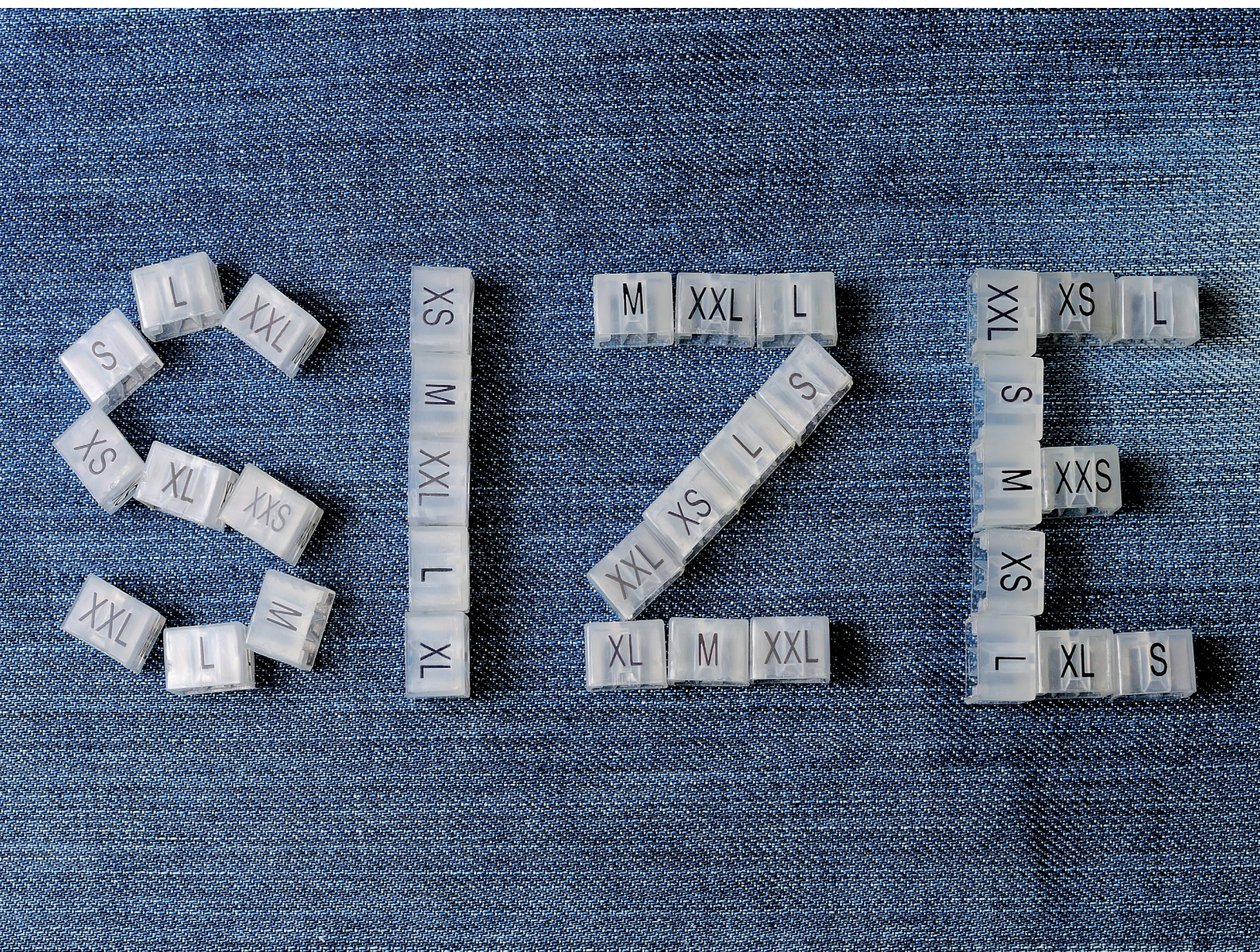


# Sizing up the apparel ecommerce industry

A commercial appraisal of size and fit techniques by leading brands, and analysis of their effectiveness as a margin building component of selling





# Editor's introduction

Reducing costs, improving conversion and increasing customer loyalty have never been more important than in the current climate.

Together, they ensure that the customer gets the right product first time. Yet in the clothing industry, this can be hard to achieve since customers will often buy multiple products for both choice and size.

Many sales mechanisms encourage this sort of over buying but meeting this demand comes at an extra cost at a time when retailers are striving to minimise them. Ideally, they need to be re-evaluating their strategies in order to see where they can reduce wasteful practices and how they can meet the customer's needs the first time.

A key part of this solution is around fit and sizing. We know retailers have heard this all before – it's a perennial problem. However, it's one that does need a solution, especially now that more sales have moved online and increasing numbers of customers are unable to try on clothes in store.

This white paper, produced by InternetRetailing in association with measurement technology experts MySize, examines the subject in detail. We look at the current state of play and why this needs to change as retailers seek to cut costs and boost conversion and the customer searches for a better experience that works for them.

We have surveyed retailers to see how their business challenges have changed in our reader survey. We have also reviewed, in detail, 40 EU Top 1000 clothing retailers to see how they are explaining size and fit online. Finally, we interview several retailers who are looking again at the importance of explaining fit in order to improve best practice across the industry.



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# Why now is the time to invest in fitting technology

With the global economy currently in a state of flux, it is essential that businesses embrace innovations to remain competitive and bolster customer experience. In retail, embracing innovation can take many forms, but sizing is perhaps one of the most critical areas where it can produce significant results. Instore fitting rooms can be crowded or inaccessible, and size charts for online purchases are too often inaccurate due to unique cuts or varied sizing between brands. Luckily, mobile technology has stepped up to the plate to fix this recurring issue that can cost businesses millions a year in returns due to incorrect fitting.

Boosting consumer confidence in a brand and consumers' body measurements can translate to higher sales and better brand engagement. A brand can get everything else right, but nothing can compare to the feeling a customer gets when the item they receive makes them feel great the first time they try it. It can make or break a business even if the business model is perfect on paper.

And with the current climate, more and more customers are going online to buy their favourite items. The migration to ecommerce leaves consumers either purchasing multiple items in the hope that one will fit or guessing their size, often incorrectly. The result is more returns, which has a snowball effect on costs in other areas of the business.

Therefore, it is prudent now to invest in fitting technology that reduces returns and increases conversions while engaging with the customer in a meaningful way. This embrace of digital transformation can boost customer loyalty and brand positivity while streamlining business efficiency. Technology that enhances fitting and sizing can simplify the usually daunting guesswork of the sizing process in ecommerce and have a ripple effect on the rest of the business. This study shows just how early adoption of sizing technology can benefit business overheads and boost consumer loyalty.



**Billy Pardo**

Chief product &  
operations officer  
MySize

## About MySize

MySizeID is an ecommerce size and fit recommendation technology from MySize that helps apparel retailers reduce returns, increase conversions and boost shopper confidence. Using sophisticated algorithms and cutting-edge AI technology, leading brands are able to offer fit personalization, and reduce reliance on the complicated size chart.



**MYSIZE**

# The current state of play and why it needs to change

There have been many efforts by retailers to better explain size and fit online and, as this white paper's review of 40 leading retailers shows, the adoption of various solutions remains patchy and with mixed results.

Some retailers put huge efforts into better explaining size and fit, with a comprehensive suite of solutions that includes everything from size charts to more sophisticated fit technology.

Other retailers seem to have admitted defeat and looked instead at other methods of overcoming the challenge. These solutions include enabling over-ordering more effectively so that the customer is more likely to find the perfect fit among the multiple of size options that they have ordered. Another common solution is to combine the two approaches – comprehensive sales and fit explanations alongside sales enablers that encourage over-ordering – in the hope of winning the sale.

But what if there was a less wasteful process towards a positive outcome? What might be the alternative sales levers that reduce costs for the retailer and unnecessary spend for the customer while ensuring a better likelihood of a first-time fit for the customer, thereby increasing loyalty?

More than ever there is a need to re-examine online merchandise product information as a way to provide the right product, at the right time, in the right way.

## What tactics have been used to encourage over-ordering?

Customers have been encouraged by retailers to over-order through various tactics. Free delivery and free returns are the most obvious. Many retailers also attempt to lock in customers with delivery subscriptions that, by

default, encourage the customers to order more.

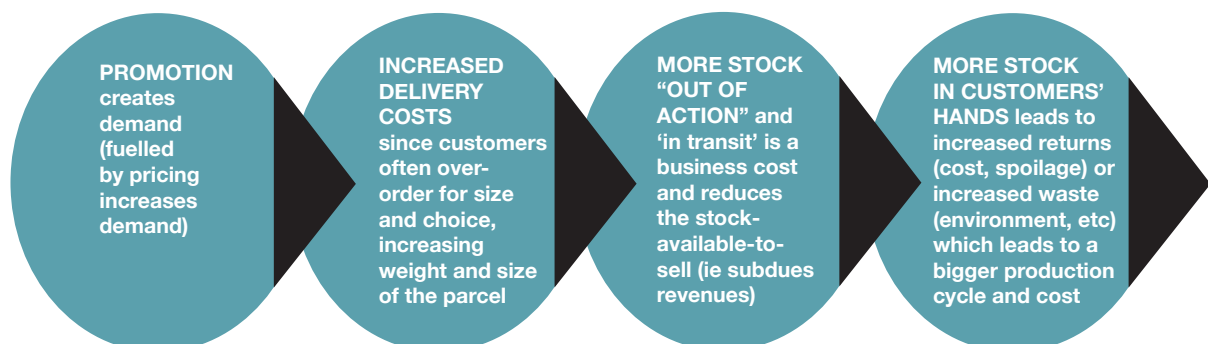
The increasing popularity of 'buy now, pay later' credit schemes also makes it easier than ever for the customer to over-order without worrying about how much it's going to cost them.

## Why it's time to change

Of course, sales levers have their place and encouraging over-ordering does increase the likelihood of conversion. However, it can also cause more problems for the retailer than if fit was better addressed first-time.

Most obviously, over-ordering increases returns since customers are often ordering for both size and choice. This increases transport costs and reduces the stock availability of the most popular products, especially during peak seasonality and now that returns periods have been extended because of the Covid-19 pandemic. "Over-ordering is another layer in terms of cost," says MySize CEO Ronen Luzon. "It's time-consuming too."

It's also especially challenging for retailers whose proportion of online to offline retail has increased because of lockdowns, making them face problems at a scale they've not encountered before. "For many retailers, the majority of the business is going online," notes Luzon, "so small problems that they could have ignored are becoming bigger. For example, a 50% returns rate on a business that was 5% of overall revenue wasn't really an issue. But now that 50% rate is becoming 90% or 100% of revenue, it's becoming a big issue and is something that they must take care of immediately. Meanwhile, bigger retailers are beginning to offer try before you buy and free returns for items that don't fit. Something smaller retailers can't afford to do."





# Cutting their cloth: the urgent need for retailers to minimise costs

The pandemic has hit retailers hard, forcing them to reexamine costs, as well as potential obstacles to purchase. The clothing sector has been significantly impacted by more shoppers going online, since lockdowns have made it impossible for customers to 'try before they buy' in brick and mortar stores. In our reader survey, 68% of respondents said that the inability of customers to try on in store had made the issue of sizing more important than ever. In November 2020, Marks & Spencer announced its first loss in nearly 100 years, with clothing and homeware sales down by 40% for the half-year. The ONS reported that clothing sales fell in April to less than a third of their February levels and that by September, they were still struggling to recover to pre-Covid-19 levels, even though other sectors had begun to bounce back to, or even surpass, previous levels.

A similar picture was evident in the reader survey, with 43% of respondents saying that increasing conversion was their current biggest business challenge. 68% said such challenges have become even higher priorities to tackle in the past year. Almost half (49%) said that fit or size was key to solving their most important business challenges.

## The impact of returns

While only 5% of survey respondents said that reducing returns was their biggest challenge, this is likely to be because retailers are more concerned with getting customers to buy in the first place, rather than worrying about how much they will then return. Certainly, 39% said that they had seen an increase in the proportion of returns online or in store since the start of the pandemic.

Many retailers have extended returns windows during lockdown, with some keeping them in place since customers may not be able, or may not want, to return goods to store or via normal returns channels.

This reluctance to go out could result in customers holding onto stock for longer. Once its eventually been returned, such items might then miss their window of opportunity for a full-price resale. Others could be holding onto products they aren't completely happy with. "Customers are probably worried about the risk of coming out to store unnecessarily and would prefer to keep the products they have," said one survey respondent.

Some retailers are concerned that increased returns are a health risk in themselves during the pandemic and want to reduce potential exposure to both their customers and staff. "Increased transactions mean increased returns and we are trying to reduce points of contact because of Covid-19," is how one respondent put it.

“ 68% of retailers say that the inability of customers to try on product in store has made sizing more important than ever ”

## Why sustainability is also back in focus

As customers have shifted thinking and behaviour towards embracing more local retailers, sustainability has come back into focus. At denimwear retailer Kings of Indigo, sustainability is central to the brand's philosophy. As well as making every effort to minimise costs by reducing returns, founder and CEO Tony Tonnaer says it's also important to minimise impact on the environment.

"With an increase in online business, the amount of transport around and in urban areas has increased," he says. "If we can limit this by delivering the right product to the right consumer, we all will benefit."

A better focus on size and fit can have other positive benefits too, says Luzon. "Although sizing is one issue, the second is getting to know who your customer really is. It's about how to give your customer the personal experience. It's about knowing how something fits on the body and getting granular on every detail of your customer."

# Fitting their needs: why consumers want confidence in the right fit, first time

Retailers want to minimise costs and impact to their business but, as we saw in the previous section, this is hindered by the nervousness of customers who don't want to go into stores to return items, yet don't want to overspend either.

Consumers are rethinking how they shop but, when shopping online, they also want the process to be as frictionless as possible and to have faith in what they buy. "It's about what's the percentage of online cart abandonment because of a lack of confidence when the customer isn't sure it fits, so just leaves the store," says Luzon.

This can have longer-term impacts, notes one survey respondent. "If fit and size aren't accurate and universal across products, then when customers have to return them, it reduces confidence in the brand and the desire to be a repeat customer. CPA becomes expensive if LTV is low."

## The need to overcome sizing issues

90% of our survey respondents said that fit and size was key to solving their most important business challenges. But how do they do it? As we see in our analysis, almost all the retailers that we surveyed rely mainly on traditional size charts online, although the range of options is increasing. When it comes to fit technology, our survey showed that two key factors were most important, with 67% of respondents highly rating 'ease of use' and 27% rating 'accuracy'.

Traditional options rely on customers knowing their own measurements. While 61% of those retailers we analysed have 'how to measure' guides on their sites, are customers always measuring accurately? Do they even own a tape measure?

MySizeID has a 'suggest your size option' based on statistical data that also allows consumers to enter their sex, weight and height. Retailers can choose to use just this option on their site or can use it to tempt customers to download the MySizeID app which allows customers to use their mobiles to measure themselves, providing even more accurate size recommendations.

"People are not the same," says Luzon. "They may have the same height and belly size but their thighs may be different. It's important that you actually measure the customer."

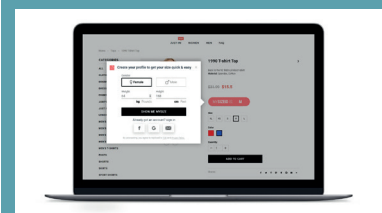
## Why ease of use is crucial to success

As with the results of the survey, ease of use is the priority, says Luzon. "Accuracy is important but what's most important is the user journey and how the end-users use the technology. Can a 10-year-old or a 60-year-old use it? That's our test. If customers have to measure themselves, they need something so easy and fast that they will use it without thinking twice."

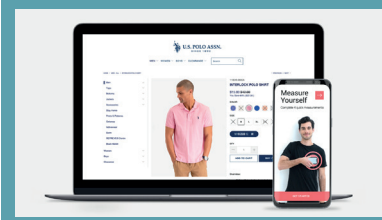
This ease of use can be key to the customer experience, says Tonnaer. "For us, the business is all about consumer experience and satisfaction. A happy consumer returns to your brand and store, shares his new jeans on social and is a free influencer, generating new KOL fans."

## MYSIZEID IN ACTION

MySizeID's measurement technology works in two ways. When retailers want to coax customers in, they can be asked to enter their sex, weight and height before a size is suggested. At this point, customers are then urged to get a more accurate measurement by downloading the MySizeID app.



Within the app, consumers are guided through short video clips on how to take their measurements – chest depth, chest width, hips, arm, etc – by standing against a wall and using their phone. The app then guides the customer to choose their perfect size from several brands, including ASOS, Adidas and Superdry.





# The new business case for fit

In the past, the primary drivers around fit have centred on reducing returns and increasing conversion and, naturally, both remain important. In our survey, nearly half (48%) of respondents cited reducing returns and 25% increasing conversion as the most important arguments for investing in fit.

But the urgency of cutting costs, streamlining business efficiency and improving customer loyalty are also important, with 11% saying that the latter was the most important reason for investment and 8% saying protecting the bottom line was.

Fashion retailer Nocturne's CEO, Can Tarlan, advises that retailers look at several measures to help support their business case for investment. "They need to look at customer satisfaction measurements, online returns and exchange reason analysis and the problems experienced by customers in choosing their size," he says. "If the result is the wrong size selection, such technology should be considered."

## How do retailers convince their board to invest?

Are boards open to new ideas? Since it's an ongoing challenge, there has been some inertia around fit technology, with literally no one-size-fits-all solution currently available to retailers. This makes some boards reluctant to reconsider their options. In our survey, only 23% of respondents said that it was easy to persuade their board as to the benefits of investing in fit.

Encouragingly, 26% said the argument for investment was getting easier as the issue of fit moves up the agenda. However, 38% of respondents said that their boards understand the importance but don't know the solution or how to act.

Luzon says that hesitant boards need to look at the numbers – his retailers have seen returns dropping between 30 to 50% within a couple of months of the MySizeID technology being used and customers learning to trust it.

He notes that MySizeID considers how much retailers have to invest into each customer and how that figure can improve, with examples that show that the worth of the customer can treble thanks to increased confidence, greater conversion and reduced returns. "Just giving your customers the right size recommendation can change so many of these things," he says.

Making the sustainability argument is another way to convince sceptical boards, says Tonnaer. "If you do not give the right information and service to your online customers, you will have high return rates. It is an investment but it pays itself back in money and saving CO2 due to fewer returns. So, it's good for your wallet and the planet."

## Improving customer lifetime value

Those retailers choosing to use the wizard only feature to allow their customers to measure size can also increase conversion further. The solution offers a family account option that allows other family members sizes to be stored in the same profile. "It means you can select your family member and get a size recommendation. This is increasing the number of items in the cart," says Luzon.

“ 38% of retailers said their boards understood the importance of size and fit but didn't know how to tackle it ”

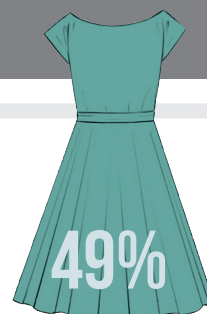
# Survey results

An inability to try on clothes in store makes sizing more important than ever



**39%**

of retailers have seen an increase in the proportion of returns since the pandemic



**49%**

very important

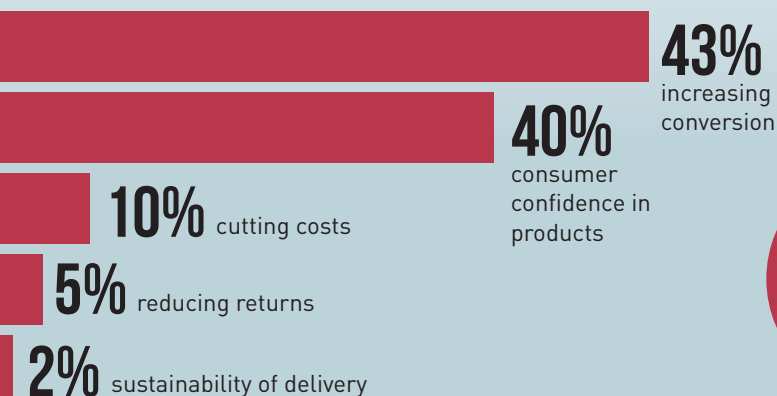


**41%**

important

90% of retailers say fit or size is key to solving their most important business challenges

Conversion and consumer confidence in products are retailers' biggest business challenges currently



Retail boards know the importance of fit... but not necessarily how to tackle it



Ease of use and accuracy are the most important attributes of fit technology



**3%**

rate available in store



**3%**

rate ease of integration

**48%**  
reducing returns

Reducing returns is the most popular argument for investing in fit

**25%**  
increasing conversion

improving customer loyalty

**11%**

**8%**

protecting the bottom line

**68%**

of retailers feel their most important business challenge has increased in importance in the last year



# How retailers explain fit online

98%

rely on traditional size charts on the product page

Size Chart					
	XS	S	M	L	XL
Skirt - Short Length	25	25	25	25	25
Skirt - Long Length	39	39	39	39	39
Waist	26	28	30	31	32
Hips	34	36	38	40	41
Chest	34	36	38	40	41
3/4 Sleeve	17 1/2	17 3/4	18	18 1/4	18 1/2
Long Sleeve	23	23 1/2	24	24 1/2	25

61%

supplement size charts with measuring guides (although detail varies) that describe how and where to measure



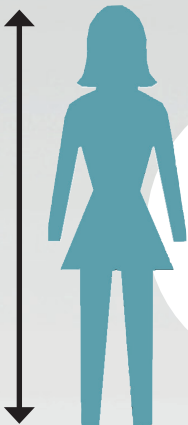
49%

offer international size options, making it easier for cross-border customers to buy in a size that they are familiar with



39%

tell customers the height of the model and the size they are wearing, allowing them to compare to themselves



29%

allow customers to specifically rate fit in product reviews



22%

offer the size chart on the home page, making it easier for customers to work out size upfront



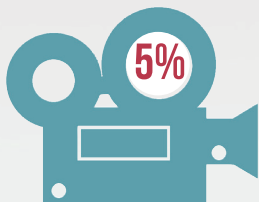
20%

offer fit recommendation technology based on self-reported characteristics such as weight, height and age



5%

use video to illustrate the fit of a product



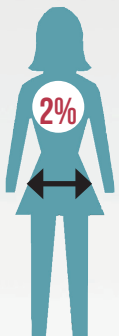
5%

compare their sizes to other brands to help guide customers



2%

include additional details of the model's build beyond just height and size



# What the numbers mean: an analysis

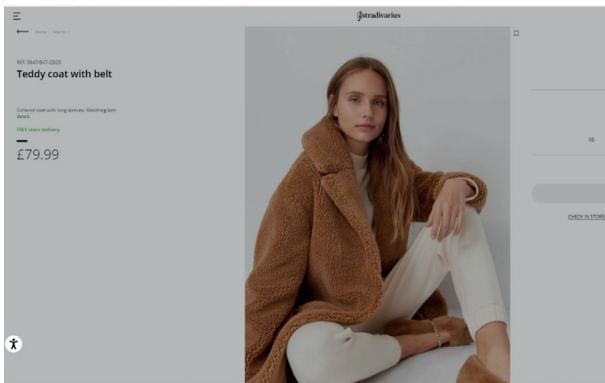
The infographic on the previous page is the result of a survey of 40 clothing retailers in the IREUTop 1000 that assesses the tactics they use to explain sizing online. It shows that retailers are adopting a range of techniques, which we analyse in greater detail below, but that retailers need to be braver in adopting new fit technology to enhance their explanation of size and fit further.

## Size chart on the product page

The use of a size chart remains a retailer's primary method of explaining size and fit to their customers. 98% of those we surveyed offer a visible size chart on their product pages.

The usefulness of size charts, in term of both readability and the measurements offered, varies dramatically. The majority have size charts based, for women's tops at least, on three measurements – waist, hips and chest. However, some include further measurements that allow customers to better assess their size, as well as including additional details such as the variations for niche options, such as tall or petite.

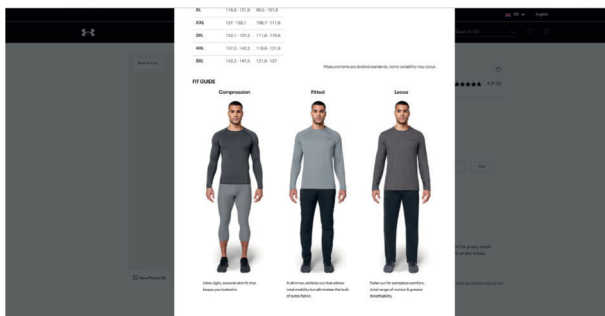
**Exemplar:** Although it offers a basic size chart, fashion retailer Stradivarius complements its size chart by also including the product measurements, adding such details as sleeve length, hem width and body length so that the customer can better understand how a specific garment will fit online.



## Size chart on the home page

While the natural location for a size chart is on the product page, our research shows that one in five (22%) of retailers also have a link from their home page, making such information easier to find.

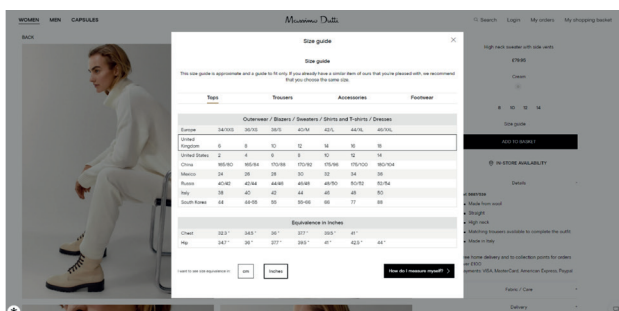
**Exemplar:** US brand Under Armour includes the size chart on its home page but its size guide is also one of the most comprehensive assessed, with lots of detail for men, women and children. It also shows images of three different types of fit for products – such as compression, fitted and loose – which is useful for such activity – based clothing.



## International size options

Although half (49%) of retailers offer international size options in their size charts, their effectiveness varies greatly. Some retailers simply offered UK, European and US sizes. Others include a wider variety of size breakdowns, including, for example, individual countries within Europe.

**Exemplar:** Massimo Dutti offers one of the widest arrays of international sizing options, with sizing measurements for the likes of US, China, Mexico, Russia, Italy and South Korea.



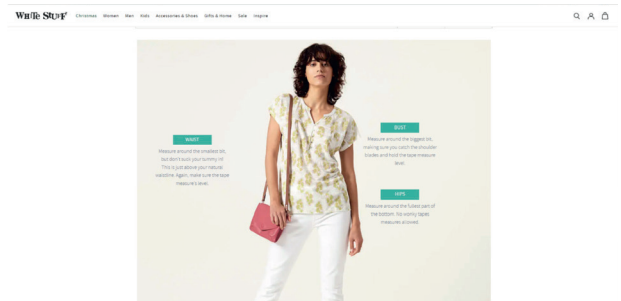


## How to measure guides

Size guides mean little without context of how such measurements should be taken and it's here that customer confusion is often highest. They may not know, for example, which part of the waist or chest they should be measuring. 61% of the retailers we surveyed feature how to measure guides.

Those accompanied by a visual guide are the most useful.

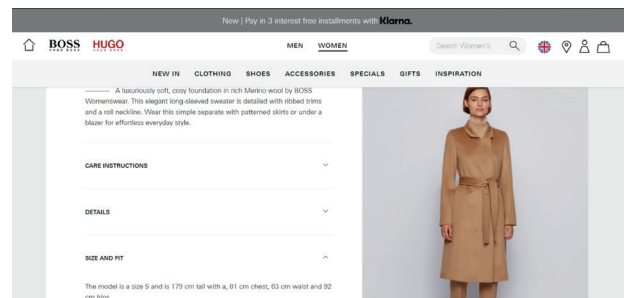
**Exemplar:** White Stuff adds a little fun here by bringing humour into its measurement guide. The company is also the only one surveyed to allow customers to include their height and the size they had bought in their product reviews, but that retailers need to be braver in adopting new fit technology options to enhance their explanation of size and fit further.



## Height of model for reference

39% of retailers now tell consumers the height of the model and the size they are wearing. However, the relevance of this can be questionable since not many consumers have model figures. Factors such as age and body type will also influence how a product hangs.

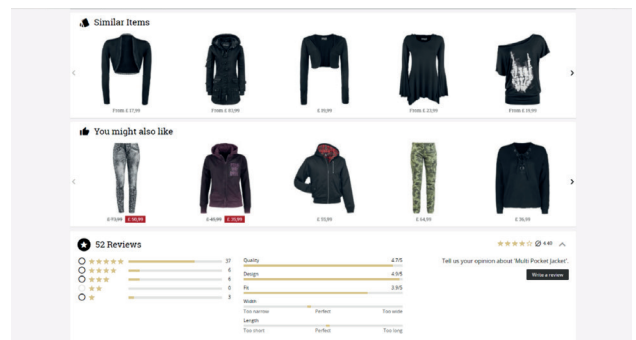
**Exemplar:** Hugo Boss not only includes the model's height but also other measurements such as chest, waist and hips to give the consumer a more realistic comparison.



## Customer fit reviews

29% of the retailers we surveyed allow their customers to review products specifically for fit. They generally allow customers to rank fit with sliders or marks out of ten. A bigger proportion than this offer general customer reviews, with customers often mentioning fit as part of this. However, this approach is harder for consumers to browse specific information.

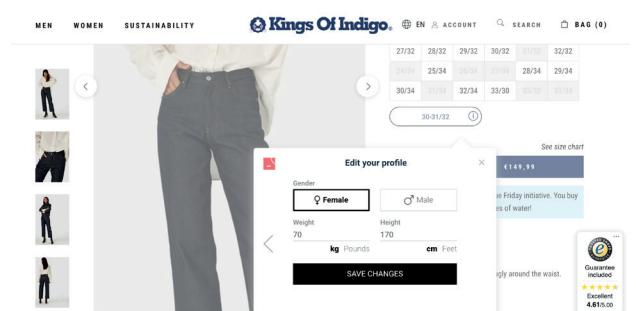
**Exemplar:** Alternative clothing retailer EMP scores highly on explaining size online, using almost all the tools we surveyed. One of its most useful features is to allow customers to rank fit overall but also individual attributes such as width and length.



## Fit recommendation technology based on self-reported characteristics

One in five retailers use size estimators based on self-reported characteristics, where customers enter measurements such as height, weight, age, sex and body type, to allow the site to suggest the best size.

**Exemplar:** Kings of Indigo allows customers to enter self-reported characteristics for a size recommendation, as well as allowing them to use their phone to scan their body (without taking a photo) for more accurate measurements. It then uses AI to combine product details and the size chart to provide a more sophisticated fit recommendation.



# Retailer focus

Below we talk to MySizeID customers about how they are using the fit recommendation technology to cut costs and boost customer satisfaction

## WALLIEN

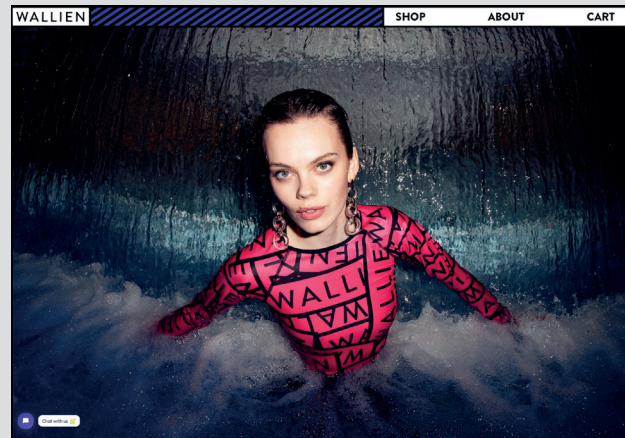
[www.wallien.com.au](http://www.wallien.com.au)

Amsterdam-based brother and sister Madeleine and Olivier Wallien have a mission to make waterwear fashionable. The duo launched their business online in Europe in May 2019. They design and sell fashionable wetsuits and swimwear, with a strong focus on sustainability – the wetsuits are made from limestone neoprene and the swimwear from recycled plastic. All the products are designed by Madeleine in Amsterdam and produced in Europe. “A lot of other sports have been fusing with fashion for some time, so we felt that there was a place in the market,” says Olivier.

The company is using MySizeID on its Australian site, which launched in November 2019. The Australian market was the first choice since its wetsuit peak season is just beginning. “The fitting of a wetsuit is very important since it has to be tight to your body shape,” says Olivier. “It’s quite difficult to estimate based only on the standard size units. Size L is a general idea of size but in a wetsuit, you want to make sure it fits everywhere on your body.”

This can prove an obstacle to online purchasing. “People tend not to buy wetsuits online as much because of this fitting issue – they tend to go to a shop and try them on,” he says. “This tool helps you to do measurements via your phone to determine the right size for your body.”

Although prompting conversion is the Walliens’ priority for using fit technology, the company’s commitment to sustainability also puts an emphasis on minimising returns. “Returns are very costly – both the transport and the processing – but they are also not very durable for the environment as you have to transport the garment twice,” says Olivier.



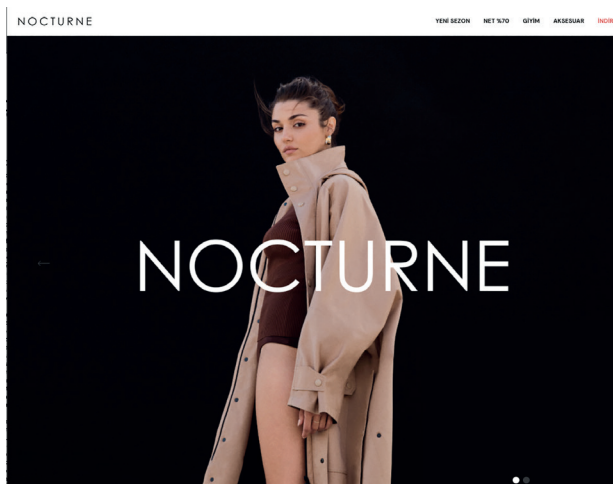
He says that the number of enquiries about fit received through email and chat has already begun to fall, illustrating that the technology is working. “That has lowered so it seems people are more confident about the size now.”

He adds that it was the usability of the app that most impressed him. “This is an app you can download on every phone. It’s very easy to use. Consumers just have to take their measurements once with their phone and then they will get the size recommendation each time they use the tool, which makes it a relatively low time investment and means they don’t then have to figure out the size charts on every brand and every garment. It’s much less of a hassle to determine the right size.”

As a small company, Wallien is agile enough to be able to implement the technology and see how it works. But Olivier also encourages larger retailers to try it out too. “Testing is quite easy. You can just implement the tool and test it on one product, or one product category so can see if this works,” he says.

## NOCTURNE

[www.nocturne.com.tr](http://www.nocturne.com.tr)



European women’s fashion brand Nocturne has been using MySizeID since August to help its customers better choose their right size. The company, which launched in 2012, targets 18 to 55-year-old women and has 13 standalone stores in Turkey. It also sells in more than 50 countries and operates online.

Nocturne’s CEO, Can Tarlan, says that fit technology, such as MySizeID, can help prevent the indecision that prevents buying, as well as the wrong choices that increase returns. He believes these are not the only benefits, though. “It is important for us that our customers choose the right size and don’t experience problems in the process,” he says. “Customer satisfaction and loyalty are integral parts of our business.”

The technology particularly suits his younger demographic. “This group uses technology actively and intelligently and easily adopts the technological applications and infrastructures offered to them,” he says. “Our customers often prefer to shop online, so MySizeID was preferred to minimise body fit problems.”





## DEMOULIN

[www.demoulin.com](http://www.demoulin.com)

Originally founded in 1892, DeMoulin claims to be the world's largest and oldest manufacturer of quality apparel for the music industry. It manufactures and sells a range of uniforms for music-related performance groups and has been using MySizeID on its mobile phone app since July 2019.

In December 2019, it reported that it had significantly reduced its measurement-related costs, including shipping and returns, thanks to its use of the technology.

Donald Adamski, president of DeMoulin, says there are several reasons for using MySizeID's technology, including fitting for online orders to reduce returns and better serve the customer. "It's important to keep the customer happy. If they are not happy with the fit they may not purchase again," he says.

It also helps to reduce costs for the business. "There are obvious freight cost savings which, in a low margin business like ours, are needed."

Adamski says the benefits are clear for both retailer and customer. "For retailers, it's about accurate fitting and customer satisfaction and the cost savings in processing returns. For the customer, it means they don't need to be educated on sizing, which can be the most challenging thing in retail."

It also helps to boost return custom. "There are still subjective elements to fit, which can only be accomplished by trying on but if the correct 'fit' is retained by the retailer per customer profile then that is very helpful to the customer and can lead to future orders," he says.

## KINGS OF INDIGO

[www.kingsofindigo.com](http://www.kingsofindigo.com)

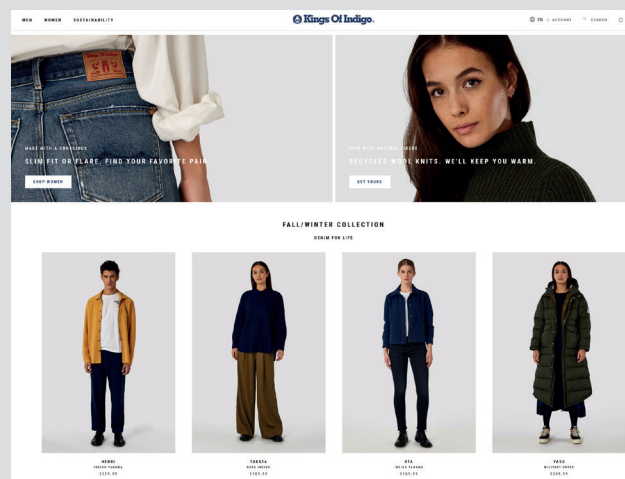
While many retailers may accept, or even encourage, returns in an attempt to boost conversion, such a philosophy goes against the ethos of Kings of Indigo. The company's founder, Tony Tonnaer, has spent the last nine years on a mission to produce denim clothing sustainably, both socially and environmentally.

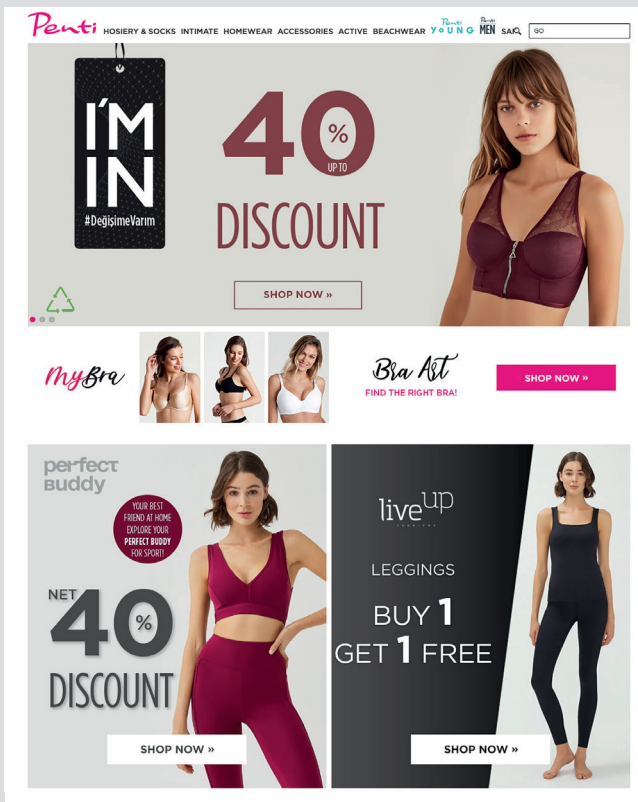
But for his business, which operates on lower margins than many other clothing retailers, cost is also crucial. "KOI is doing business lean and mean," he notes. "With tight margins in sustainable fashion, it is important to be cost-conscious."

Sizing technology like MySizeID helps the customer choose their best fit and improve customer satisfaction. "I think it is important next to actual sizes that the customer looks for a fit that suits their body type. So any help with that would also be welcome in combination with the actual sizing."

That requirement is amplified online. "In stores, consumers often have to fit a few jeans to select the right ones with the help of the shop staff. In digital stores, we still need that same service, but differently to ensure a happy customer."

He says fit technology is the final tool in the selling process. "I have been in the denim business for 24 years, so I know that without a good fit, you will not sell jeans to a critical, fashion consumer. We invest in a good pattern maker, in the best factories and in a great product team, to create and secure the best product quality and fit. When we can convey this message to a consumer, it is a great investment because we have returning customers and fewer returns."





## PENTI en.penti.com

Turkish fashion underwear brand Penti operates more than 600 stores in more than 35 countries and has been using MySizeID to help its customers choose the right size in store and online since 2019.

Yigit Kalafatoglu, digital transformation and marketing director for Penti, says that the use of MySizeID is just the latest innovation for the company after it produced a wearable bra that monitors women's health earlier this year.

"Innovative products are indispensable for Penti, we take this one step further every day," he says.

He says the partnership with MySizeID is the first in the world within the underwear category. With it the company aims to offer its customers the right product first-time. "With the digital tape measure downloaded and used on smart phones, our customers can easily measure their size and add the most suitable product to their basket on Penti.com.tr with the data obtained from the measurement," he says.

But it has obvious benefits for Penti itself too. Globally, he says typical returns rates for product bought online and not tried on first are around 30%, while for Turkey specifically they are 20%. "This adds substantial additional costs to companies. Our aim for the MySizeID application is to reduce returns in online shipping by approximately 50%," he says.

And Penti has already seen such results. Earlier this year it said that returns had reduced by 50% and conversions increased three-fold for customers using MySizeID for size recommendations, compared to those that didn't during the period between March and May 2020.

In July, Penti also expanded the use of the technology to its sleepwear apparel line after its launch rollout within lingerie and swimwear.

# Conclusion

This white paper suggests that regardless of whether fit and sizing is a challenge you've tried to tackle before, it's something that retailers need to revisit.

Getting sizing and fit explanations right can help to solve common business challenges such as returns, customer conversion and sustainability, which are all now under more scrutiny than ever before. Technology is changing and there are some exciting new options being trialled. But essentially the need is for an easy way to accurately measure customers that allows them to concentrate on buying, rather than worrying about measuring. Both retailers and customers are looking for easy to use, non-invasive solutions that overcome the challenges of the past. Such solutions are starting to be delivered by emerging technologies. Embracing them can help retailers improve business efficiency at a time when they need all the gains they can get.

## KEY TAKEAWAYS

- Current solutions and their effectiveness vary
  - Adoption differs across retailers
- Reducing returns and improving conversion come at a time when cost reduction is needed
- Consumers are demanding change and will shop elsewhere if their needs aren't met
- Niche players can teach larger retailers valuable lessons in how they portray size
- Opportunities exist to better ensure customers choose the right product, first time
- Doing so opens up the opportunity of customers ordering for choice, not just size





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**MYSIZE**

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