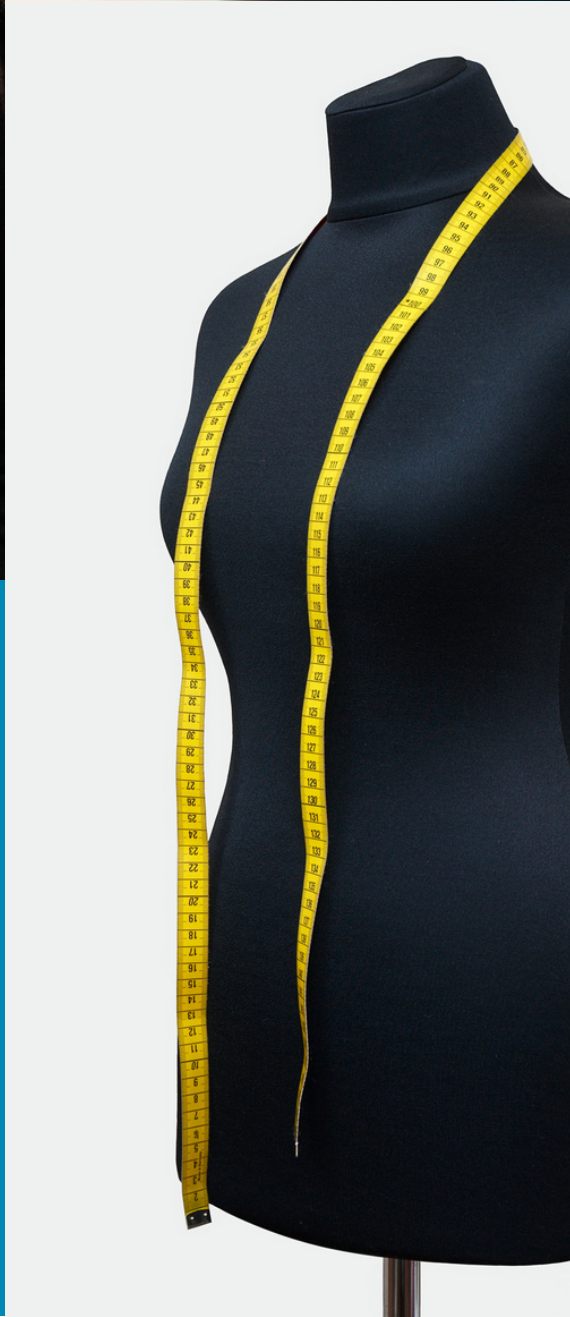# MYSIZEID

The Ultimate Guide to Size & Fit Tech

A review and comparison of the current apparel and footwear size and fit tech approaches in eCommerce.

CONTENTS

What is size & fit tech?

Size and fit technology improves the customer shopping experiences by helping them to buy the right garment size. All according to their own, personal measurements and unique body shape.

By using advanced algorithm technology, size & fit technology is able to determine customers' preferences, sizes, and body shape to optimise purchasing decisions, garment creation, product planning, and even identification of new retail opportunities.

The technology is integral to improving and modernising all stages of the shopping experience lifecycle. From the initial browsing and purchase decision, to ensuring the customer feels good in their purchase, all the way through to the returns process.

Getting the right size is fundamental to shopper confidence and garment keep rates.

However, size & fit is often overlooked by retailers. With **98% of fashion retailers still relying on the complicated size chart.** But encouragingly **1 in 5 brands in Europe are using size recommendation tech.**

There are so many different ways to approach size & fit, so we have created this guide to offer you the pros and cons of each approach.

We hope this will help you determine which approach would be most suited to your business needs.

We have even included a size & fit tech checklist to help you in your decision making process.

Why do you need a guide to size & fit tech?

98% of apparel brands in Europe are relying on complicated size charts (Internet Retailing Sizing study)

1 in 5 brands are using size recommendation tech (Internet Retailing Sizing study)

Did you know?

In the next several years, the amount of global returns is going to be over one trillion dollars a year

Challenges in eCommerce

Inconsistent sizes

A SIZE 12 IN ONE STORE IS A SIZE 10 IN ANOTHER
Brands' traditional approaches to sizing is outdated. With each retailer having their own (often complicated) sizing chart which varies wildly to the next retailer's.

VANITY SIZING IS A PROBLEM
This is exasperated by the popular use of vanity sizing - where brands produce larger clothes labelled at small sizes to appeal to customers' self esteem. Even producing sizes 0, 00, and 000.

A SIZE TRANSLATOR IS ESSENTIAL
As a result, it is nearly impossible to find sizing commonalities. They are lost in size names, regions, and even approaches to patterns

eCommerce boom

ECOMMERCE IS CHANGING
Due to Covid-19 and general advances in eCommerce, shoppers are moving online at an increasingly rapid rate.

NO MORE CHANGING ROOMS
This makes it far more difficult for consumers to touch, feel, and identify clothes that may fit. And impossible to try before they buy.

GAUGING SIZE IS IMPOSSIBLE
Instead, customers are reliant on examining catwalk videos or models (at best), and basic photos of the garments (at worst).

Cost of returns

RETURNS ARE EXPENSIVE
76% of consumers return clothes specifically due to sizing issues. This costs UK retailers alone an estimated £60bn per year.

BUT OFTEN UNAVOIDABLE
Returns are often the result of inconsistent sizing and lack of opportunity to try clothes on.

MORE UNWANTED CLOTHES
Resulting in consumers either ordering clothes that simply do not fit. Or ordering items in multiple sizes so that they can try on at home. This of course means more unwanted clothing and more returns for businesses to deal with.

Sustainability

BUSINESSES FACE PRESSURE
Both businesses and consumers are becoming aware of the challenges our environment faces. This is putting pressure on businesses to address their practices and processes, with sustainability in mind.

CONSUMERS WANT TO CHANGE
In fact, 73% of global consumers say they would change their consumption habits to reduce environmental impact.
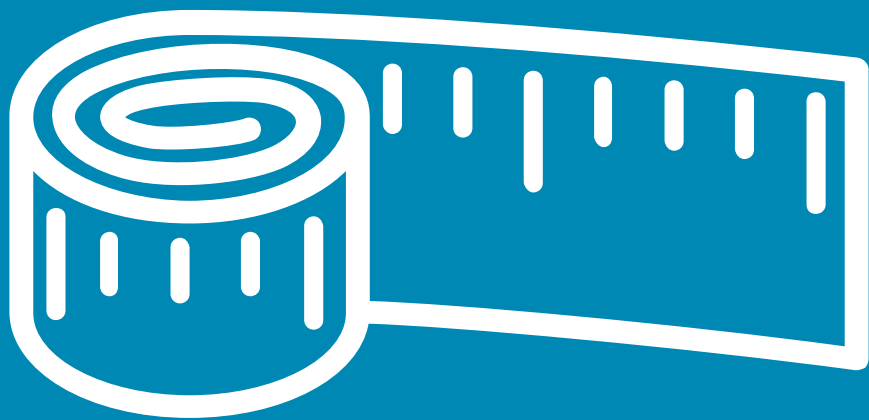
PACKAGING IS AN ISSUE
For retailers, a large proportion of this environmental impact comes from packaging and energy waste.

This is exasperated when garments are made but not purchased, or are returned.

Did you know?

A staggering 76% of clothes returned are size related

Benefits to customers

Less effort and stress

SHOPPING IS STRESSFUL
A fifth of consumers report that they find shopping stressful. With 1 in 10 consumers experiencing high stress from online shopping.

CONFIDENCE REDUCES STRESS
But when consumers can be confident that their chosen item will fit, they face one less stressor in their shopping experience. Increasing conversions.

PERFECT SIZING MAKES CHOOSING EASIER
Perfect sizing also makes the brand selection process easier. As consumers know they can shop at the specific retailer who gets it right.

More confidence

SIZE DOESN'T MAKE A PERSON
Consumers around the world are questioning why they are made to feel less worthy due to differences in their size, shape, or physical appearance.

FOCUS ON WHAT FEELS GOOD
By removing the need to adhere to specific sizing, consumers are simply able to focus on clothes that make them look and feel good. Without the pressure of defining themselves by a size label.

BUILD CONSUMER TRUST
Consumer shopping experience is much easier once they are confident in their choice. That's one less decision to make during the shopping experience.

Less returns hassle

THE RETURNS ISSUE
It is common for consumers to purchase a single item in multiple sizes, planning to return the ones that don't fit. Which can can lead to high upfront costs.

SIMPLER PURCHASING PROCESS
When buyers are confident in the sizing of a brand or garment, it removes the need to order multiple sizes.

LOWER UPFRONT COSTS
The consumer ultimately reduces their initial spend, and doesn't have to worry about high costs if they miss a returns window.

Increased conversions

Almost 70% of all online carts are abandoned.

Brands can reduce purchase abandonment and increase conversions by improving consumer confidence in purchases.

When consumers are sure they are buying their ideal fit, they are far more confident in making their purchase.

Increased loyalty

Once a consumer is confident that a brand's clothes are a good fit for them, they'll want to come back for more!

After all, why would they waste time, stress, and money searching for clothes elsewhere. When their perfect fit is with you?

Better branding

74% of consumers report that word of mouth is a key influencer in their purchasing decisions.

Which means that once word gets out that a brand's items actually fit, their reputation will start to go through the roof.

Happy customers lead to recommendations, reviews, and testimonials - all benefiting the brand.

Benefits to businesses

Benefits to businesses

Decreased returns

76% of returns are size-related. And it's costing retailers $billions.

By reducing the chances of wrong or inaccurate sizes being ordered, retailers will almost eliminate their issue with returns.

Saving them considerable costs and resource.

Less waste

By gathering insight and data into buying behaviour and sizing, brands can be far more targeted with the garments they create.

Limiting the creation of unrequired sizes or unpopular styles.

A reduction in returns will also significantly reduce the amount of packaging and resource required within the returns process.

More insight

Data gathered by size & fit technology offers retailers invaluable insight into their customers' shopping habits.

All of this information can be used to inform product development, targeted marketing campaigns, and strategic planning.

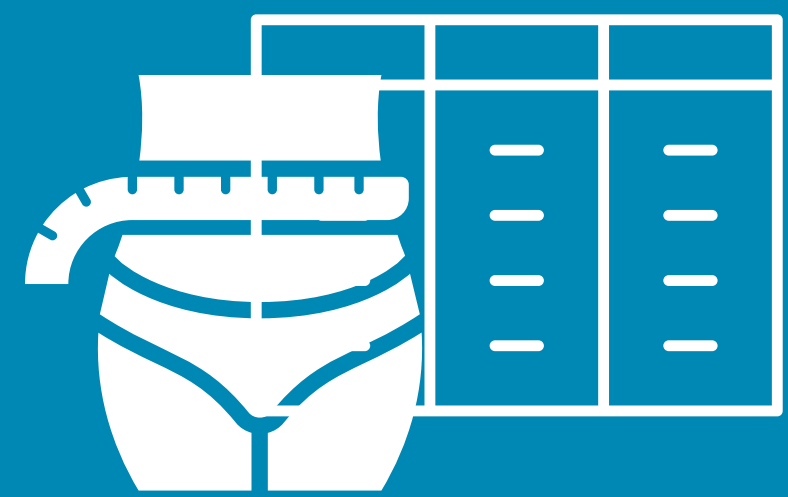Apparel retailers need to fix the root of the problem.

Getting size and fit right

There has never been a more important time than now.

To reduce the cost of

the worst holiday returns hangover in history

CURRENT MARKET SIZE & FIT TECH

Size charts

Used by 98% of Brands in EU

What is it?

Size charts are many retailers' go-to, one-size-fits-all approach to measurement.

Size charts offer general body measurements to help consumers make the right choice.

However, it doesn't necessarily fit to a specific item. And it relies on the consumer's own knowledge of their sizing, or self-measurement (often with a tape measure).

Pros

Size charts are a quick, simple, and cheap way for businesses to offer rough sizing guidance for consumers.

Cons

They are difficult to understand! They can hinder the decision making process and encourage lower conversions or buying two different sizes of the same item.

Size charts do not account for the design or material of the garment.

They are dependent on consumer knowledge of their own sizing and how to measure themselves.

Overall they are not very accurate. They don't take into account garment specifics, body shape, or tailored measurements.

CURRENT MARKET SIZE & FIT TECH

What is it?

This approach compares items of clothing that the customer has previously purchased to make garment recommendations.

The customer will need to measure their own items of clothing and manually enter data regarding their purchases into the tech platform to recieve their recommendations

Pros

Customers will need to measure and enter their garment data carefully.

However, when this is done well, customers will recieve fairly accurate sizing recommendations without the need to input their own physical measurements.

Cons

The process of measuring garments and inputting data is very time consuming for the customer.

This approach is also dependent on customers' ability to measure accurately. Any mistakes made will result in inaccurate sizing recommendations.

Also, factors such as design, cut, material, and body shape are not taken into consideration.

Current wardrobe

CURRENT MARKET SIZE & FIT TECH

Survey

What is it?

The consumer will fill out a survey based on their own knowledge of their specific size & fit requirements.

This information is passed onto the retailer, who will either manually, or through automation, provide the most suitable garments.

Pros

Surveys are fairly fast, easy, and cost effective for retailers.

Most of the owness is put on the consumer to fill out the survey, so the retailer has limited involvement.

Cons

The sizing supplied is based on consumers' own subjective perceptions, or ability to measure themselves. Both of which could be highly inaccurate.

Additionally, survey questions only offer part of the full picture of the customer requirements. Not the perfect fit for all garments in the collection

Lastly, retailer information does not always account for design, material, or consumers' body shape. So overall suggestions are not tailored or accurate to the individual.

CURRENT MARKET SIZE & FIT TECH

What is it?

This approach uses the consumers' smartphone or smart-device camera as a sensor to take a picture of the user. Often wearing minimal clothing or just underwear.

Measurements are then automatically determined from this photo.

Pros

As sizing is done on consumers' personal smartphone or smart-device, there is little cost or resource involved for the retailer.

Cons

One of the main concerns with camera-based measurements is privacy and access to images of the user, all of which can vary across jurisdictions.

Results can easily be inaccurate due to lighting, background, camera angle, and clothing worn.

There are many variables which need to be considered for accurate results. Which can be frustrating for the user.

Camera

Used by giants like Amazon

CURRENT MARKET SIZE & FIT TECH

Body match

What is it?

This approach identifies a 'body match' for the customer - based on other customers with similar body measurements, or other brands that the consumer has puchased from

These are placed into 'size & fit profiles' that incorporate sizing and returns data to provide accurate garment suggestions.

Pros

No garment data is required, simply purchase and returns data is used.

This makes for a straightforward approach that is quick to launch.

Cons

A significant amount of purchase history is required for this approach. Which means gathering data on a large volume of transactions, returns, or manual inputting of sizing. This can be time and resource intensive.

This approach also doesn't consider the customer's own body shape, or preferences. Nor the specific details of the garments.

CURRENT MARKET SIZE & FIT TECH

What is it?

The avatar approach takes customer measurements, for example weight, height, and chest size, to create a visual avatar of themselves.

They can then use this avatar to see what items of clothing would look like on their 'virutal' body.

Pros

If done well, the experience of the avatar can be incredibly useful in visualising what outfits look like on the invidual's shape and body size.
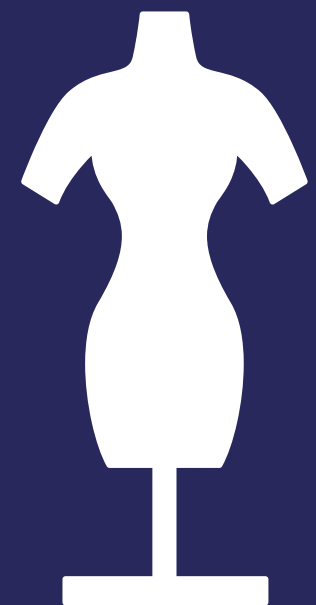
Cons

However, this approach is particualrly time, resource, and budget intensive.

It involves photography and graphic design as well as the matching of garment data.

Additionally, it puts the emphasis on the appearance of the avatar, rather than the size the customer needs.

Avatar

CURRENT MARKET SIZE & FIT TECH

Body scanner

What is it?

Body scanners are usually hosted at retailer locations, which consumers can visit to have their body measurements scanned.

Pros

Body scanners have higher accuracy levels than size charts, cameras, and surveys.

They do not cause any privacy issues, as they do not require access to consumers' personal smartphones or smart-devices.

Cons

Body scanners are not only costly but also require a suitable space for accessibility and to be operated by a professional.

Due to their complicated nature, employees will also require operational training. Which is an added expense.

And it is not accessible for impulsive shoppers, as appointments need to be made, and time needs to be spent on the scan.

Many retail outlets have had to close during Covid-19, meaning that body scanners are proving to be less popular.

CURRENT MARKET SIZE & FIT TECH

What is it?

By using a smartphone's motion sensors, consumers are able to take four quick and simple personal body measurements.

This is complemented by a series of simple questions to fine-tune the customer's size & fit data.

Shoppers are then able to build a highly-tailored profile that is matched with the output from AI, big data, and the retailer's size charts. Producing highly accurate, personalised recommendations.

Pros

AI tech offers **the** most accurate and user-friendly size & fit measurements available today. It can be used at home and instore!

There are multiple ways to get a size recommendation. Quick weight and height data estimation. Or taking four easy measurements for the perfect fit.

Results are not affected by clothing, lighting, or angles. All aspects of the garment are considered, such as material composition and design.
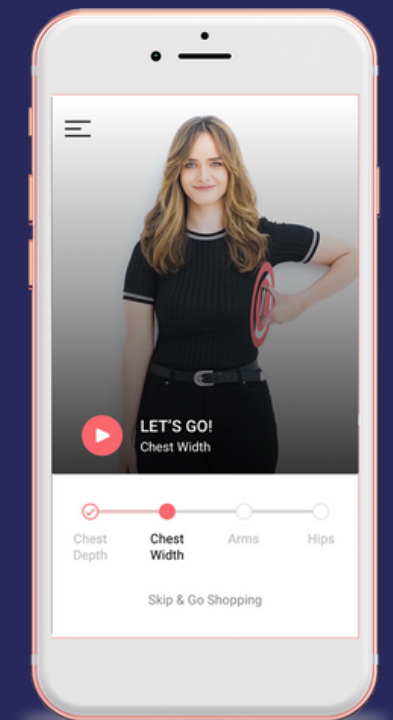
There are also no privacy concerns associated with AI tech, like with cameras.

Cons

Brands must ensure they find the best possible provider for their AI tech.

Our handy checklist below can help with the selection process.

AI tech

MYSIZEID

LET'S GO!
Chest Width

Chest Depth | Chest Width | Arms | Hips

Skip & Go Shopping

Size & fit tech checklist

When reviewing different size & fit tech, ensure that your chosen solution provides the following:

Improved ROI
Whether you are looking to reduce returns, increase conversions, or improve the average cost per sale.

Ease of use
How many steps does the consumer have to take to input data? Are there different options?

Accuracy
How accurate are the measurements? Is there room for consumer error?

Pricing
Not just the upfront costs, but ongoing. Will training be required? What is the internal cost of time/resource to get set up?

Advanced features
Such as the ability for consumers to buy for others with the confidence that they are buying the right size.

Multiple category support
Are all your necessary categories such as shoes, lingerie, and jeans all supported?

Size & fit tech checklist

When reviewing different size & fit tech, ensure that your chosen solution provides the following:

✓ **In-store capabilities**
Does the tech offer personalised, in-store solutions for bricks and mortar retailers?

✓ **Integrations**
Does it integrate with eCommerce platforms such as Shopify and Magento? Or offer bespoke integations? Many don't!

✓ **Onboarding**
Is it quick and easy to upload size charts and data? Is there a support or onboarding team?

✓ **Smooth customer journey**
Will the customer journey be disrupted by any third party technology?

✓ **Protects consumer privacy**
Will your customers be handing over sensitive or private information?

✓ **Greener world**
Does the solution support green initiatives and sustainability?

Brand success

Penti is a lingerie retailer boasting 300 stores and exporting to 43 countries.

Penti increased their online lingerie sales 3X with MySizeID Digital Measurement Fitting Technology.

The MySizeID App was made available to Penti users to record their body measurements, with their smartphone, and create a personalized size profile.

The Widget was also integrated into the relevant lingerie and sleepwear product pages, making personalised size recommendations based on the apparel input into MyDash, their personalised size & fit from the app, or the online sizing wizard.
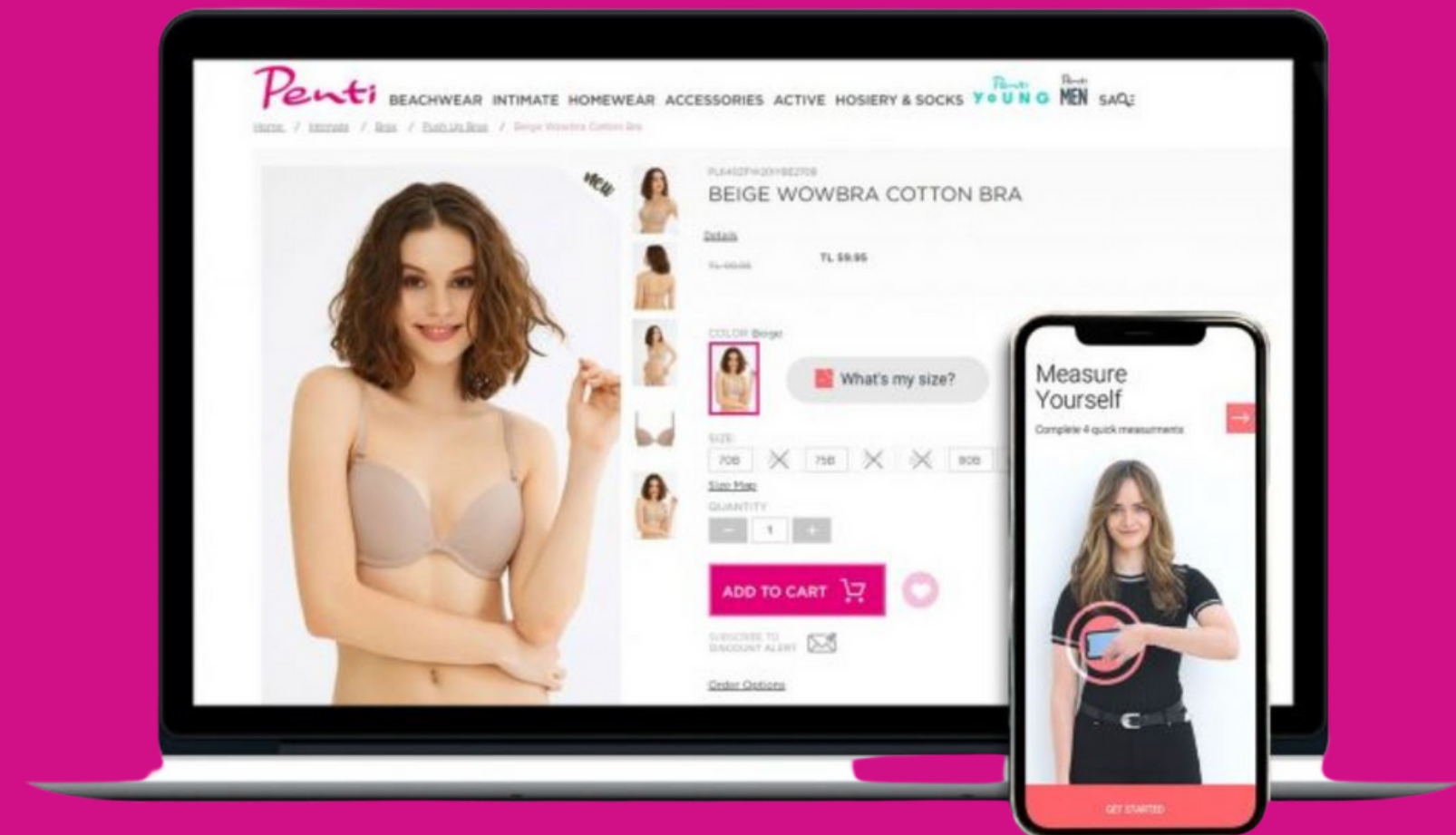
The results

Incease in sales with MySizeID users

50% reduction in returns with MySizeID size recommendation

MySizeID has also been added to Penti's sleepwear apparel line
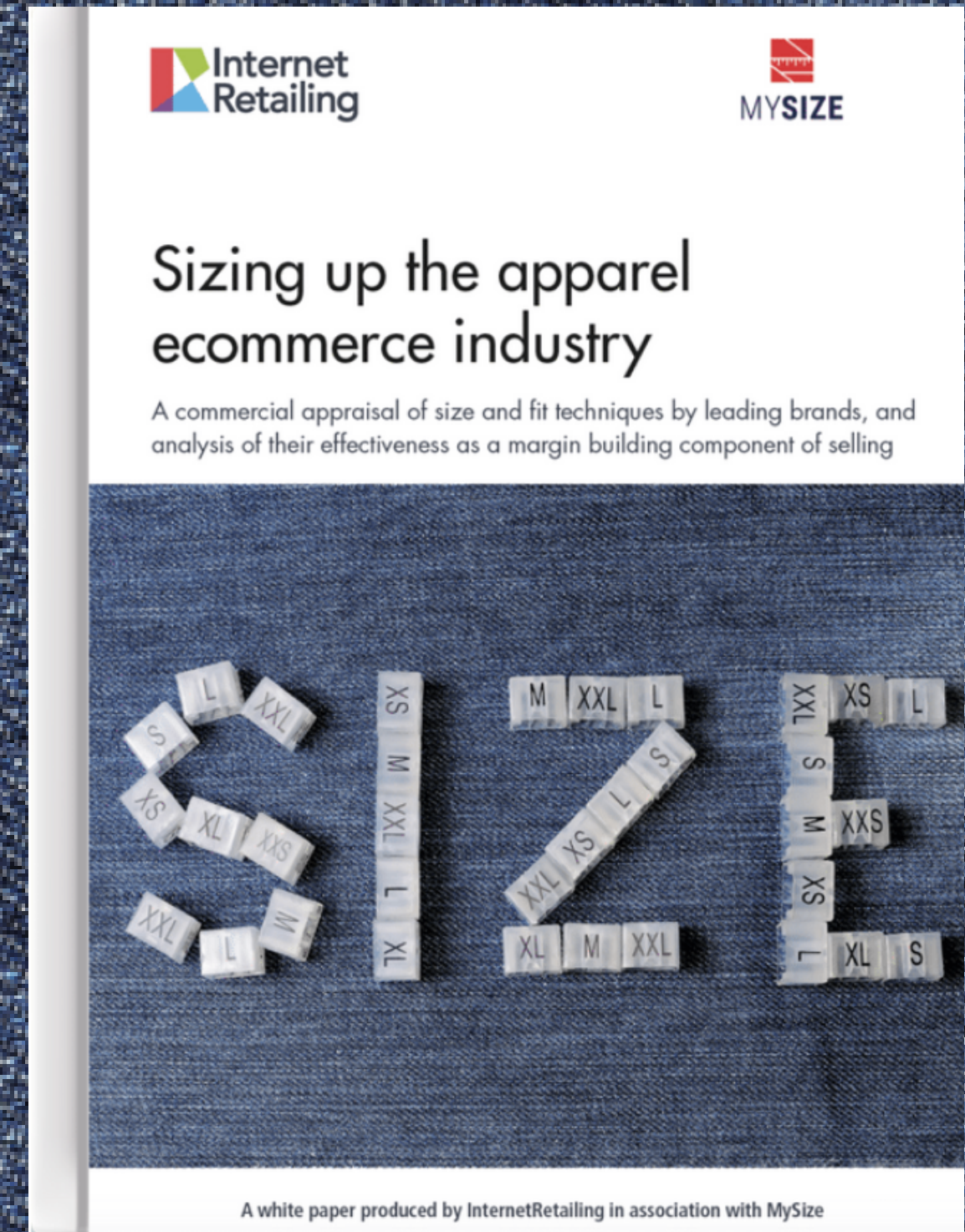
Check out Penti in action

MYSIZEID

WHITEPAPER: SIZING UP THE APPAREL ECOMMERCE INDUSTRY

Internet Retailing Size and Fit whitepaper, featuring MySize and clients

An all-encompassing overview of the size and fit techniques used by leading brands

Internet Retailing

MYSIZE

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

A white paper produced by InternetRetailing in association with MySize

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BOOK A DEMO

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