences regarding fit.

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