PREMIUM ACTIVEWEAR · SMART SIZE CHART™

Certainty at checkout, not a size chart.

A premium performance apparel brand, on a mission since 2015, wanted shoppers to feel confident choosing a size — and to stop returning what didn't fit. Smart Size Chart replaced the chart with a recommendation.

ACTIVEWEAR
BRAND



SOLUTION

Smart Size Chart™

> "The global sportswear market is expected to grow to €395 billion by 2025, at an annual rate of 8 to 10 percent."
>
> BUSINESS OF FASHION

HOW IT WORKS

01 The shopper answers four to six simple questions — no tape measure, no photos.

02 Bold Metrics builds a digital twin carrying 50+ body measurements.

03 One size comes back, mapped to the brand's own fit and size chart.

3X	$25.17	20%
CONVERSION LIFT	HIGHER ORDER VALUE	FEWER FIT RETURNS

THE BRAND

Since launching in 2015, this company has been on a mission to make premium performance apparel inspired by an active lifestyle. This partnership overview shares the challenges the brand was having before implementing Bold Metrics' Smart Size Chart and the results they saw after implementation.

THE CHALLENGES

The brand wanted to increase customer confidence in selecting the right fit to offer a more personalized shopping experience, increase conversion, and significantly decrease returns due to sizing uncertainty.

PROVEN RESULTS

3X
Conversion lift
Driven by size confidence

$25.17
Higher order value
Per order, vs. non-users

20%
Fit return reduction
Share of returns due to fit

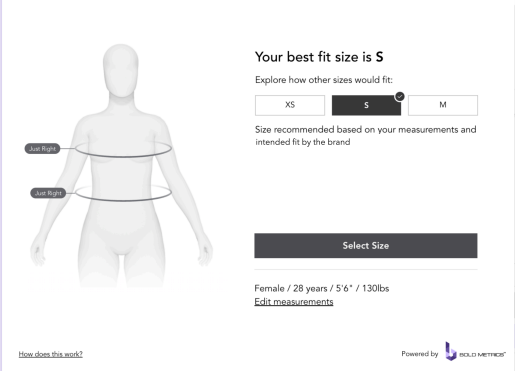
THE SOLUTION

Smart Size Chart™

After implementing Bold Metrics' Smart Size Chart the brand's conversion rate jumped 3X due to the enhanced size confidence for online shoppers.

The increased confidence also resulted in a $25.17 higher average order value. Since implementing the Smart Size Chart, the brand has reduced the proportion of returns due to fit by 20%.

WHAT THE SHOPPER SEES



SMART SIZE CHART ON THE BRAND'S SITE

What could Bold Metrics do for your brand?

UNLOCK THE POWER OF BODY DATA · BOLDMETRICS.COM

Book a Demo Today