FREE FIELD SHEET · Nº 027
ISSUED 9 OCT 2026

KEYWORD TRYON

CHATGPT TRY-ON READINESS CHECKLIST

What OpenAI launched in ChatGPT shopping, and the listing basics worth fixing while the details are still unknown

CHECKS	DO FIRST	PARTS	COST
15	3	4	Free



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10+ yrs · $8M+ ad spend managed · 150+ page-one rankings

OpenAI has started rolling out virtual try-on for clothes and accessories in ChatGPT, on mobile and web, along with Favorites and folders for saved products. Neither TechCrunch nor Search Engine Roundtable says which product photos or data the try-on uses, so this checklist covers what changed and the listing basics worth fixing anyway.

ON THIS SHEET

1 What changed — 3 CHECKS
2 Check your product photos — 4 CHECKS
3 Check your sizing and product info — 4 CHECKS
4 Check your listings are shopping-ready — 4 CHECKS

TICK IT ON YOUR PHONE
youtube.hamzajameel.com/free/tryon-27

PART 1 OF 4 — 3 CHECKS

What changed

- [ ] 1.1

ChatGPT is rolling out virtual try-on for clothing and accessories

Per OpenAI, quoted by Search Engine Roundtable, a Try on button appears on product listings for clothes and accessories; shoppers take or upload a selfie and ChatGPT Images generates the try-on. It works on mobile and web.

- [ ] 1.2

Users can save liked products to a Favorites library

Shoppers can save any product to Favorites or to a folder in their ChatGPT Library and come back to it later.

- [ ] 1.3

Try-on uses the shopper's own photo

The selfie is saved for future try-ons, and shoppers can change or delete it in their settings.

WHERE `ChatGPT › Settings › Personalization › Reference photos`

PART 2 OF 4 — 4 CHECKS

Check your product photos

- [ ] 2.1 DO FIRST

Confirm you have clean, front-facing product shots on a plain background

Neither report says which product photos the try-on uses, so keep the main image as clear as you can: front-facing, on a plain background, with nothing in the way.

- [ ] 2.2

Include at least one full-body, flat-lay or ghost-mannequin shot per item

A full view shows the garment's shape and proportions, which a cropped shot can't.

- [ ] 2.3

Remove heavy filters, props and overlaid text from main listing images

Overlays, logos stamped on the photo or heavy color filters can distort how the actual garment color and texture are represented.

- [ ] 2.4

Check image resolution is high enough to show fabric texture and detail

Low-resolution or heavily compressed images lose fabric texture, pattern and trim detail.

PART 3 OF 4 — 4 CHECKS

Check your sizing and product info

- [ ] 3.1 DO FIRST

Make sure every listing has a clear, complete size chart

A full size chart lets shoppers judge fit before they buy, whichever tool sent them to the listing.

- [ ] 3.2

List garment measurements, not just S/M/L labels

Numeric measurements (chest, waist, length) in inches or centimeters give more precise fit data than letter sizes alone, which vary by brand.

- [ ] 3.3

State the fabric and stretch level in the product description

Stretch, structure and drape affect how a garment will look on a different body, so noting materials like cotton, spandex blend or rigid denim gives useful context.

- [ ] 3.4

Confirm model measurements and the size they are wearing are listed

The model's measurements and the size they wear help shoppers judge true fit.

PART 4 OF 4 — 4 CHECKS

Check your listings are shopping-ready

- [ ] 4.1 DO FIRST

Verify each product has a unique, accurate title and description

Generic or duplicate titles make variants hard to tell apart, for shoppers and for search.

- [ ] 4.2

Confirm product pages are indexable and not blocked for crawlers

If a feature pulls product data from the web, pages that are blocked from crawling or hidden behind extra steps will not be available to it.

- [ ] 4.3

Check that color and variant options are clearly labeled with matching photos

Each color or variant should have its own matching photo so the right version of the product is shown, not a placeholder or the wrong colorway.

☐ 4.4

Remove outdated or out-of-stock items from active listings

Discontinued items left live can still be found and saved by shoppers when they can no longer be bought.

WANT ME TO LOOK AT YOURS?

If you have gone through this and want a second pair of eyes, book a free call. We open the account together and look at what is actually happening. No deck, no pitch.

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SOURCES

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