LUXURY OUTERWEAR · SMART SIZE CHART™

Luxury fit, without the luxury return rate.

When a parka costs what a parka from Canada Goose costs, a shopper who isn't sure of their size doesn't guess — they leave, or they order two. Smart Size Chart removed the guess.

CANADA GOOSE



SOLUTION
Smart Size Chart™

LIVE SINCE
2021

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 Canada Goose's own fit and size chart.

2X
CONVERSION LIFT

$788K
ADDED REVENUE

21%
FEWER RETURNS

THE BRAND

Canada Goose is one of the world's leading makers of luxury apparel with a special focus on high-performance outerwear. The globally recognized brand is working towards creating a more sustainable way of manufacturing while also allocating resources toward community and environmental initiatives.

THE CHALLENGES

Luxury items tend to have higher return rates. Due to the high cost and value of Canada Goose apparel, return rates significantly affect the bottom line.

Customers aren't willing to spend the money if they aren't sure how an item will fit, which greatly affects conversion.

PROVEN RESULTS

2X
Conversion lift
vs. shoppers who don't use it

$788K
Added revenue
2.5% lift in order value

21%
Return reduction
Sustained since 2021

THE SOLUTION

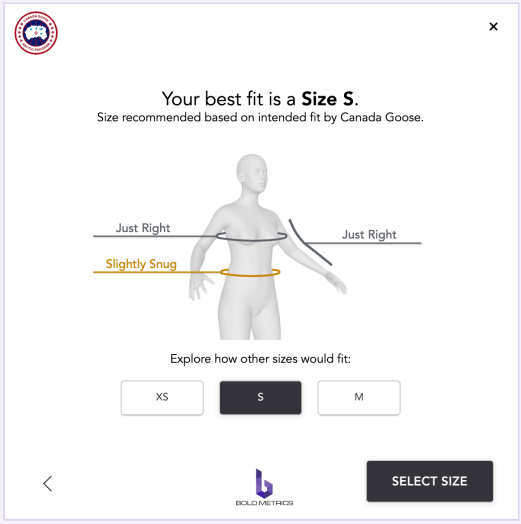
Smart Size Chart™

86%
of shoppers who clicked "Find My Size" completed the survey.

Within the first three months, Canada Goose saw a fantastic adoption rate — and those shoppers were more likely to become repeat visitors. Conversion has continued to climb year over year since, with the largest gains among shoppers who complete the survey.

Average order value for shoppers using the Smart Size Chart runs 2.5% higher than for those who don't. Returns are down 21%, and the share attributable to fit continues to fall.

WHAT THE SHOPPER SEES



SMART SIZE CHART ON CANADAGOOSE.COM

What could Bold Metrics do for your brand?

UNLOCK THE POWER OF BODY DATA · BOLDMETRICS.COM

Book a Demo Today