TECHNICAL DESIGN · APPAREL INSIGHTS®

# Grading changes, validated before production.

A standard size chart could not serve this brand's commitment to fit and sustainability. It needed real customer body data to validate grading before cutting samples — not after.

SUSTAINABLE
LIFESTYLE
BRAND

SOLUTION

**SSC → Apparel Insights®**

> "We desperately wanted data to validate proposed grading and size chart changes. With the data from Bold Metrics, we referenced data from our actual customers on our site to validate our work before going live. CLUTCH!"
>
> **SENIOR TECHNICAL DESIGNER**

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 grading and size chart.

**2**
PHASE ROLLOUT

**SSC**
BODY DATA SOURCE



### THE BRAND

A sustainable lifestyle brand offering apparel, sleepwear, wellness, and home goods for mindful men and women. Driven by a mission to bring comfort to everyday life through content, commerce, and community, the brand is deeply committed to giving back and minimizing its environmental footprint.

### THE CHALLENGES

Their dedication to exceptional fit and sustainability meant a standard size chart wouldn't cut it. They needed accurate, real-world body data to validate size charts and grading before production.

They also needed insight into where fit gaps existed, which sizes drove the highest returns, and data to refine grading rules — reducing waste from unnecessary sampling and production errors.

## PROVEN RESULTS

# Phase 1

**Smart Size Chart™**
Personalized size from a few inputs

# Phase 2

**Apparel Insights®**
Real body data across technical design

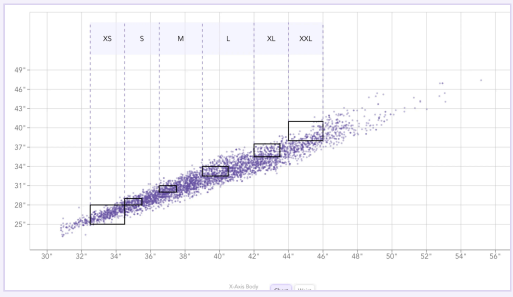
### THE SOLUTION

Apparel Insights®

The brand first implemented Bold Metrics' Smart Size Chart, giving shoppers personalized size recommendations from a few quick inputs — no measurements, photos, or scans. With anonymized shopper body data flowing in, the brand then used Apparel Insights to put that data to work across technical design.

They validated grading changes before production, visualized fit coverage to spot gaps across sizes, analyzed return rates by size, and designed new gradation rules.

### WHAT THE TEAM SEES




SIZE OPTIMIZATION & MARKET CAPTURE

## What could Bold Metrics do for your brand?

UNLOCK THE POWER OF BODY DATA · BOLDMETRICS.COM

**Book a Demo Today**