The Future of Fit: How Personalization & Fit Preference Are Transforming Apparel Retail



"Personalize or perish" is the mantra of apparel retailers looking to outperform the market. Bespoke experiences once considered luxury are now baseline expectations: 70% of shoppers now expect brands to cater to their preferences.[1]

Size and fit friction stands out as a leading conversion deterrent — and a massive opportunity for retailers to sway consumers to "buy now."

How fit friction kills apparel conversions

#1 reason for apparel returns = size and fit

96% of shoppers say fit is the most frustrating aspect of online apparel shopping.[2]

70% of apparel returns stem from poor fit.[3]

46% of shoppers abandon carts because they're unsure of fit.[4]

Countering consumers' hesitation reflex

Rising consumer impatience and distrust of what they see on screen are driving a "hesitation reflex."[5] To that end, catering to individual fit preferences is a game-changer.



Same body, different preferences

Fit is highly personal. Even shoppers with identical measurements prefer different fits.

Preference-driven, AI fit recommendations

Savvy retailers are turning to AI on a per-garment, per-customer basis, incorporating personal fit preferences.

Confidence drives sales

+4X average increase in conversion when retailers factor fit preference into size recommendations.[6]

Proof's in the pudding: How personalized fit recommendations impact apparel sales

Imagine being measured instantly from head to toe by a master tailor. Thanks to AI, that's possible with simple inputs — no privacy concerns, no photos or measuring tape required.

Retailers that create compelling size/fit experiences for online shoppers see significant gains in consumer adoption, conversion, and order value.

RETROFÊTE

+15.3X CVR

20% of all purchases were made using Bold Metrics

Mizzen+Main

+3.4X CVR

+$42.08 AOV

HH

+3.8X CVR

+$65.36 AOV

19% of all purchases were made using Bold Metrics

Global athleisure brand

+12.5X CVR

+$30.74 AOV

SIMMS

+5.5X CVR

36% of all purchases were made using Bold Metrics



Preventing fit-related returns



70% of returns are due to poor fit,[7] costing retailers 66% of the item's original price to process that return.[8] Retailers leveraging Bold Metric's digital twin technology have reversed that trend by replacing fit confusion with confidence.

Impact of Bold Metrics' personalized fit recommendations on fit-related returns



The future of fit is personal

For most brands, 2025 will be another year of customer experience mediocrity, as researchers put it.[9] Retailers that elevate the most personal of apparel buying considerations — size and fit — will be best positioned to earn shoppers and dollars.

Minimize Returns, Maximize Personalization

Schedule your complimentary consultation

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