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## Costume Designer Lyn Paolo Links With Fashion-Tech Start-up Cala

The company uses 3-D body scanning to help consumers find the right fit on designer capsules sold through its platform.

By [Kari Hamanaka](#) on April 4, 2017



 The Gemma coat from Lyn Paolo's capsule collection on Cala.  
Courtesy Photo

Business for 3-D fashion tech start-up [Cala](#) appears to be gaining traction.

The company, which helps designers on its platform sell limited-edition capsules made to fit based on 3-D scans, has begun presales for a new capsule collection from “Scandal” costume designer [Lyn Paolo](#) and also has plans to bring onboard about a dozen more designers over the next several months.

The five-piece capsule will be sold through the Cala platform and includes a skirt, blouse, dress, bolero jacket and swing coat. One garment per week will go up live for presale until everything becomes available and ready to ship beginning May 11.

Paolo is now the fourth designer to join the Cala platform, with a dozen more expected in the coming months, according to founder and chief executive officer Andrew Wyatt.

The timing's right with Cala, which has its executives split between San Francisco and Los Angeles, having recently launched an app for customers. Wyatt said the app has helped generate buzz among designers, with the ceo reporting 20 designers having signed up to learn more. Cala's being choosy about who joins, looking at a number of factors, including social media followers and existing distribution.

Cala made its debut last year with a pitch to help consumers find the right fit, with all of its production taking place in Los Angeles.

"We're an all-in-one platform for fashion designers, influencers and brands," Wyatt said. "We handle all the non-sexy stuff so they can focus on designing. We're stealing a page out of Zara's book and developing a network of small contract manufacturers that are highly skilled all in one geography."

Cala got its start with various body-scanning events done across a period of about six months to create a data set that allows the company to offer measurements to consumers through its iPhone app. Consumers upload three photos, which are then used to rebuild a 3-D body model.

"Now that we have a full 3-D model, we can actually get any possible measure that we want," Wyatt said. "There are an infinite number of measurements now."

The company, Wyatt said, is in the midst of closing a seed round.