PERFORMANCE MENSWEAR · SMART SIZE CHART™

Large trim or classic medium? Answered.

Mizzen+Main's fit is deliberately consistent — but a shopper still had to work out which cut was theirs. Smart Size Chart made that the site's job, not the customer's.

Mizzen+Main

SOLUTION

Smart Size Chart™

> "Bold Metrics has been a key driver in improving our ecommerce performance. By helping customers make more confident sizing decisions, we've significantly reduced return rates and seen a clear lift in both AOV and conversion rate."
>
> NATALIE SHADDICK · VP OF ECOMMERCE, MIZZEN+MAIN



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 Mizzen+Main's own fit and size chart.

2.6X
CONVERSION LIFT

30%
HIGHER ORDER VALUE

73%
SURVEY COMPLETION

THE BRAND

Mizzen+Main combines performance fabrics with modern silhouettes to create clothes that look great and feel even better. Originally known for The Best Damn Dress Shirt, Mizzen+Main now creates multiple lines of apparel, helping men feel a lot more comfortable and even more confident.

THE CHALLENGES

Mizzen+Main delivers exceptional online experiences and wanted to go beyond size charts, which resulted in shopper hesitation around fit and sizing.

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

PROVEN RESULTS

2.6X

Conversion lift
Driven by size confidence

30%

Higher order value
vs. shoppers who don't use it

THE SOLUTION

Smart Size Chart™

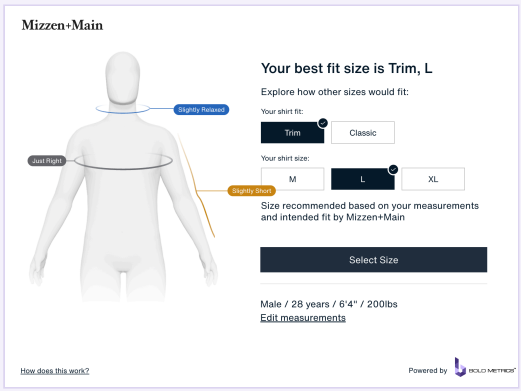
73%

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

Within months, Mizzen+Main saw a fantastic adoption rate, and those shoppers were more likely to become repeat visitors. The brand's conversion rate initially jumped 2.6X and has continued to increase.

Mizzen+Main's average order value for shoppers using the Smart Size Chart is 30% higher than for shoppers not using the Bold Metrics solution.

WHAT THE SHOPPER SEES



SMART SIZE CHART ON MIZZENANDMAIN.COM

What could Bold Metrics do for your brand?

UNLOCK THE POWER OF BODY DATA · BOLDMETRICS.COM

Book a Demo Today