WEDDING SUITING · VIRTUAL SIZER™

Confidence in a suit they've never tried on.

Nobody wants to gamble on fit for their wedding day. SuitShop's challenge was convincing couples that a suit bought online would fit — and doing it with a survey short enough that nobody reached for a tape measure.

SUITSHOP

SOLUTION
Virtual Sizer™

LIVE SINCE
October 2019

> "Having an accurate fitting tool was important to our engaged couples searching for wedding suiting to ensure their guys would look sharp on their big day."
>
> **DIANA GANZ · CO-FOUNDER, SUITSHOP**

HOW IT WORKS

01 The customer answers a handful of questions they already know off the top of their head.

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

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



30%
FEWER FIT EXCHANGES

2016
SUITING COUPLES SINCE

THE BRAND

Diana Ganz and Jeanne Foley created SuitShop in February 2016 — originally The Groomsman Suit — after recognising the market potential in affordable, stylish suiting that actually fits engaged couples and their parties.

The brand sells almost entirely online, to groups buying for one fixed date.

THE CHALLENGES

SuitShop's biggest challenge was giving customers the confidence that buying a suit online for their big day would be simple, and end in something that fit and looked good.

Equally as important as accuracy was the ease of the survey itself. The key was to ask only questions customers would know off the top of their heads — no measuring tape required.

Every exchange or reorder carried a hard deadline behind it. A suit that arrived wrong weeks before a wedding was a service problem as much as a shipping cost.

PROVEN RESULTS

30%

Reduction in fit-related exchanges and reorders

Since going live in October 2019

THE SOLUTION

Virtual Sizer™

SuitShop integrated Bold Metrics' Virtual Sizer onto their online platform in October 2019, giving customers a fast and accurate way to get fitted without self-measurement. The low-friction tool let the brand grow digitally while cutting reorders and exchanges.

"They didn't just sell us their product and leave it to us to figure out how to use it. They've made sure we're getting the most out of it and as a result of their support, we're seeing better results than we hoped for." — Diana Ganz

Beyond cutting costly exchanges, the tool let SuitShop fit customers from anywhere — the condition for growing digitally first.

What could Bold Metrics do for your brand?

UNLOCK THE POWER OF BODY DATA · BOLDMETRICS.COM

Book a Demo Today