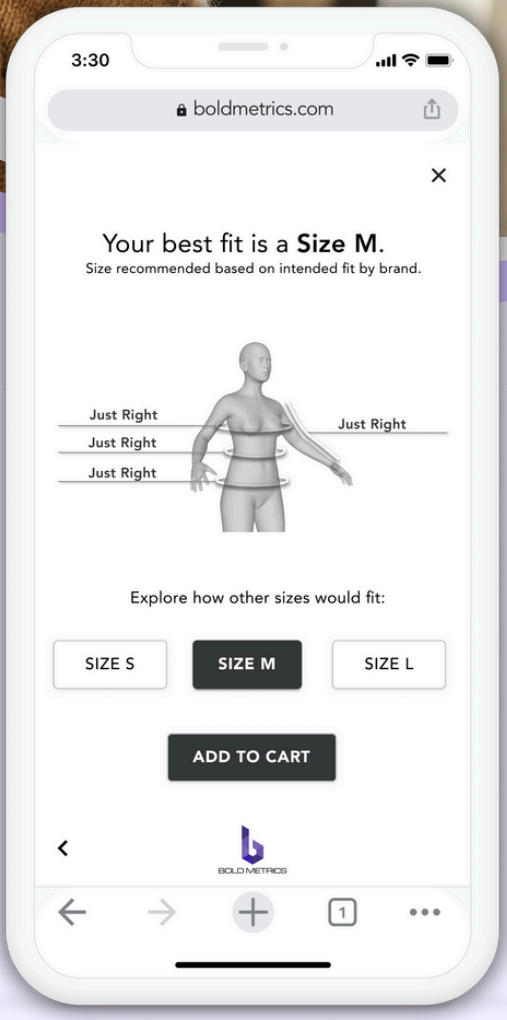


BOLD METRICS™

GUIDE

Frictionless Fit:

Your guide to optimizing fit finding user experience for conversion



Executive summary

Fit friction is a silent killer of ecommerce growth. Up to 65% of apparel returns are due to poor fit, with the average cost of each return at 30% of order value. At the same time, conversion rates suffer when shoppers lack confidence in sizing—especially on mobile, where most browsing occurs.

Apparel retailers have a persistent challenge: helping shoppers confidently choose the right size before they check out. Traditional size charts are widely used but often cause confusion, especially on mobile. Meanwhile, poor fit remains the leading reason for returns, hurting both revenue and shopper trust.

This guide presents a modern, UX-first approach to solving fit friction, combining insights from extensive user testing with practical recommendations for improving both size chart usability and smart sizing adoption.

You'll also see how online retailers have used Bold Metrics' API to build custom fit finding experiences tailored to their unique use cases – plus get bonus ideas for how to use the smart sizing API in your own online store.

In an era of rising acquisition costs and increasing shopper expectations, this ebook provides a practical roadmap to unlock profit, trust, and loyalty through optimized fit finding experiences.

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Introduction: The state of sizing

No matter how comfortable shoppers are with buying apparel online, “fit FUD” (fear, uncertainty, and doubt) is always a factor in conversion rates, and “fit failure” is the top reason for returns.

With apparel returns reaching as high as 65%[1] and the average cost of returns pushing 30% of order value[2], investing in better size and fit finding experiences makes dollars and sense.

Detailed size charts and AI-powered sizing solutions can dramatically improve a shopper’s ability to choose the right size — but only if they’re easy to find and simple to use. Usability is what turns sizing from a nice-to-have into a revenue driver.

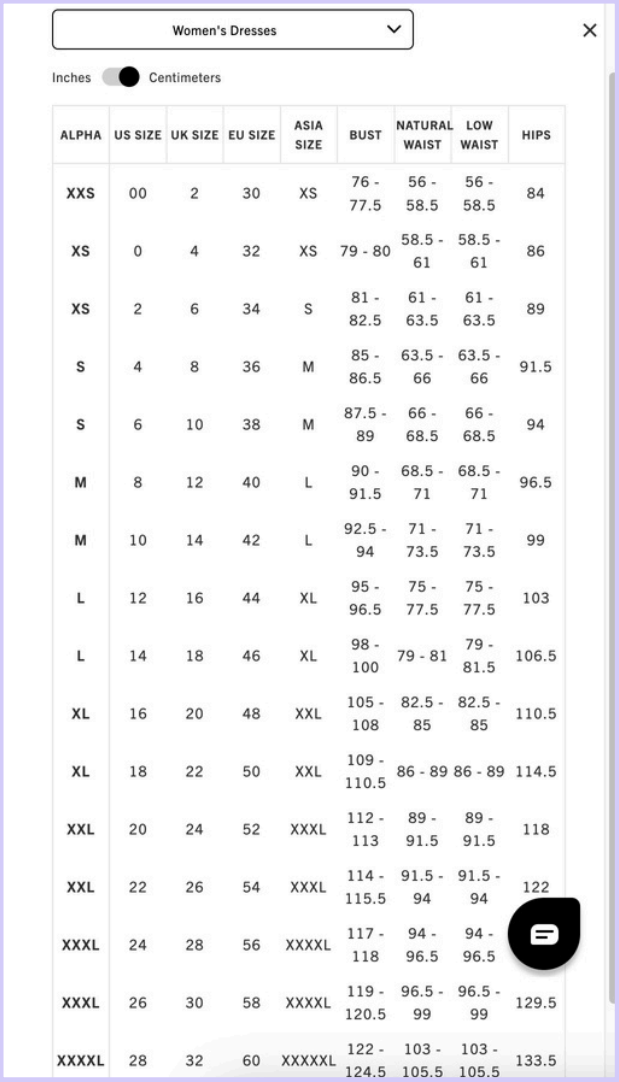
To help you improve your digital fit experience, this ebook offers a deep dive into size chart UX and smart sizing best practices, drawing on user testing from Bold Metrics and strategic insights from Ecom Ideas.
Let’s explore best practices for size chart UX, the user testing learnings that shaped the Bold Metrics smart sizing platform, and how real merchants have taken smart sizing even further with their own custom fit-finding experiences tailored to their industry use cases.

The pain of size charts

Traditional size charts remain the most common method for conveying sizing information on apparel product pages — we've observed that over 98% of online retailers use them. And still, there's no one standardized way to design size charts or organize data within them.

Some brands place reference sizes in the top row, others in the left-hand column. Some combine body measurements and international size conversions into a single table, forcing users to scan across long rows to connect values. Others leave out body measurements entirely, offering only conversion tables.

This inconsistency leaves customers to decipher each brand's size chart, and often to navigate through various tabs and toggles to find secondary information like international size conversions, size types like Petite, Tall, and Curvy, and how-to-measure instructions.

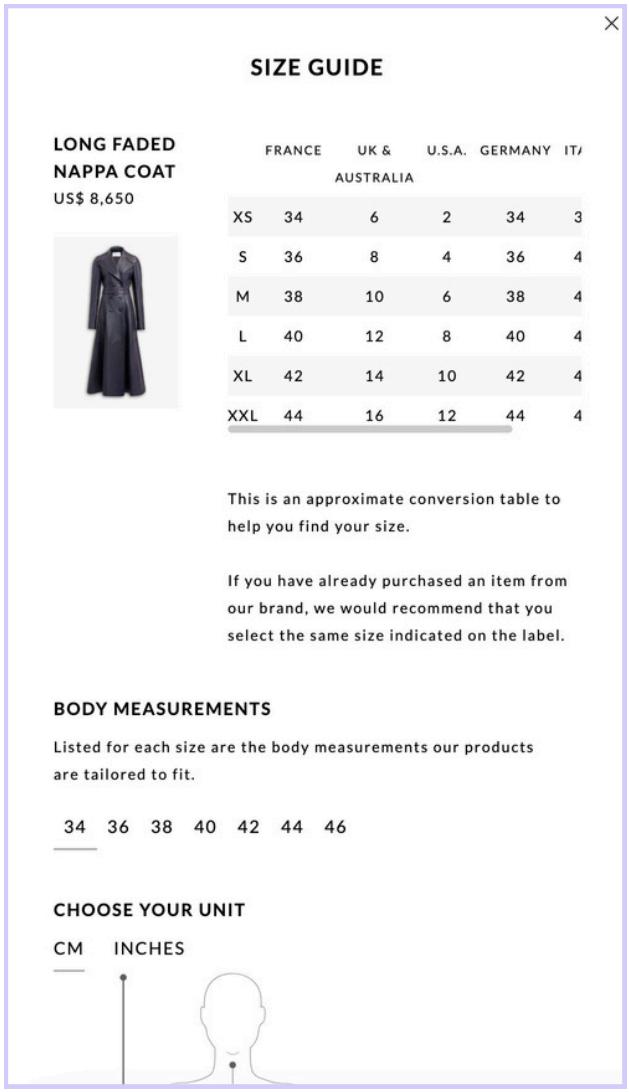


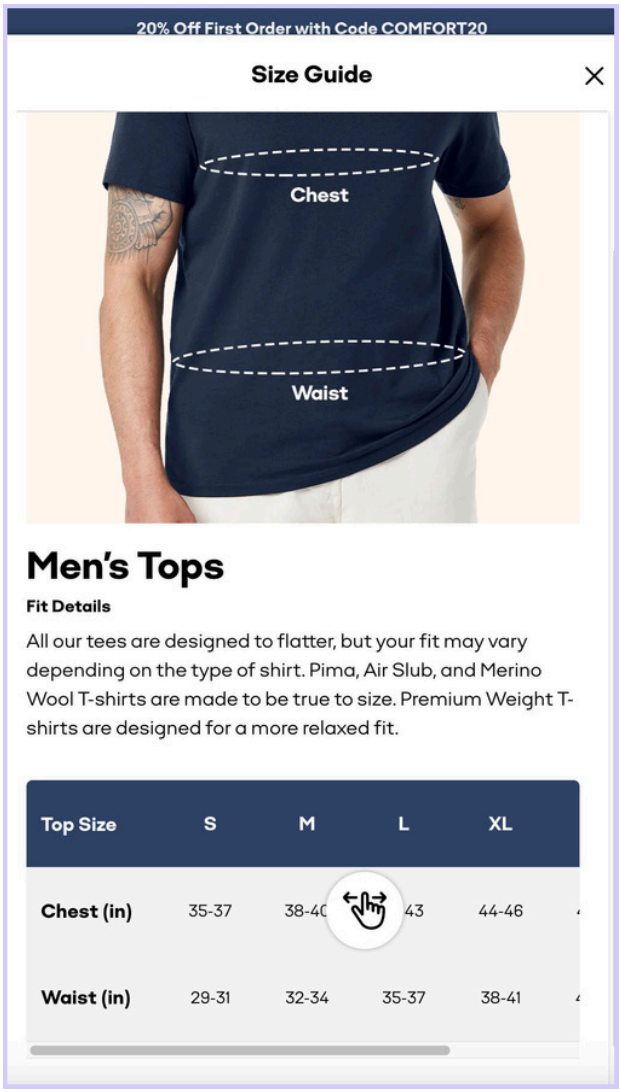
ALPHA	US SIZE	UK SIZE	EU SIZE	ASIA SIZE	BUST	NATURAL WAIST	LOW WAIST	HIPS
XXS	00	2	30	XS	76 - 77.5	56 - 58.5	56 - 58.5	84
XS	0	4	32	XS	79 - 80	58.5 - 61	58.5 - 61	86
XS	2	6	34	S	81 - 82.5	61 - 63.5	61 - 63.5	89
S	4	8	36	M	85 - 86.5	63.5 - 66	63.5 - 66	91.5
S	6	10	38	M	87.5 - 89	66 - 68.5	66 - 68.5	94
M	8	12	40	L	90 - 91.5	68.5 - 71	68.5 - 71	96.5
M	10	14	42	L	92.5 - 94	71 - 73.5	71 - 73.5	99
L	12	16	44	XL	95 - 96.5	75 - 77.5	75 - 77.5	103
L	14	18	46	XL	98 - 100	79 - 81	79 - 81.5	106.5
XL	16	20	48	XXL	105 - 108	82.5 - 85	82.5 - 85	110.5
XL	18	22	50	XXL	109 - 110.5	86 - 89	86 - 89	114.5
XXL	20	24	52	XXXL	112 - 113	89 - 91.5	89 - 91.5	118
XXL	22	26	54	XXXL	114 - 115.5	91.5 - 94	91.5 - 94	122
XXXL	24	28	56	XXXXL	117 - 118	94 - 96.5	94 - 96.5	
XXXL	26	30	58	XXXXL	119 - 120.5	96.5 - 99	96.5 - 99	129.5
XXXXL	28	32	60	XXXXXL	122 - 124.5	103 - 105.5	103 - 105.5	133.5

Size charts can be a challenge to use on mobile

With over 80% of traffic[3] to fashion and apparel sites coming through mobile, the problem is magnified. Tabular data rarely fits within a mobile viewport without requiring horizontal or vertical scrolling, especially when a product accommodates a wide range of sizes.

Charts that do "fit" within a single mobile screen may appear "squishy" or break tables in half, leading to more visual clutter and breaking the conventional all-in-one chart.





Size charts often require vertical or horizontal scrolling to view all contents

Beyond UX friction, size charts rely on a key assumption: that shoppers know their body measurements. In reality, most don't — especially mobile shoppers who are unlikely to carry a measuring tape or stop to figure it out mid-browse.

Even those who try may not measure correctly, which is why most size charts include "how to measure" guides (though these are often hidden behind links or toggles).

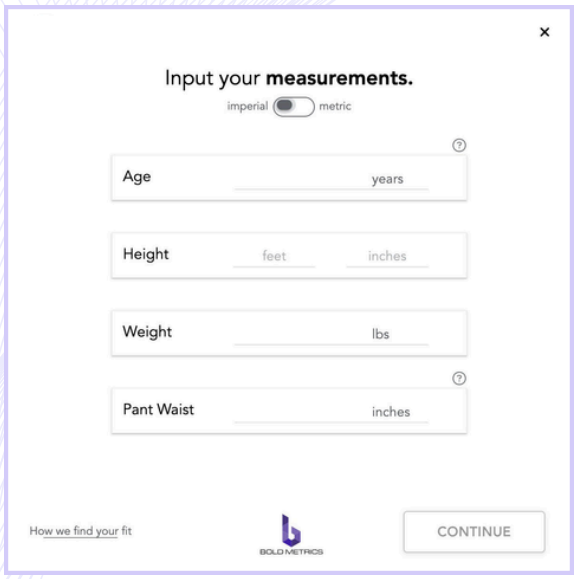
Smart size surveys

Smart sizing solutions offer a more intuitive, tape-free alternative. With just a few familiar inputs — height, weight, and age for all users, plus bra size for women or pant size for men — our smart sizing solution can recommend fit with master tailor accuracy.

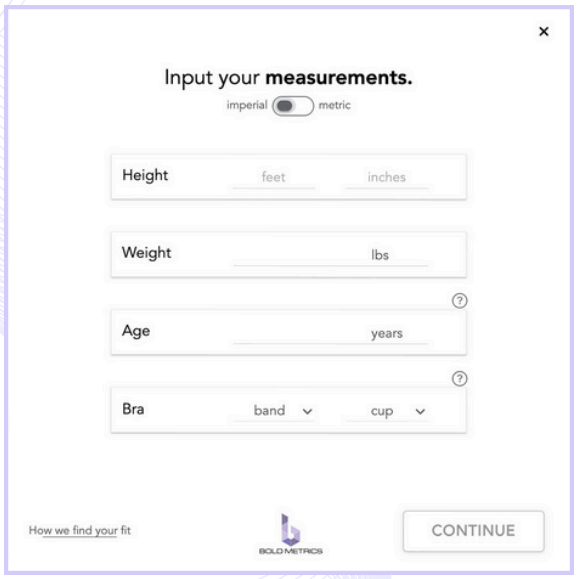
Our AI models are trained using one of the largest proprietary data sets of high-fidelity body scans in the world, paired with machine learning algorithms tested and validated by thousands of real-world fittings. Bold Metrics only needs to ask a few questions to generate a "digital twin" for each user with precision across more than 50 body measurement points. We then match this realistic body shape to the brand's garment data, tech packs, and purchase/return behaviors to recommend best-fit sizes and generate avatar visualizations.



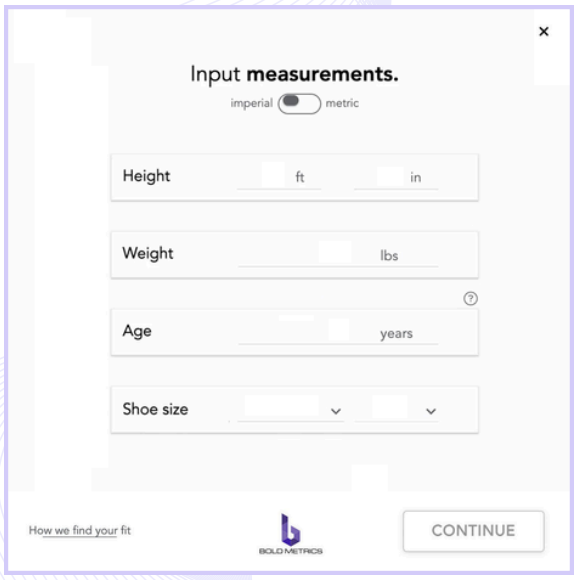
.



For men, Bold Metrics needs only Age, Height, Weight and Pant Waist to make accurate recommendations

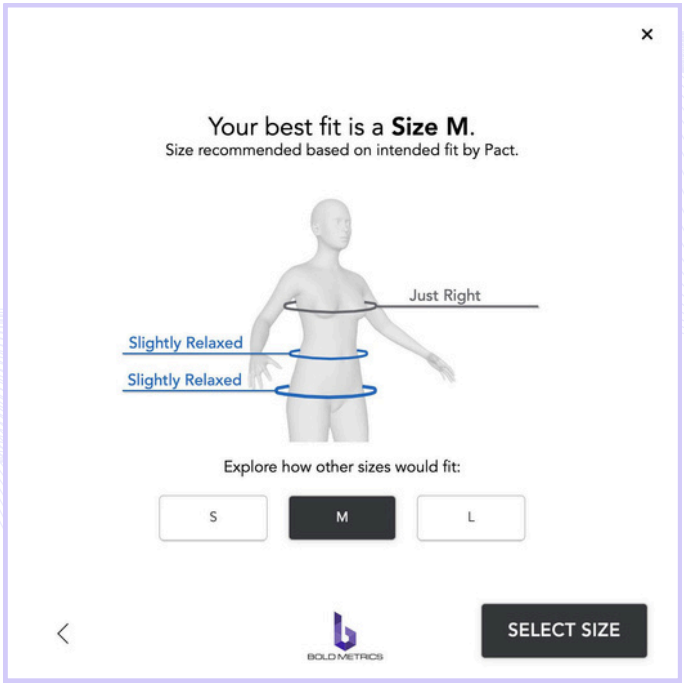


For women, we ask for Height, Weight, Age and Bra Size

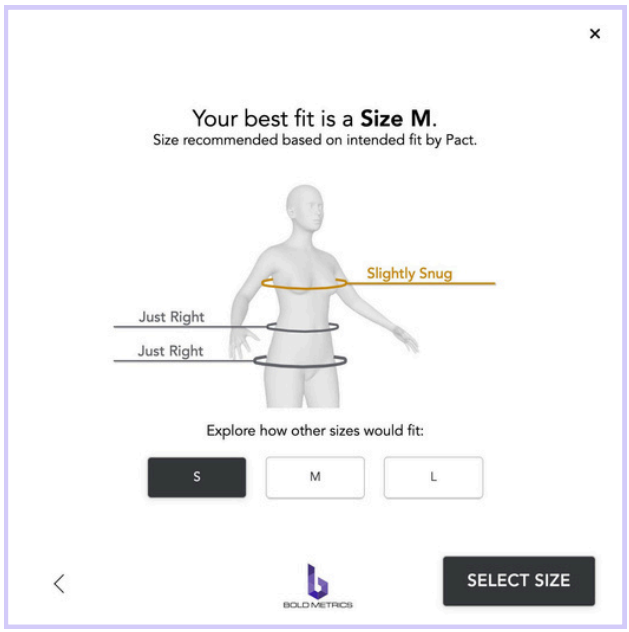


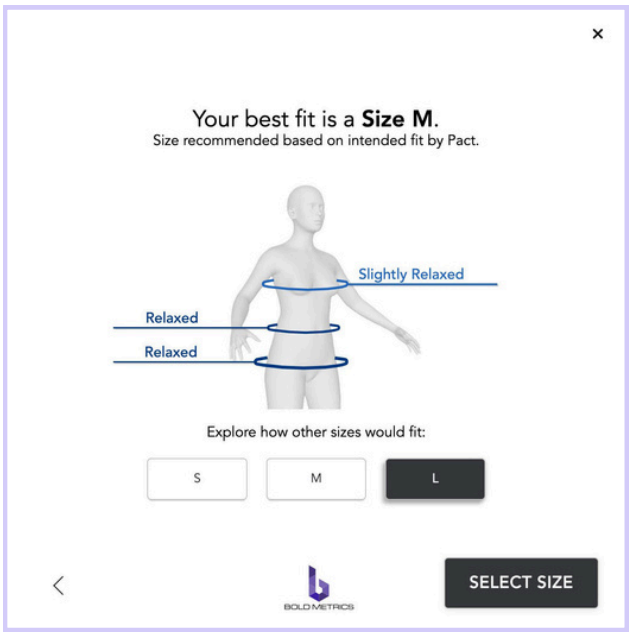
For kids, no body measurements are needed. We can provide accurate sizing with just Height, Weight, Age and Shoe Size

Calculated digital twins are then matched to the brand's best-available product data, including size charts, garment measurements, fit model data (if available), and returns history. This enables precise, personalized fit recommendations as the shopper browses individual products.



Bold Metrics recommends a best fit size from the completed survey





Shoppers can explore how sizing up or sizing down will fit based on their survey responses

Brands using AI fit recommendation see increased conversion rates and reduced returns compared to other methods. The average conversion lift across Bold Metrics customers is +400%, with a 22% bump in average order values and a fit-related returns reduction of 18%.

Despite the advantages of smart sizing, size tables are still table stakes for apparel brands. Not every shopper will initiate or complete the smart size survey, and our user testing observes that even those who use smart sizing often double-check the size chart for "good measure."

Because size charts are not going anywhere, it's essential to make them as user-friendly as possible.

CONVERSION

The average conversion lift across Bold Metrics customers is 400%

+4X

AVERAGE ORDER VALUE

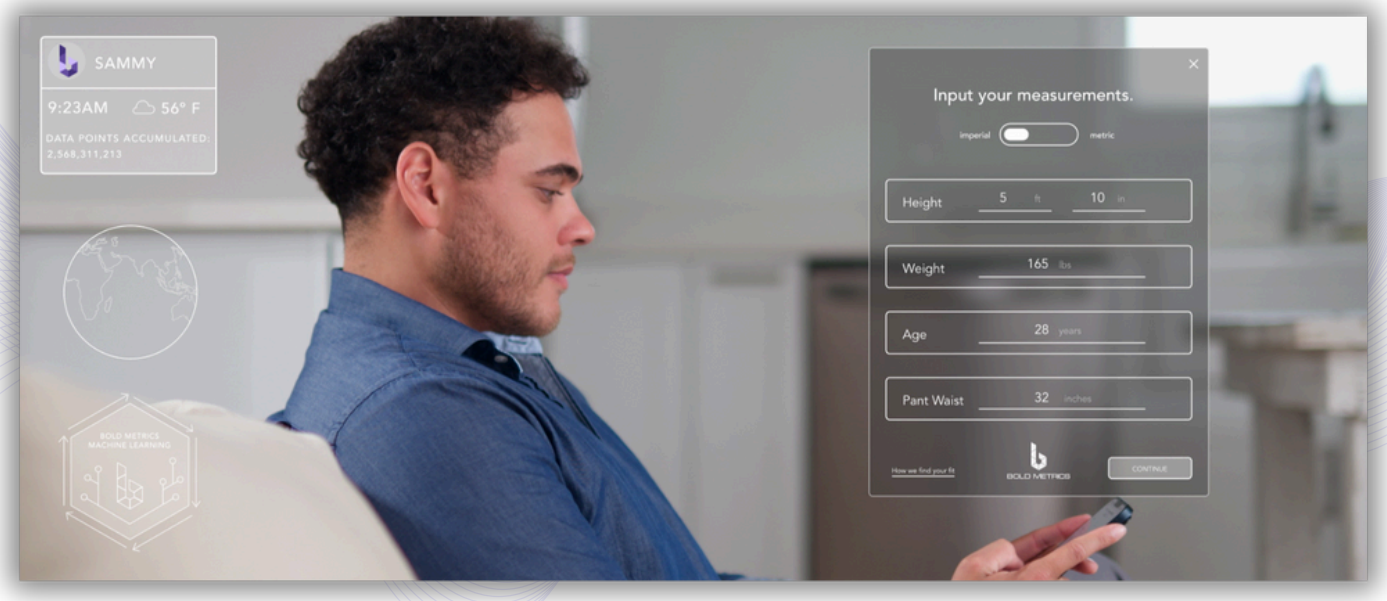
Bold Metrics customers see a 22% lift in AOV on average

+22%

FIT RELATED RETURNS

average conversion boost after using Bold Metrics AI solutions.

-18%



10 tips for more usable size charts

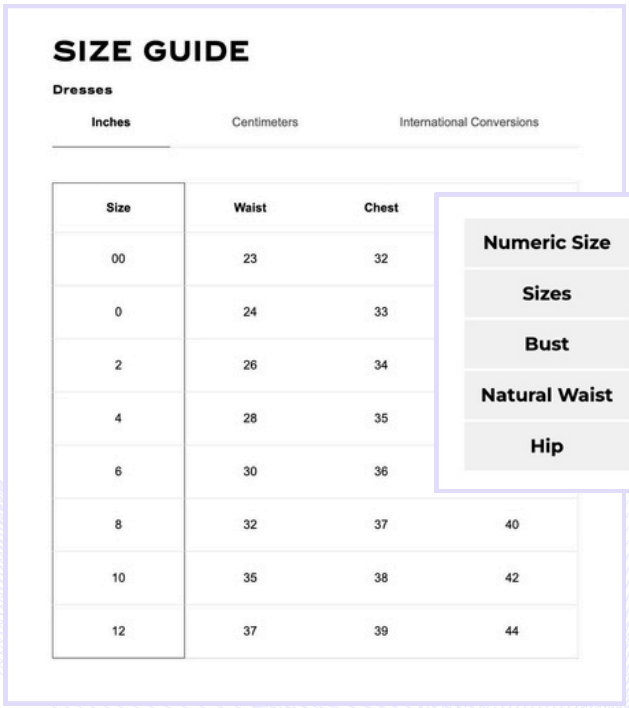
01 **Match your chart to the product type and brand**

There's nothing worse (and less trustworthy) than one generic size chart that applies to any and all product types and brands you sell. Shoppers know that even within a single brand, individual styles can have different sizing specifications and that many brands use vanity sizing that may not line up with other brands' sizes.

For the best user experience, only show size charts that match the product type being viewed, and ideally match the brand (if you sell multiple brands in your catalog).

02 **Highlight row and column headings**

It's hard work to cross-reference measurements to their body location and corresponding size when visually scanning a table. The bigger the table, the harder this is. Applying styling treatments to headings, such as bold type, borders, or shaded fields, helps users navigate tables more easily.



SIZE GUIDE

Dresses

Inches | Centimeters | International Conversions

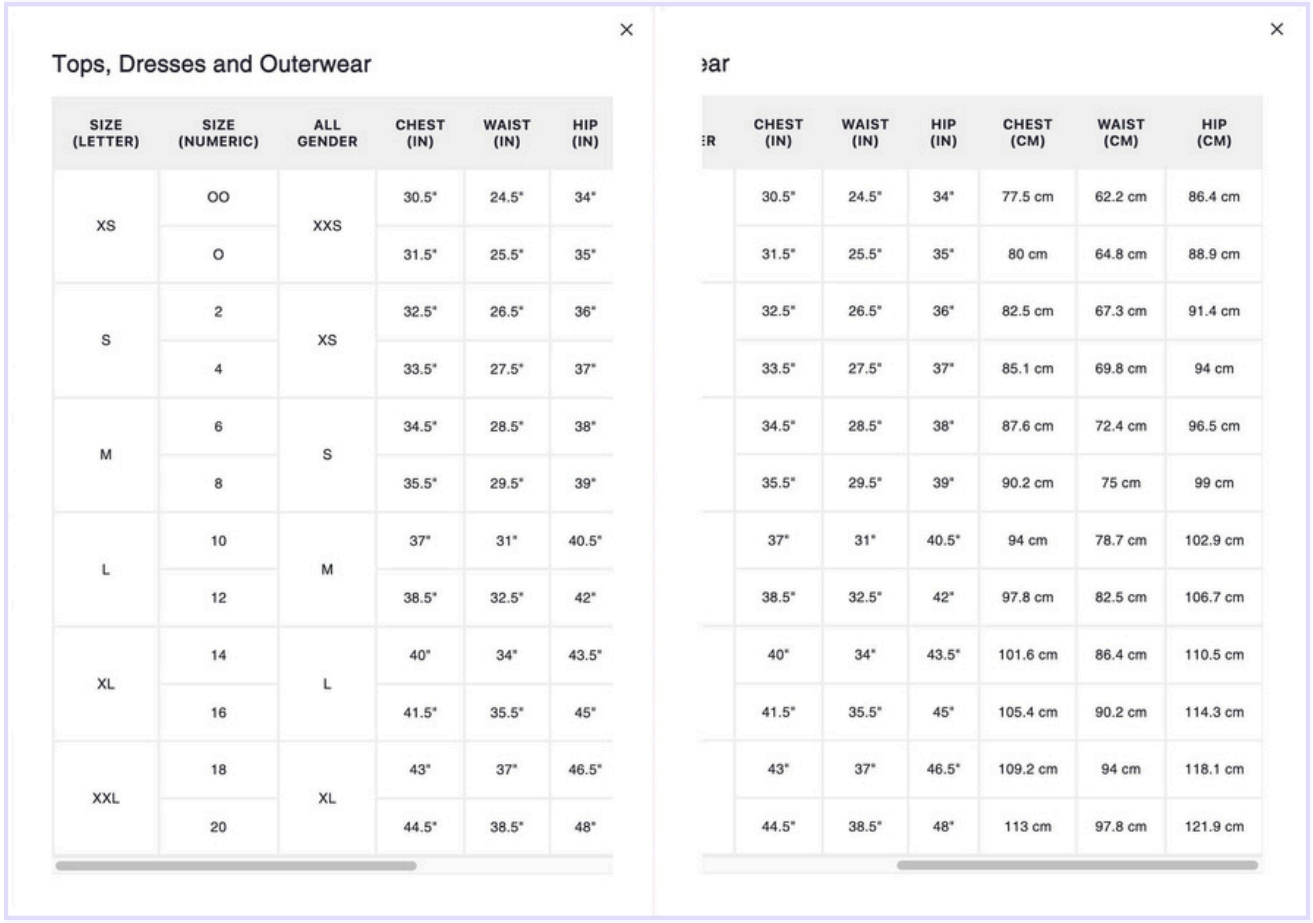
Size	Waist	Chest	
00	23	32	
0	24	33	
2	26	34	
4	28	35	
6	30	36	
8	32	37	40
10	35	38	42
12	37	39	44

Numeric Size	00	0	2	4	6	8	10	12	14	16
Sizes	XXS	XS	S	S	M	M	L	L	XL	XXL
Bust	31.5"	32.5"	33.5"	34.5"	35.5"	36.5"	37.5"	39"	40.5"	42"
Natural Waist	24"	25"	26"	27"	28"	29"	30"	31.5"	33"	34.5"
Hip	34"	35"	36"	37"	38"	39"	40"	41.5"	43"	44.5"

Highlighted headings and rows help users scan table values and associate them with their corresponding sizes and body locations

03 Freeze header rows and columns for scrollable tables

Scrollable tables are often unavoidable, especially on mobile. But if headers scroll out of view, users lose their frame of reference. Always freeze the top row during vertical scroll and the leftmost column for horizontal scroll.



Tops, Dresses and Outerwear

SIZE (LETTER)	SIZE (NUMERIC)	ALL GENDER	CHEST (IN)	WAIST (IN)	HIP (IN)
XS	00	XXS	30.5"	24.5"	34"
	0		31.5"	25.5"	35"
S	2	XS	32.5"	26.5"	36"
	4		33.5"	27.5"	37"
M	6	S	34.5"	28.5"	38"
	8		35.5"	29.5"	39"
L	10	M	37"	31"	40.5"
	12		38.5"	32.5"	42"
XL	14	L	40"	34"	43.5"
	16		41.5"	35.5"	45"
XXL	18	XL	43"	37"	46.5"
	20		44.5"	38.5"	48"

ear

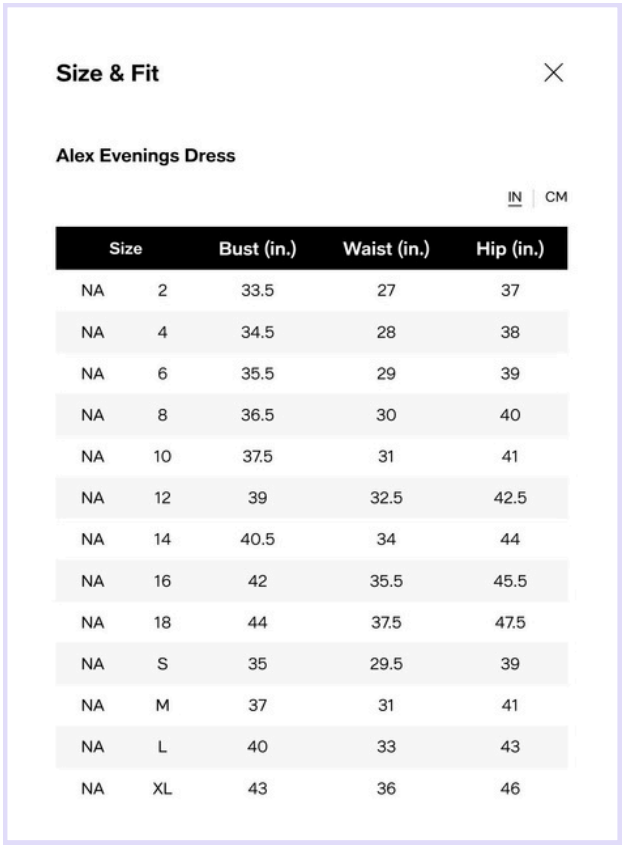
ER	CHEST (IN)	WAIST (IN)	HIP (IN)	CHEST (CM)	WAIST (CM)	HIP (CM)
	30.5"	24.5"	34"	77.5 cm	62.2 cm	86.4 cm
	31.5"	25.5"	35"	80 cm	64.8 cm	88.9 cm
	32.5"	26.5"	36"	82.5 cm	67.3 cm	91.4 cm
	33.5"	27.5"	37"	85.1 cm	69.8 cm	94 cm
	34.5"	28.5"	38"	87.6 cm	72.4 cm	96.5 cm
	35.5"	29.5"	39"	90.2 cm	75 cm	99 cm
	37"	31"	40.5"	94 cm	78.7 cm	102.9 cm
	38.5"	32.5"	42"	97.8 cm	82.5 cm	106.7 cm
	40"	34"	43.5"	101.6 cm	86.4 cm	110.5 cm
	41.5"	35.5"	45"	105.4 cm	90.2 cm	114.3 cm
	43"	37"	46.5"	109.2 cm	94 cm	118.1 cm
	44.5"	38.5"	48"	113 cm	97.8 cm	121.9 cm

A size chart without frozen reference columns loses context as you scroll right

04 Consider “zebra striping” or “bullseye hovers”

Usability studies suggest zebra striping can improve accuracy and speed for specific tasks (compared to plain or lined formatting), especially within larger datasets where users need to scan rows without losing their place.

These studies have also found that users commonly use their fingers or a mouse to track rows while using tables, especially when the content is dense and tightly packed together. Zebra striping and proper use of row spacing can eliminate the need for these “hacks.”

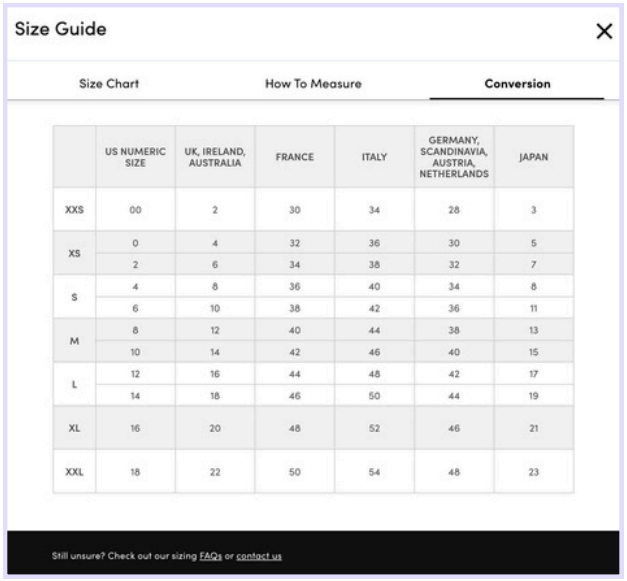


Size & Fit

Alex Evenings Dress

IN | CM

Size		Bust (in.)	Waist (in.)	Hip (in.)
NA	2	33.5	27	37
NA	4	34.5	28	38
NA	6	35.5	29	39
NA	8	36.5	30	40
NA	10	37.5	31	41
NA	12	39	32.5	42.5
NA	14	40.5	34	44
NA	16	42	35.5	45.5
NA	18	44	37.5	47.5
NA	S	35	29.5	39
NA	M	37	31	41
NA	L	40	33	43
NA	XL	43	36	46



Size Guide

Size Chart | How To Measure | Conversion

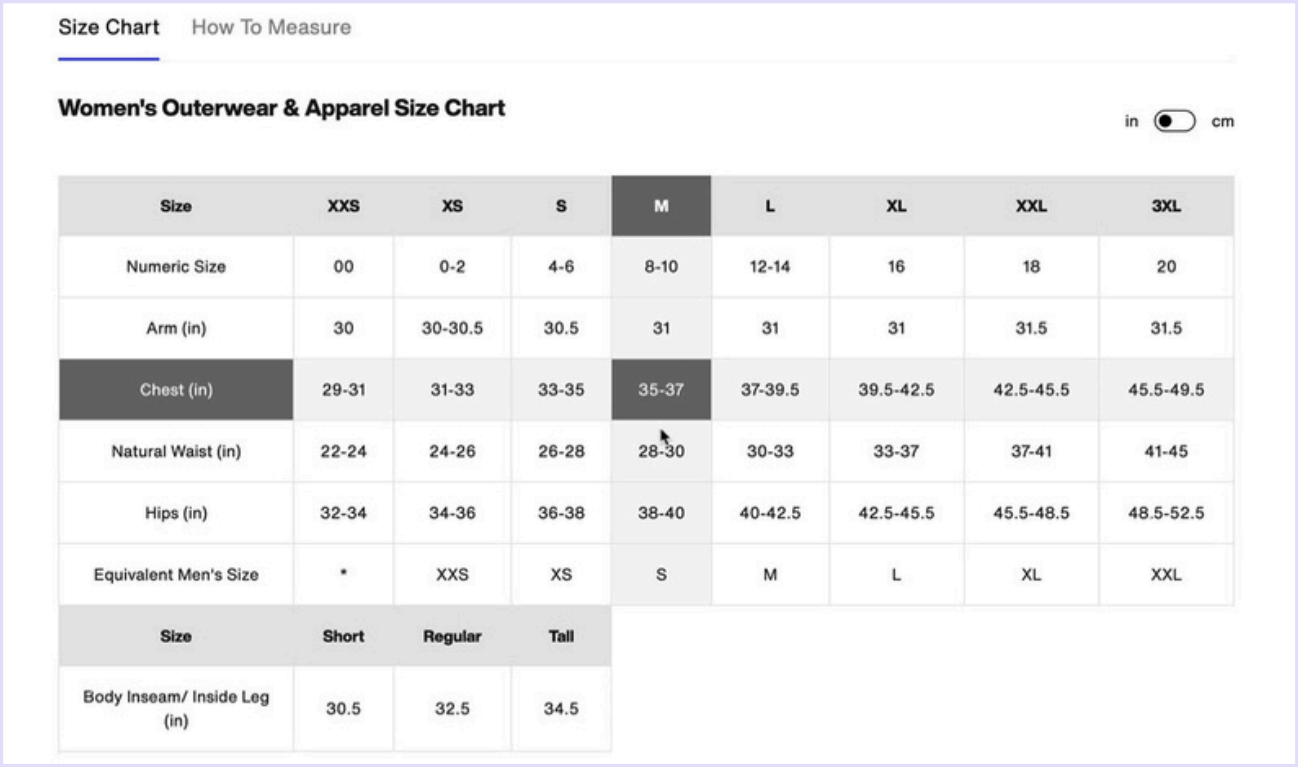
	US NUMERIC SIZE	UK, IRELAND, AUSTRALIA	FRANCE	ITALY	GERMANY, SCANDINAVIA, AUSTRIA, NETHERLANDS	JAPAN
XXS	00	2	30	34	28	3
XS	0	4	32	36	30	5
	2	6	34	38	32	7
S	4	8	36	40	34	8
	6	10	38	42	36	11
M	8	12	40	44	38	13
	10	14	42	46	40	15
L	12	16	44	48	42	17
	14	18	46	50	44	19
XL	16	20	48	52	46	21
XXL	18	22	50	54	48	23

Still unsure? Check out our sizing FAQs or contact us

Usability studies found users prefer the aesthetics of zebra striped tables over plain grids, and the pattern can improve accuracy and speed for specific tasks

User surveys also indicate users prefer the aesthetics of zebra-striped tables over their non-striped cousins,[4] but keep in mind it’s important to keep stripe colors usable – choose pale colors and keep your text-to-background contrast ratio high.

Alternatively, some brands use the “bullseye hover” effect to highlight rows and columns as users mouse or drag their finger over any table cell.



Size	XXS	XS	S	M	L	XL	XXL	3XL
Numeric Size	00	0-2	4-6	8-10	12-14	16	18	20
Arm (in)	30	30-30.5	30.5	31	31	31	31.5	31.5
Chest (in)	29-31	31-33	33-35	35-37	37-39.5	39.5-42.5	42.5-45.5	45.5-49.5
Natural Waist (in)	22-24	24-26	26-28	28-30	30-33	33-37	37-41	41-45
Hips (in)	32-34	34-36	36-38	38-40	40-42.5	42.5-45.5	45.5-48.5	48.5-52.5
Equivalent Men's Size	*	XXS	XS	S	M	L	XL	XXL

Size	Short	Regular	Tall
Body Inseam/ Inside Leg (in)	30.5	32.5	34.5

A size chart using the bullseye hover effect

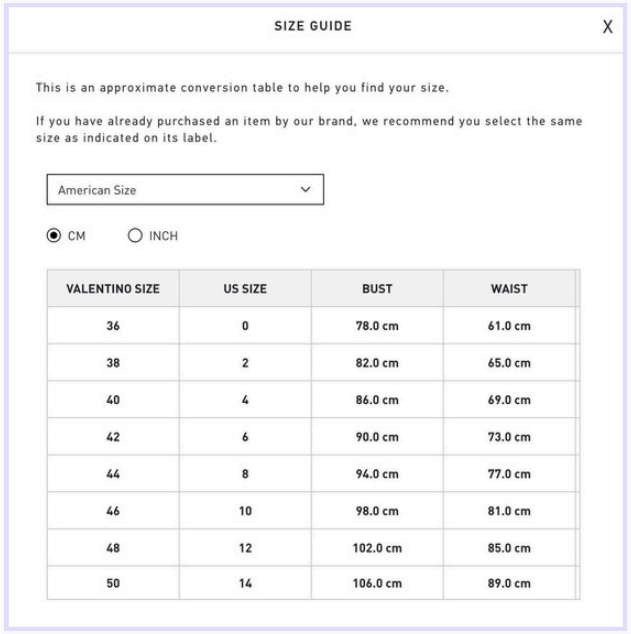
If you choose to use one of these techniques, make it one or the other. Avoid combining zebra striping with the bullseye effect, these two patterns don’t play nicely together as zebra stripes compete with on-hover shading.

05 Make tabs, toggles, and dropdown elements easy to spot

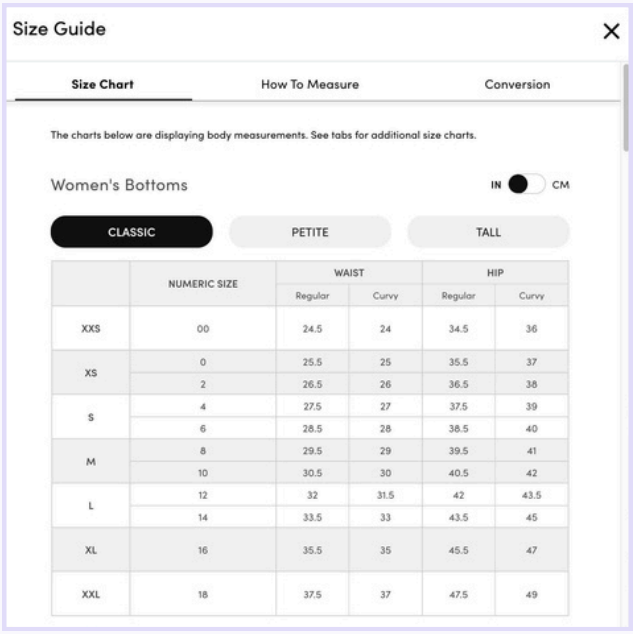
Most brands include additional information such as “how to measure” instructions and international size conversions with their standard sizing table, using tabs, toggles, and dropdown menus to fit them in.

But if these UI components are styled too subtly, they can easily go unnoticed by shoppers. Make sure to consider what visual treatments will help their visibility, and consider running user tests to validate your decisions.

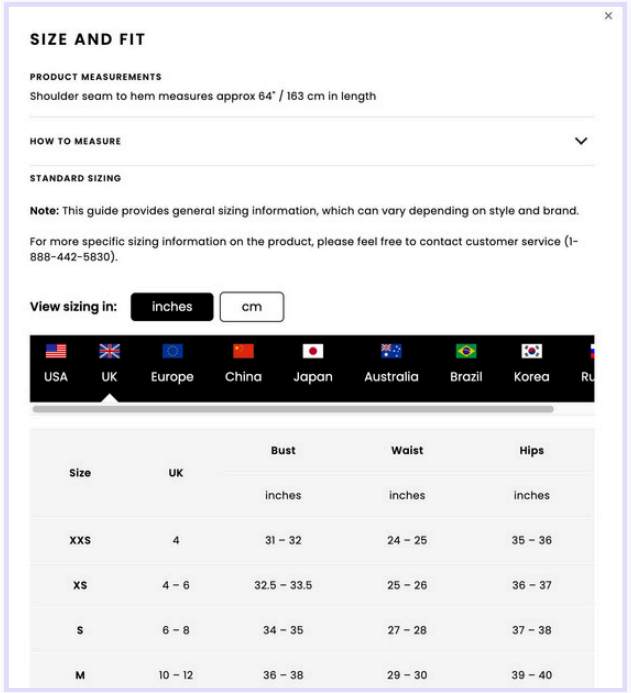
Because we read left-to-right and scan top-to-bottom, it's wise to place these controls inline with the chart and left-aligned, rather than top-right or below the table, and use distinct shapes rather than text links to highlight them.



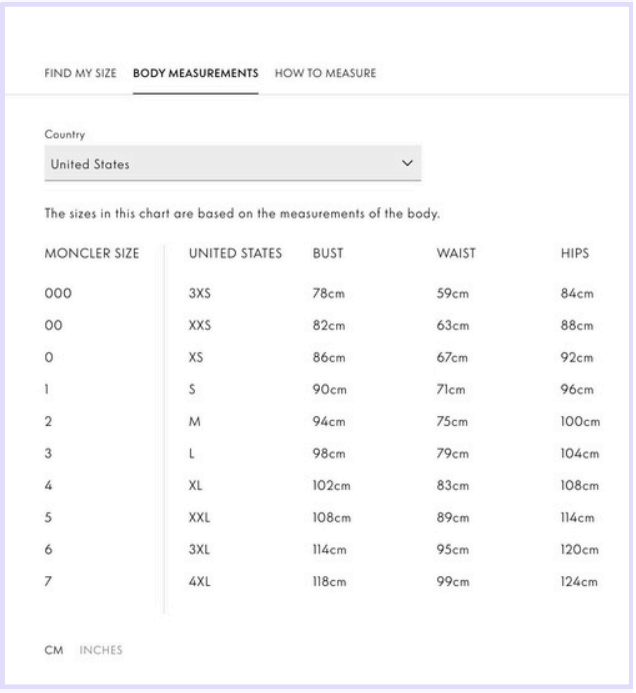
Conversion toggles placed top-left to the chart



Toggles placed top-right may go unnoticed

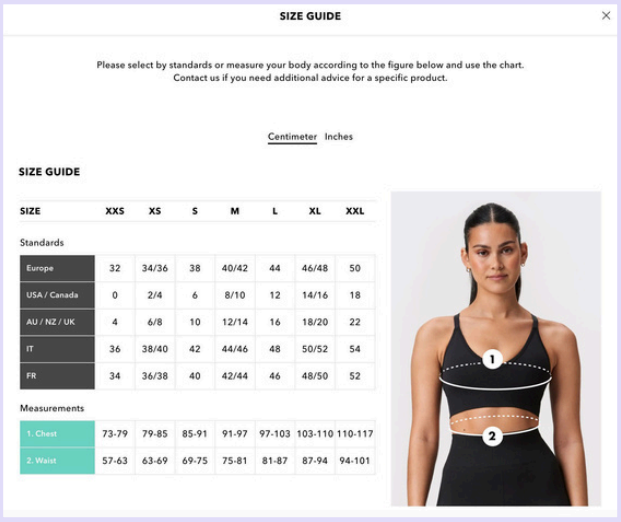


Toggles may compete with other boldly styled elements



Bottom-left toggle placement may go unnoticed

06 Don’t be afraid to add color



A size chart using color vs. grayscale

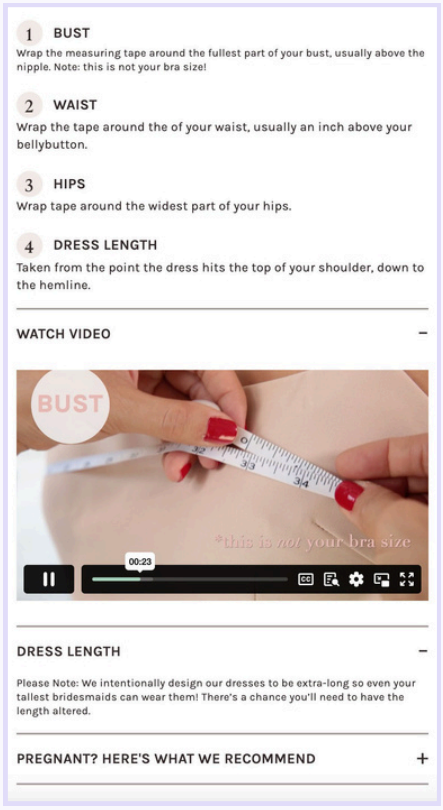
We’ve observed that over 90% of size charts use grayscale only. Simple pops of color can add brand appeal and also increase visibility to your secondary information.

Consider using color for zebra striping, toggle switches, or your “how to measure” figures.

Just be sure to follow WCAG accessibility standards for color contrast between text and background.

07 Include “how to measure” video

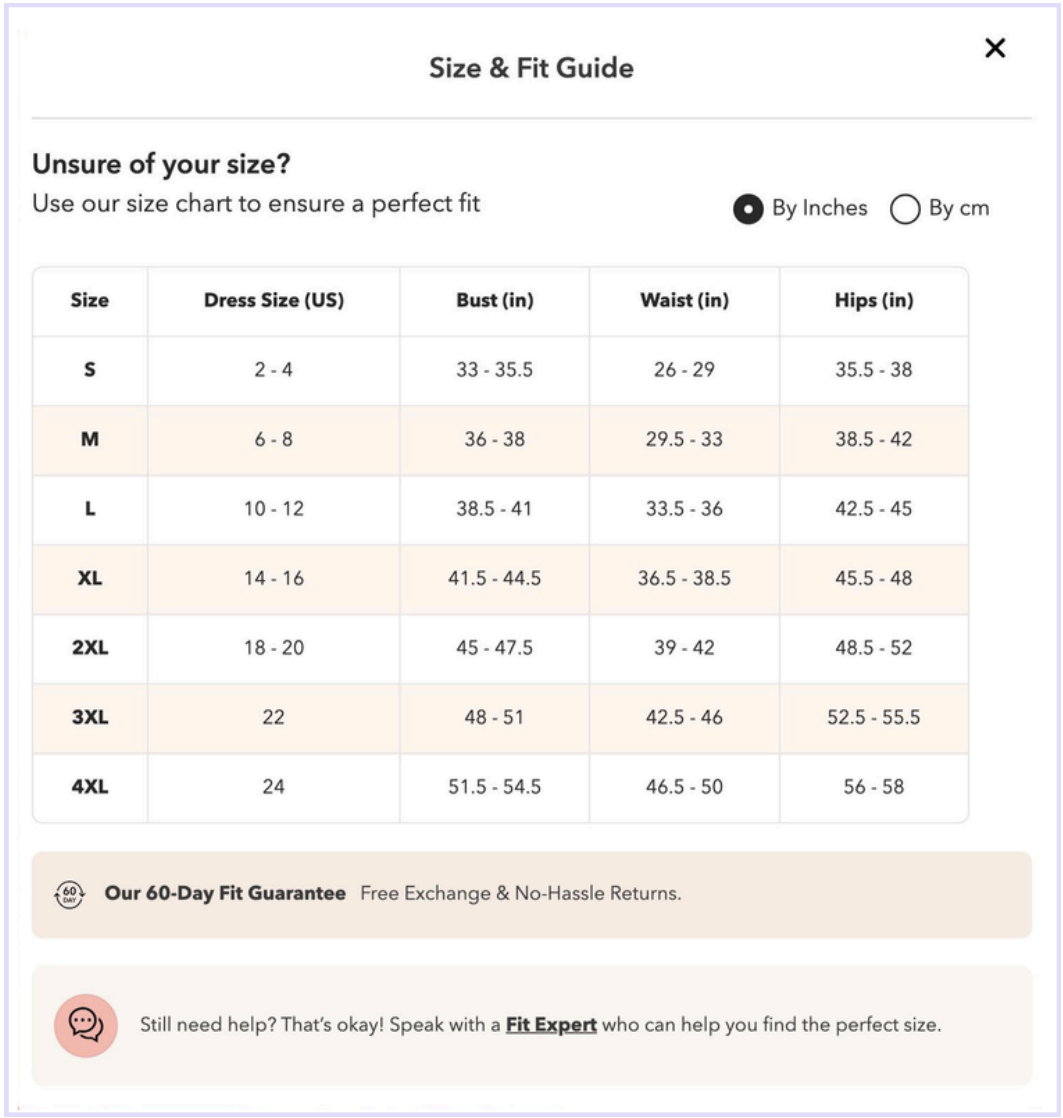
Sometimes “show” beats “tell.” Birdy Grey includes a helpful instructional video that demonstrates measurement tips that you can follow along with as you take your own.



Birdy Grey includes a How to Measure video with its size chart

08 Include returns and customer support info

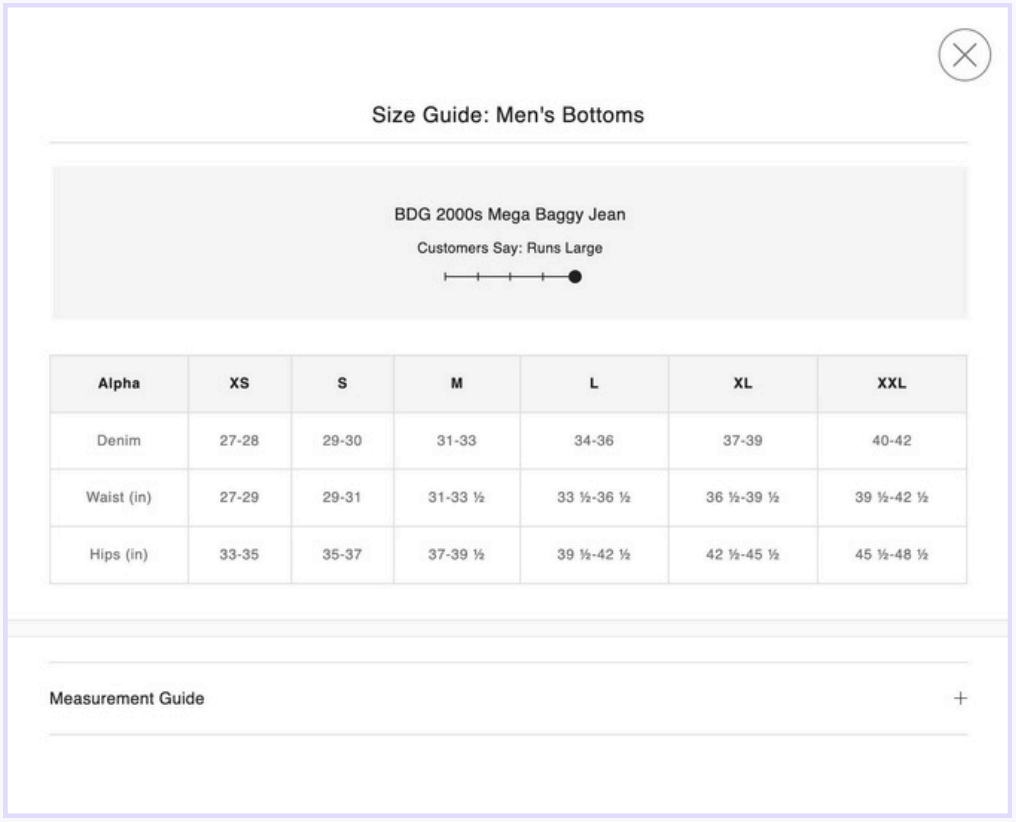
Shoppers unsure about sizing often worry about return hassles. Including links to your return policy and live help or customer service directly in the chart to reduce friction and boost confidence.



A size chart with Fit Guarantee and customer service callouts

09 Include fit graphs (if available)

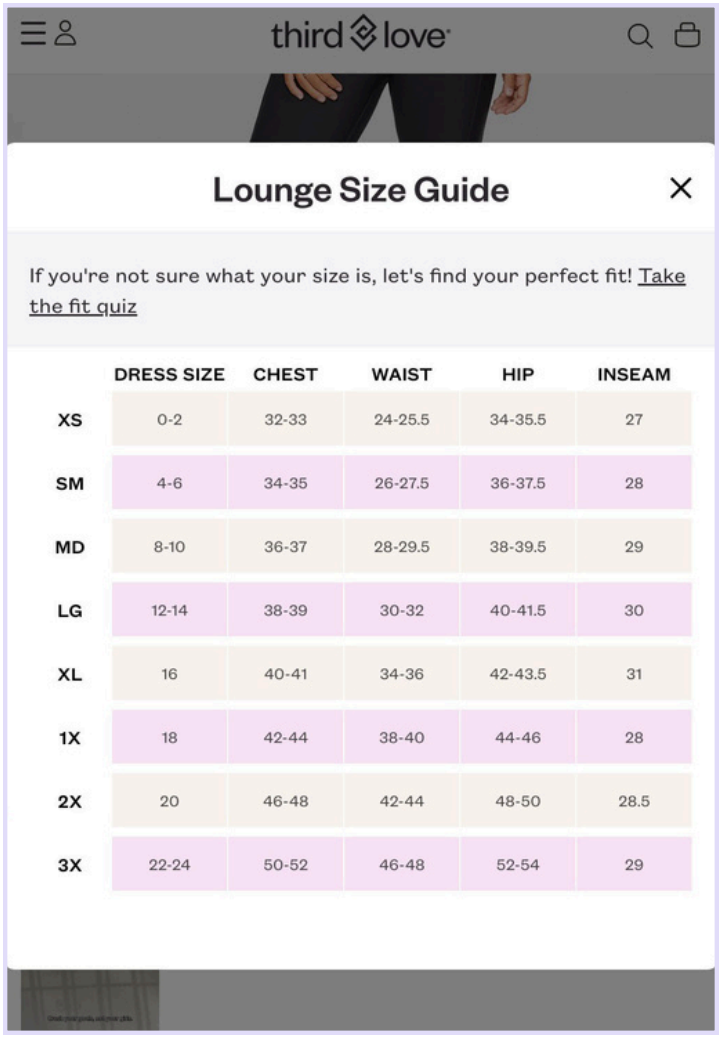
If your reviews platform includes fit feedback (e.g., “Runs small” to “True to size”), pull that visual into your size chart to add social proof and help users validate their size choice.



A size chart with a fit graph calculated from user review feedback

10 Link to your fit finder!

Don't forget to remind shoppers that they don't need to rely on size charts to get great fit recommendations. Place a call-to-action near the top of your chart for best visibility.



	DRESS SIZE	CHEST	WAIST	HIP	INSEAM
XS	0-2	32-33	24-25.5	34-35.5	27
SM	4-6	34-35	26-27.5	36-37.5	28
MD	8-10	36-37	28-29.5	38-39.5	29
LG	12-14	38-39	30-32	40-41.5	30
XL	16	40-41	34-36	42-43.5	31
1X	18	42-44	38-40	44-46	28
2X	20	46-48	42-44	48-50	28.5
3X	22-24	50-52	46-48	52-54	29

A size chart that links to a fit finder quiz above the table

Of course, usability is also critical for fit finding. Because Bold Metrics' smart sizing experience is universal across all websites that use it (with the exception of merchants that use the API to customize experiences – more on that later), we've invested in optimizing every visual and functional element of our smart sizer widget, and have made user testing a critical piece of product development and design.



1

Insights from user testing

As part of our rigorous product design and development process, our UX team has conducted over 100 live user tests across a range of customer websites. These sessions captured real-time behaviors and qualitative feedback from a diverse cross-section of shopper segments and geographies as they navigated the whole fit-finding experience.

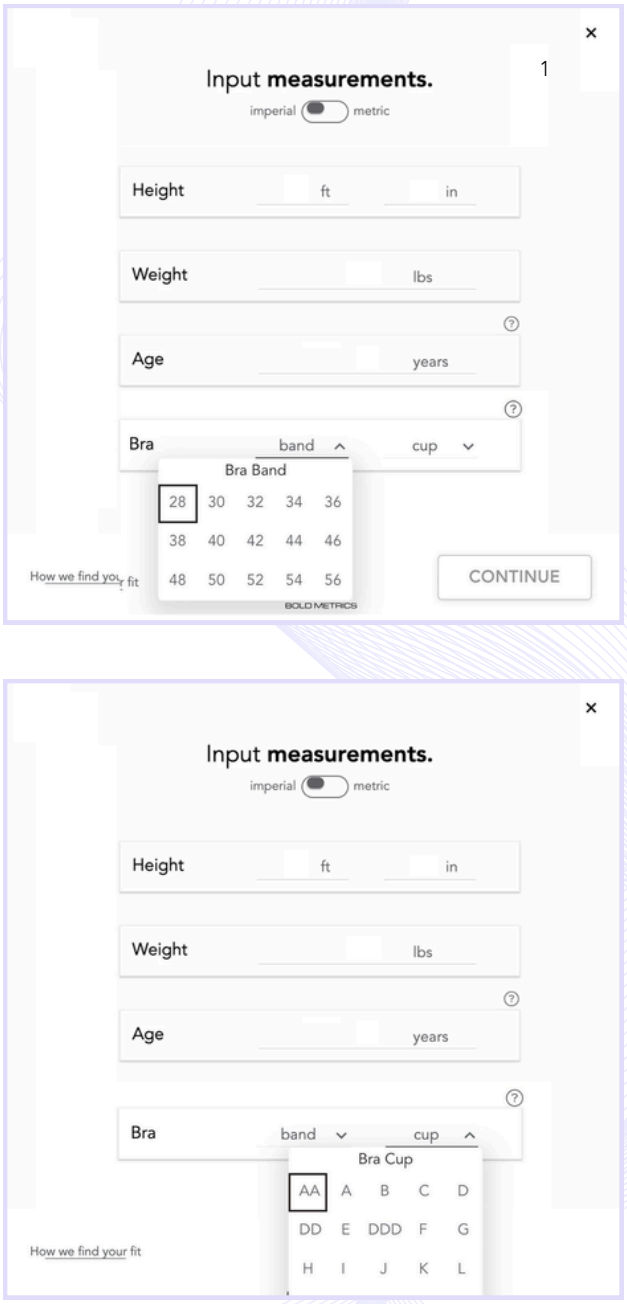
Here's what we learned.

Simplicity drives completion rates

Smart sizing solutions offer a more intuitive, tape-free alternative. With just a few familiar inputs — height, weight, and age for all users, plus bra size for women or pant size for men — our smart sizing solution can recommend fit with master tailor accuracy.

Our AI models are trained using one of the largest proprietary data sets of high-fidelity body scans in the world, paired with machine learning algorithms tested and validated by thousands of real-world fittings. Bold Metrics only needs to ask a few questions to generate a "digital twin" for each user with precision across more than 50 body measurement points. We then match this realistic body shape to the brand's garment data, tech packs, and purchase/return behaviors to recommend best-fit sizes and generate avatar visualizations.

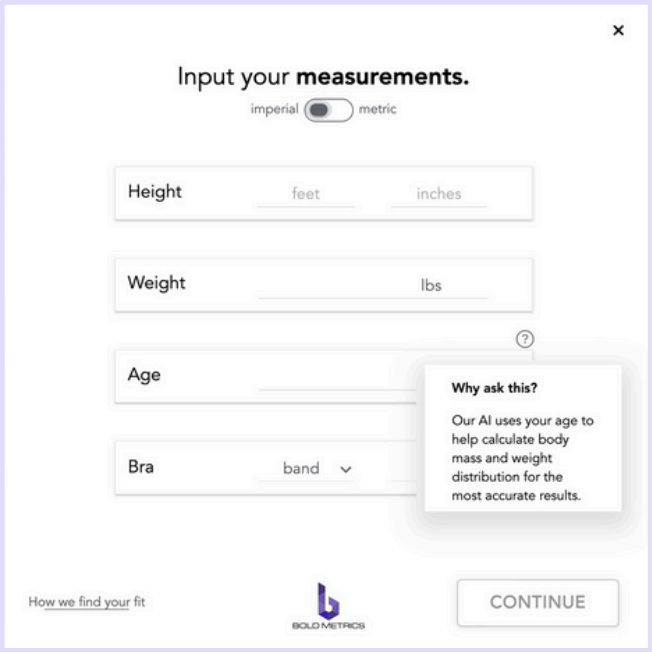
In the imperial form, we found that splitting height into feet and inches was the most user-friendly approach (especially on mobile). This enables users to tab forward to enter values without requiring ' and " characters for feet and inches. We also validated the clarity of the imperial-to-metric toggle and confirmed that these labels are well understood.



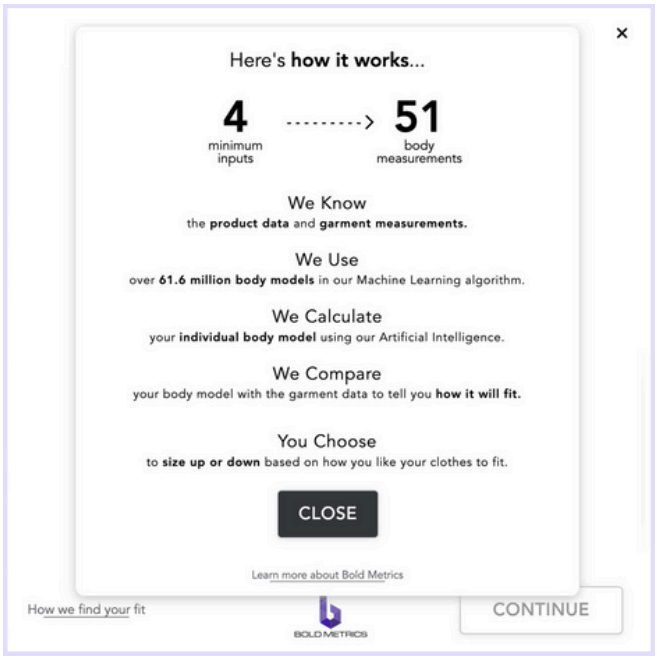
Bold Metrics' bra size selection components

Tooltips remove uncertainty

We observed sensitive inputs like age and bra size often raised questions. Inline tooltips explaining why we ask for this information significantly reduced hesitation and improved form completion rates.



We also tested multiple variations of the "How we find your fit" explainer screen to arrive at this structured summary that includes a visual hierarchy that's easy to scan, and messaging that users found easy to understand.



Bold Metrics' tooltips and explainer screen

Real-time validation reduces drop-off

Even simple forms can result in errors, from missed input fields to out-of-range values. Providing immediate, field-level error messages significantly improved completion rates by helping users recover quickly and boosting confidence in the results.

Users don’t need instant gratification

One of the most surprising insights from our user testing is that faster isn't always better. Although it’s widely cited that for every second delay in page load speed, conversions fall by double-digits – we’ve observed that this does not apply to the smart sizing experience.

Although our AI calculations happen within 500 ms and we can easily show fit feedback immediately after form submission, our user testers preferred to see a loading screen animation in between their survey and results.

The visual feedback that “something is happening” instilled more trust that the fit recommendations returned were truly personalized and accurate, leading to higher confidence in completing a purchase.

In fact, user feedback on our loading screen received a 30/30 confidence score. We tested various durations for the loading screen and found a sweet spot of three seconds.

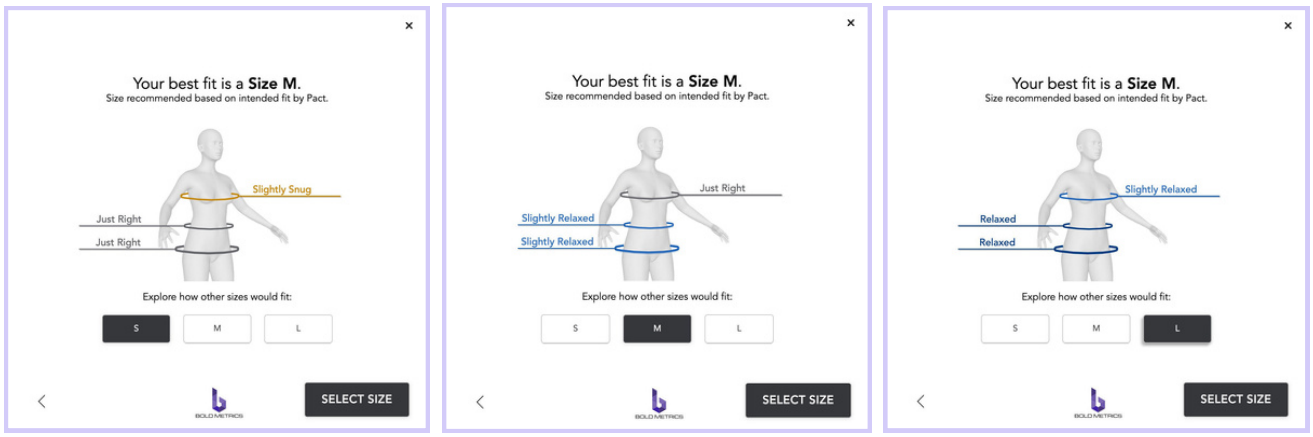


Bold Metrics’ loading screen (still shot)

Body visualization needs a graduated approach

Introducing body avatars too abruptly can be jarring. We found that starting with generic forms during loading and gradually transitioning to personalized avatars with more detailed measurement visuals made users more comfortable.

Regarding the color scheme of our buttons, text, and fit banding, we took an accessibility-first approach to ensure compliance with WCAG standards and included support for keyboard navigation and screen readers.



Bold Metrics' body visualization screens with colored fit banding

We also user tested our copy to ensure clarity across different languages and accommodate regional variations (even across English-speaking countries). For English speakers, terms like "snug," "just right," and "slightly relaxed" proved most effective. We took care to ensure users understand their results are the intended fit by the brand. Specific styles, such as a chunky sweater or "boyfriend jeans," may be intended to fit a specific way, even if their measurements fall outside of typical body measurement ranges.

Optimization by subtraction

Perhaps the most valuable insight came from what we eliminated. Initial test designs included detailed body shape classifications such as "apple," "pear," "athletic," and "slim."

However, we observed these questions didn't enhance the overall experience for a few reasons:

1. Users frequently misidentified or were unsure of their body shape
2. People are sensitive about the nomenclature of body shape, in general
3. The additional data added friction without meaningfully improving fit recommendations
4. The additional data did not instill more trust in size recommendations

This illustrates a crucial principle in UX design: sometimes, eliminating features can improve the overall experience.

That said, this is general guidance, and there are exceptions where body shape steps may be helpful and even necessary to provide better fit recommendations, such as suits, industrial uniforms, and made-to-order apparel. In these cases, our smart sizer can be customized to include additional screens using our API.

When it comes to kids, body shape and size is even more sensitive. Our algorithm can make an accurate recommendation from just age, height, weight, and shoe size, and we don't show body visualizations for children in our smart size flow.

Cross-category intelligence enhances experience

We believe a sophisticated fit-finding system should leverage initial user data across product categories. Once a user receives a size recommendation for tops, the system should automatically calculate their size for bottoms

A user needs only to complete the fit survey once to persist fit recommendations across tops, bottoms, dresses, and other garments that fit the body for 25 days. And brands that use our API can integrate fit surveys with user account profiles to persist recommendations indefinitely.

Continuous testing drives continuous improvement

Great UX design isn't a one-off exercise. We believe in an iterative process and constantly incorporate feedback to improve continuously. As we capture new purchase, returns, and interaction data at Bold Metrics, we will continue to test and implement new updates to further perfect the smart sizing experience.



UX tips for fit finding on product pages

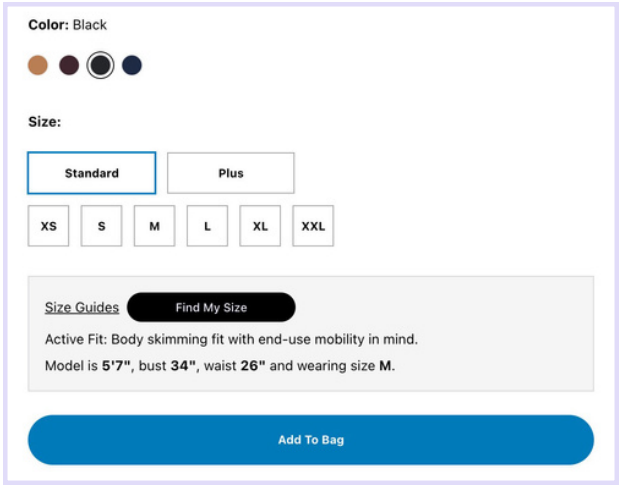
Having a smart sizing solution is only part of the equation — shoppers need to find it, recognize what it does, and feel confident using it. To maximize engagement and conversion impact, we included PDP design patterns in our user testing research. Here's what we found works best:

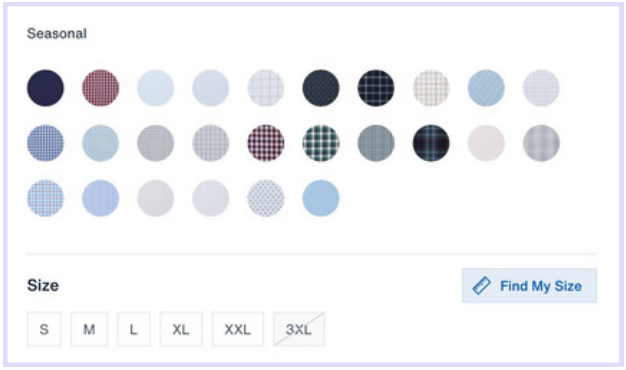
Use a button vs text link

Unsurprisingly, user testers found buttons more easily than text links, leading to higher engagement with size finders – they're both more visible and appear more clickable. We observed that findability jumped from 65% to 100% for buttons versus text links.

This approach also positions the size finder as the primary action, with the standard size chart as a fallback, which is the preferred user action for most reliable fit finding.

While solid black performed well as a button color, you may find success with any color that "pops" against the surrounding UI elements within the buy box (just be careful not to use the same color as your Add to Cart button).



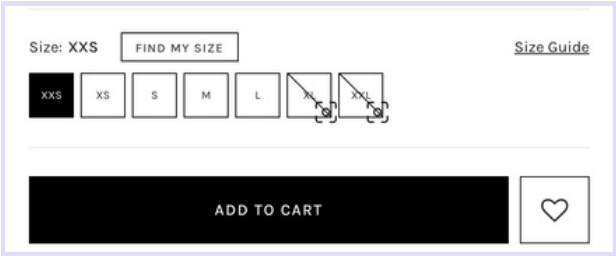


Bold Metrics live customers using Find My Size buttons

Use “Find My Size” for your button label

Our team tested a number of different label copy variations, such as “Find Your Perfect Fit,” “Find Your Perfect Size” and “What’s My Size.”

The most consistently well-performing label is “Find My Size” and it comes as no surprise – it’s action-oriented, personal, concise, and clear.



User testers found “Find My Size” the easiest label to undersatnd

Place your button above size variants

Shoppers unsure of their size feel anxiety at the size selection step. Naturally, the ideal placement is inline with your size component. Our user testing suggests above size buttons works best.

Because we read left-to-right (in the West), we naturally scan page content the same way.

And because we scroll top to bottom, this ensures the size finder is always visible within a mobile viewport, and less likely to be hidden below the fold.



Users found the the button fastest when placed above size variants

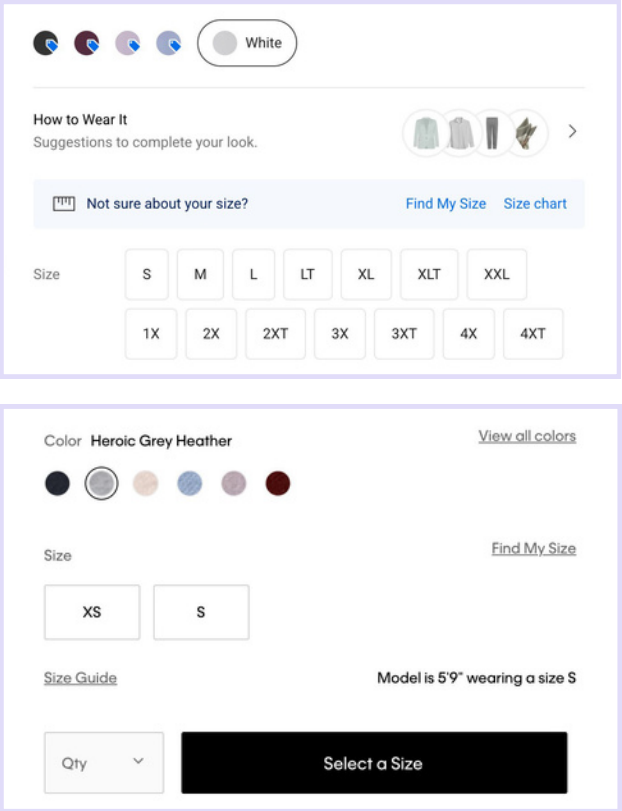
Place your fit finder CTA close to your size chart link

Although smart size solutions provide more accurate results, some user testers who opened the smart sizer wanted to cross-reference their suggested sizes with the size chart for “good measure.”

Placing both links together ensures users can quickly locate your size chart after using the smart sizer.

We found users appreciate having the option to double-check the smart sizer's recommendation against a traditional size chart.

It also helps them better differentiate between the two options and understand that the "Find My Size" button leads to a smart, self-guided experience rather than a static size chart.

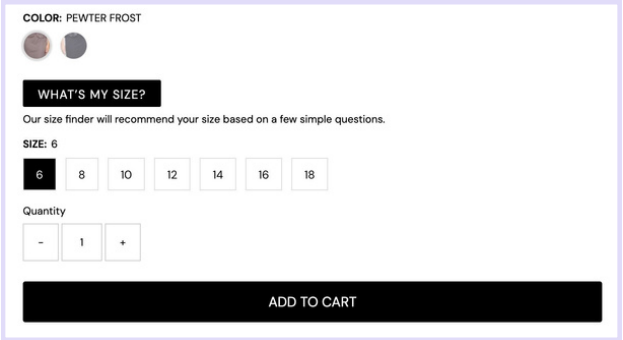


Side-by-side placement for Find My Size and Size Chart links helps users cross-reference their size recommendation with the size chat

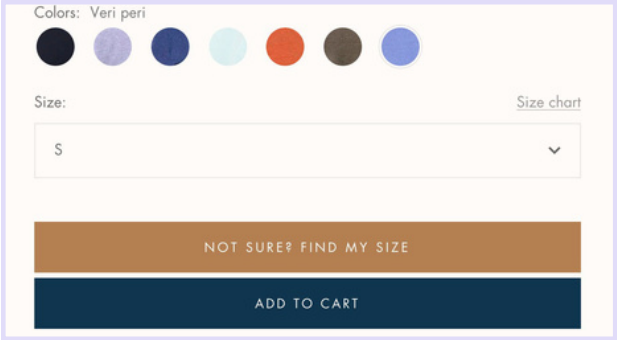
A/B testing alternative design patterns

Although we recommend following these guidelines based on our own rigorous user testing, you may wish to style these elements in your own way, consistent with your brand design system (or for any other reason). In such a case, it's strongly recommended to A/B test these approaches against our recommendations to ensure they don't negatively impact conversion rates or revenue.

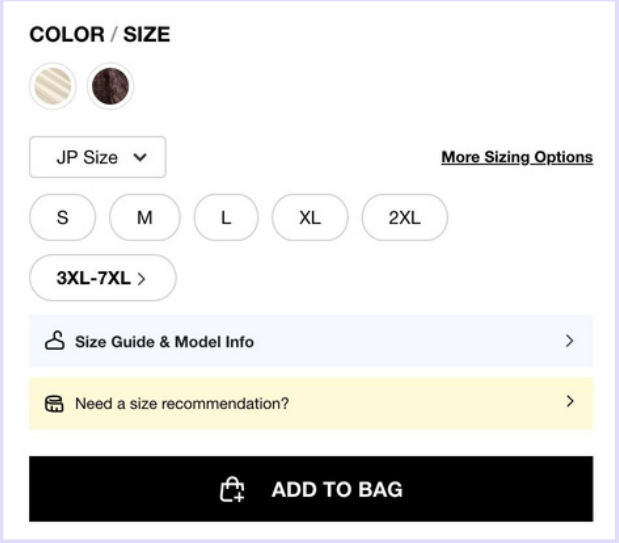
For example, you may want to test even bolder button treatments or modified components like the real merchant examples below.



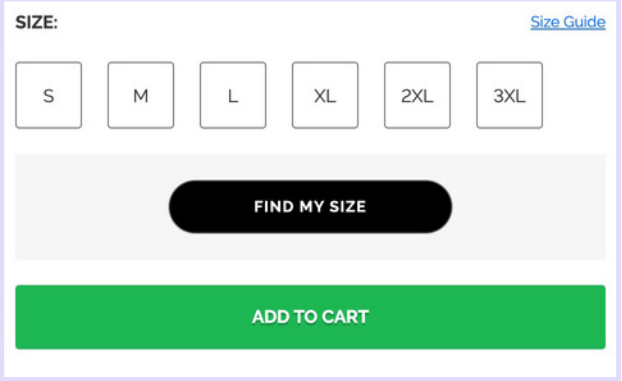
Size finder button paired with explainer microcopy



Find My Size button styled prominently and paired with the Add to Cart button



Size guide and size finder stacked on top of each other with bold color treatment



Find My Size button styled with a unique shape and paired with the Add to Cart button

Beyond the Basics: Building custom experiences with the Bold Metrics API

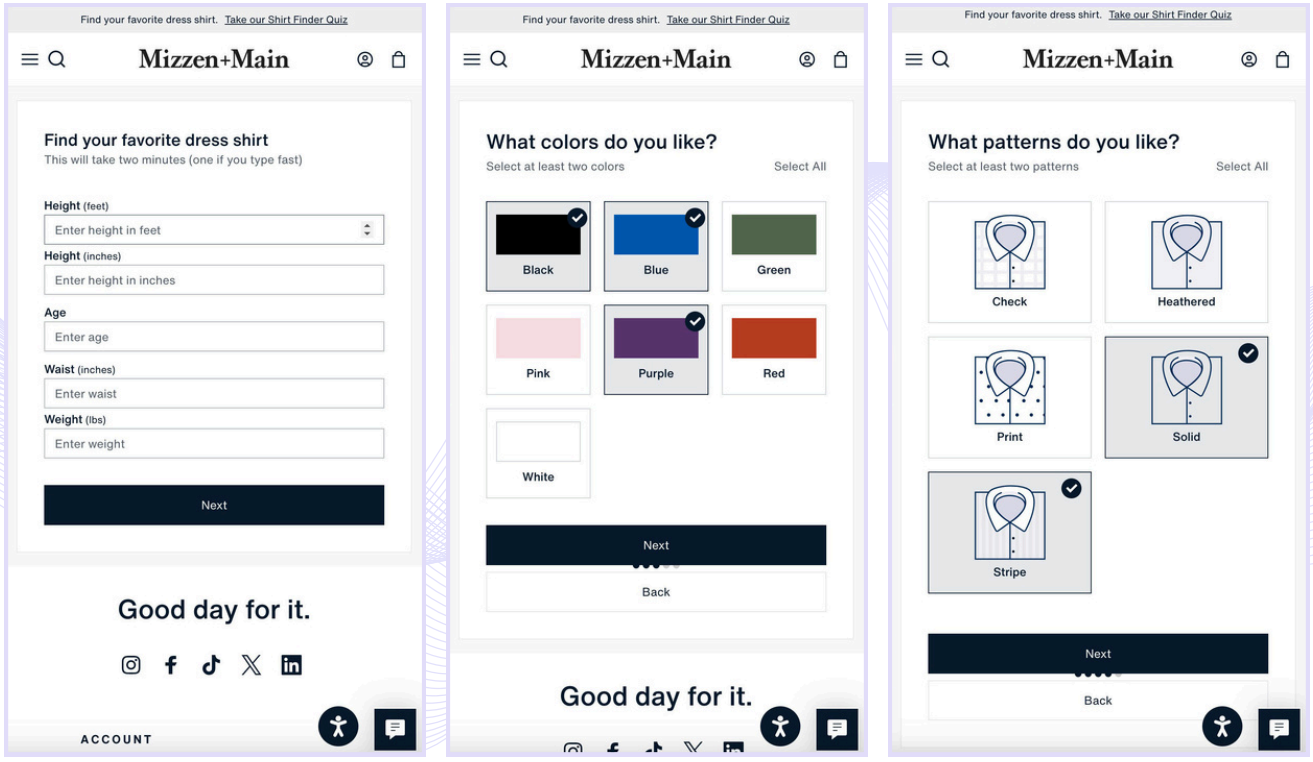
Smart sizing doesn't have to be one-size-fits-all. If you want to build a custom size finding experience tailored specifically to your use cases, it's possible with the Bold Metrics API. Your developers can use this "application programming interface" to integrate Bold Metrics with other pieces of your tech stack to develop your innovative solution.

Let's check out how fashion retailers are already doing this (plus some never-seen-before ideas to inspire you).

Personalized PLP (Product List Page)

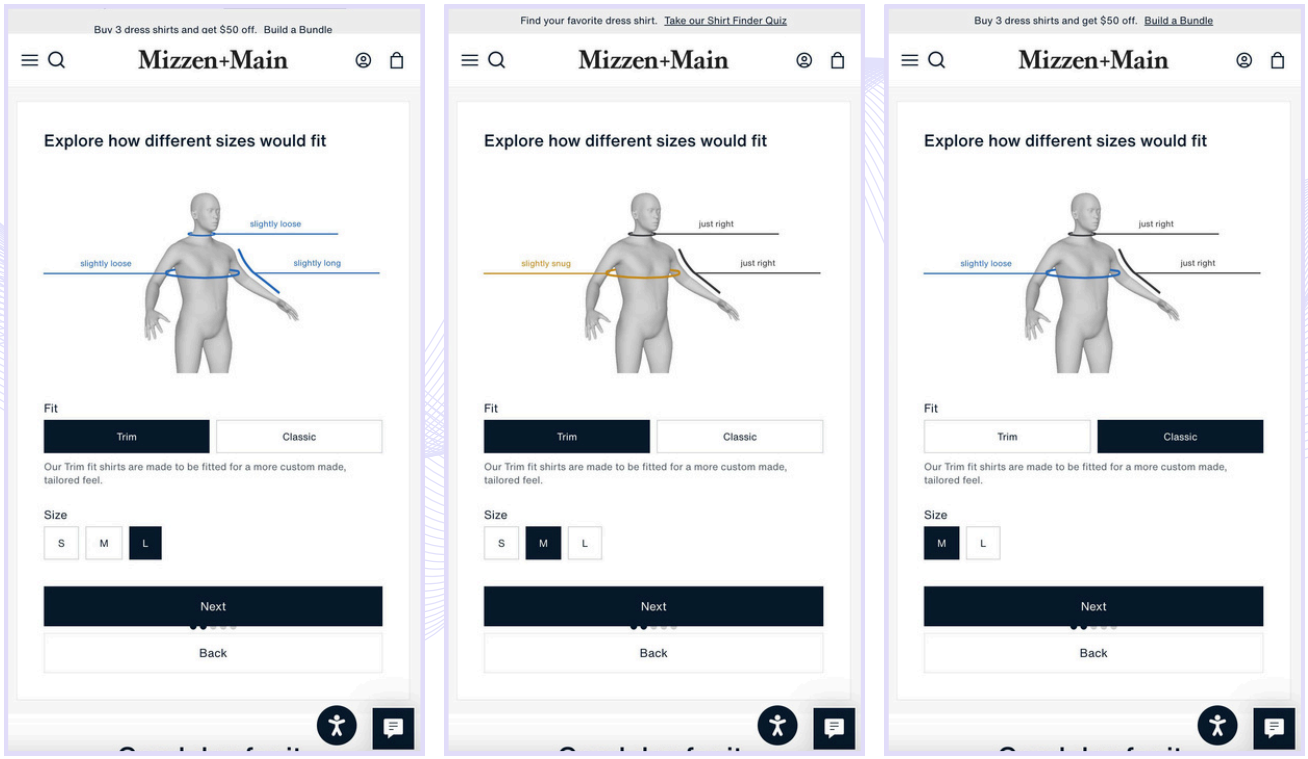
Mizzen+Main offers hundreds of dress shirt styles and colors. They wanted to combine the value of a fit finding quiz with a traditional “product finder” experience to serve personalized shirt results, while also filtering out unsuitable (and out-of-stock) sizes and fits.

They built their own stepped quiz flow, combining body specifications with style preferences and integrating Bold Metrics’ fit visualizer mid-quiz to enable shoppers to explore how both Trim and Classic styles will fit their bodies in their recommended and adjacent sizes.



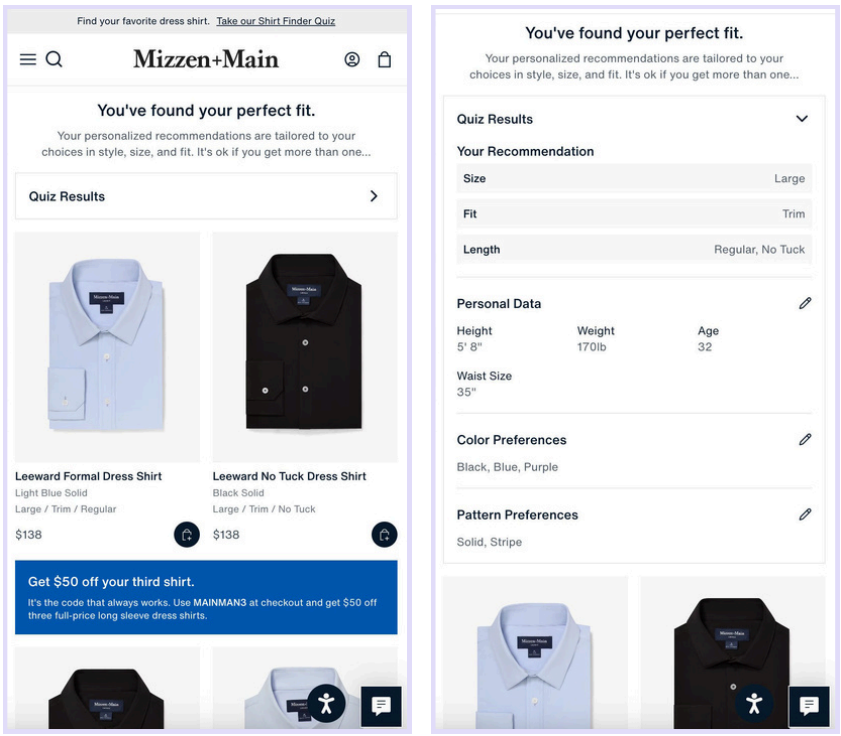
Featured steps within the Mizzen+Main shirt finder

They built their own stepped quiz flow, combining body specifications with style preferences and integrating Bold Metrics' fit visualizer mid-quiz to enable shoppers to explore how both Trim and Classic styles will fit their bodies in their recommended and adjacent sizes.



Fit visualizations with Mizzen+Main's custom fit specifications

From here, users select their preferred style and size combination and proceed to their personalized results, which can be saved to an account to personalize each returning visit.

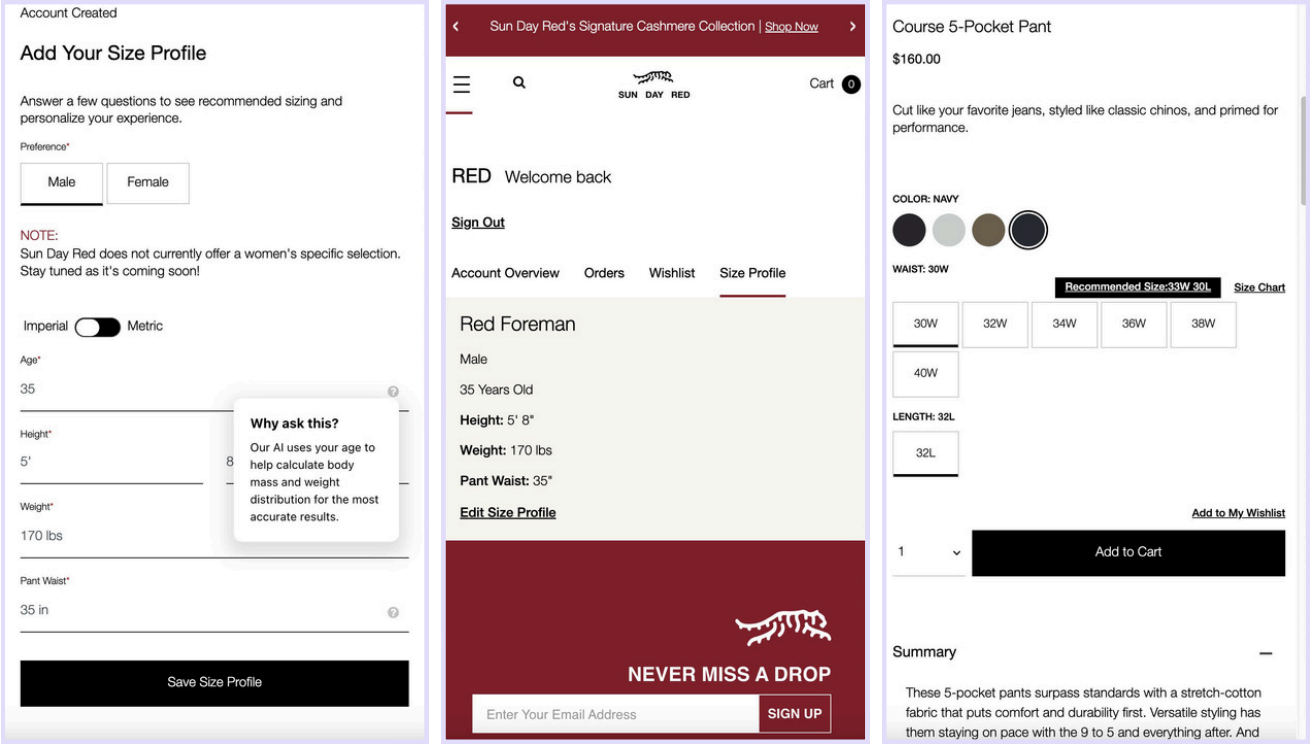


Left: Personalized shirt finder results
Right: Quiz result detail for review and editing

Annotated product pages

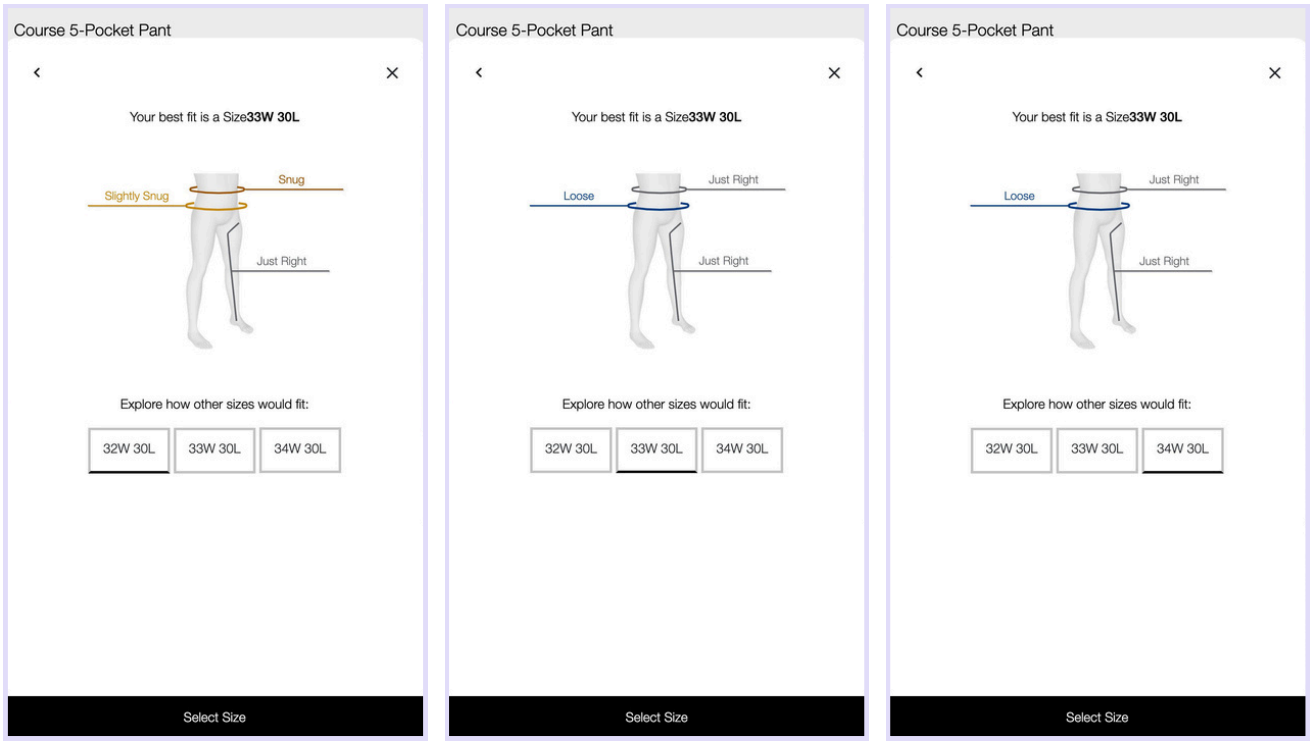
Sun Day Red supports a similar fit finder quiz when you sign up for an account, which populates size recommendations on every product detail page for logged-in users who have filled in their profile.

Sun Day Red supports a similar fit finder quiz when you sign up for an account, which populates size recommendations on every product detail page for logged-in users who have filled in their profile.



Size Profile quiz, results, and product page population on Sun Day Red

Clicking the Recommended Size badge opens a fit profile to compare fit for one size up and down.



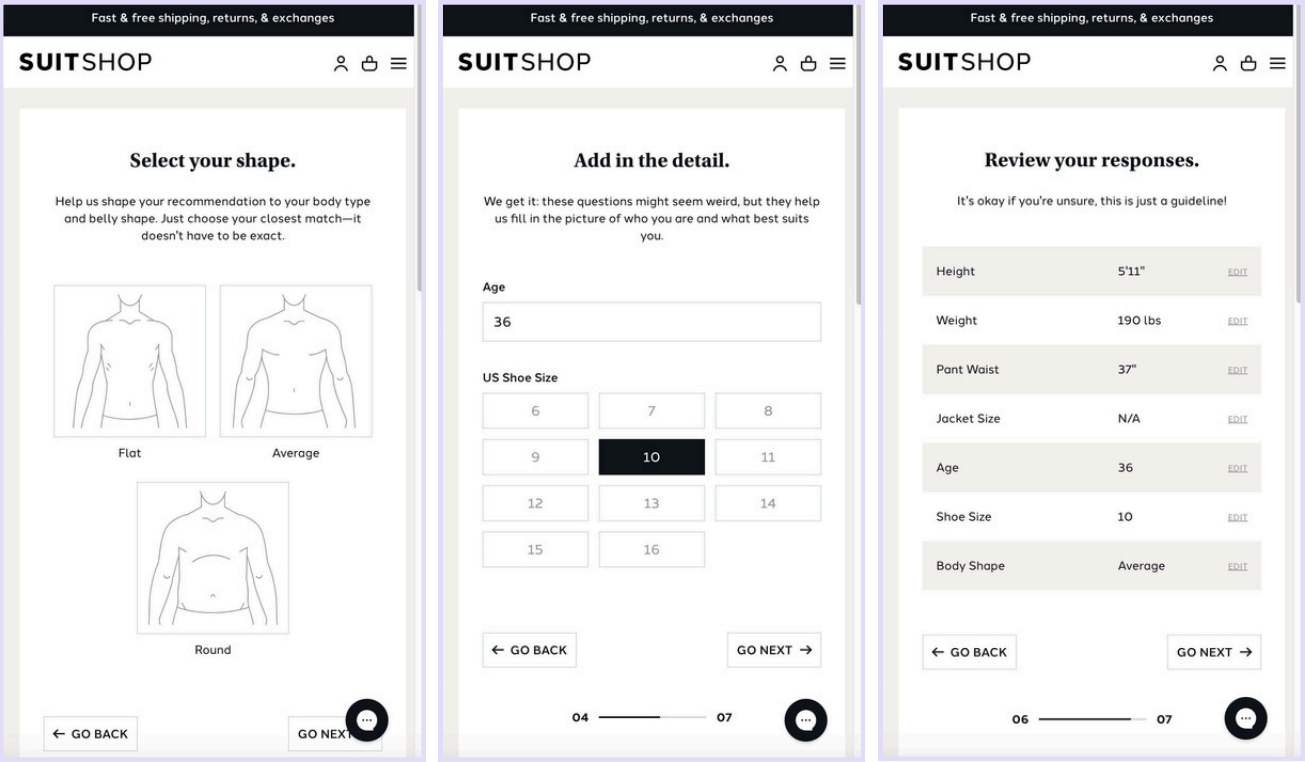
Sun Day Red fit visualizations

For Sun Day Red, this first-party data can also help personalize email and website merchandising and customize loyalty offers.

Bundled outfits

Suit Shop's business is — you guessed it, suits. Most of their product pages include both jacket and pants together and require separate size selections.

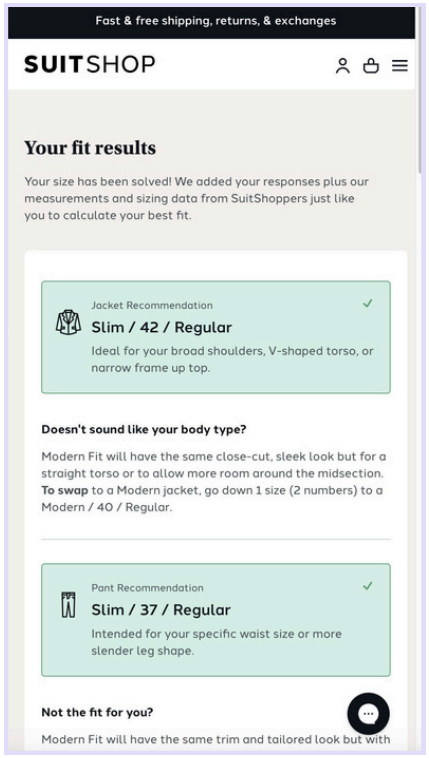
Because custom suits have unique fit specifications, Suit Shop knows that asking for (relative) body shape and shoe size can help get even more accurate sizing recommendations, and they've included these steps in their finder quiz accordingly (in addition to standard fit questions like height, weight, age and body measurements).



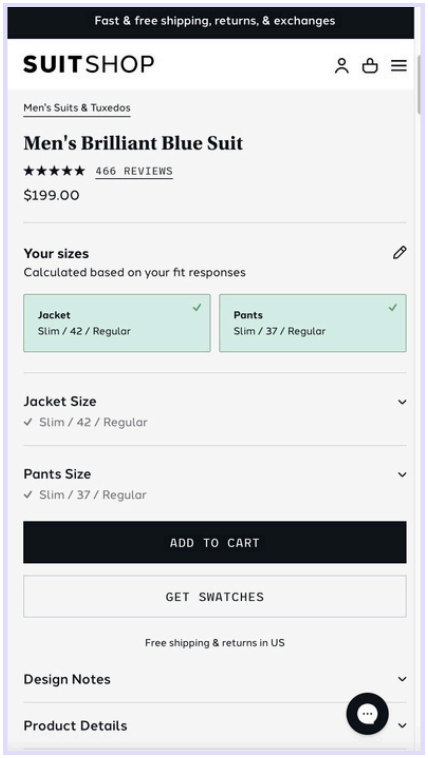
Featured steps within the Suit Shop fit finder flow

Shoppers who complete their fit finder quiz see both jacket and pants sizes pre-selected as they browse product pages. The best part is this compact summary removes the default fit, size, and length variant chips that take up valuable screen real estate, bringing the Add to Cart button into clearer focus (a win for conversion rates).

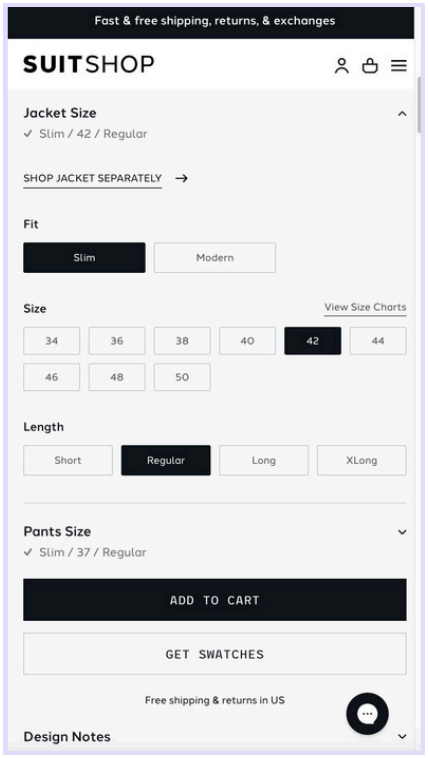
Shoppers can easily expand their size tabs to review or change their applied selections. (You can see how much space is saved with this feature!)



Suit Shop fit results screen



Fit results pre-populated on product page



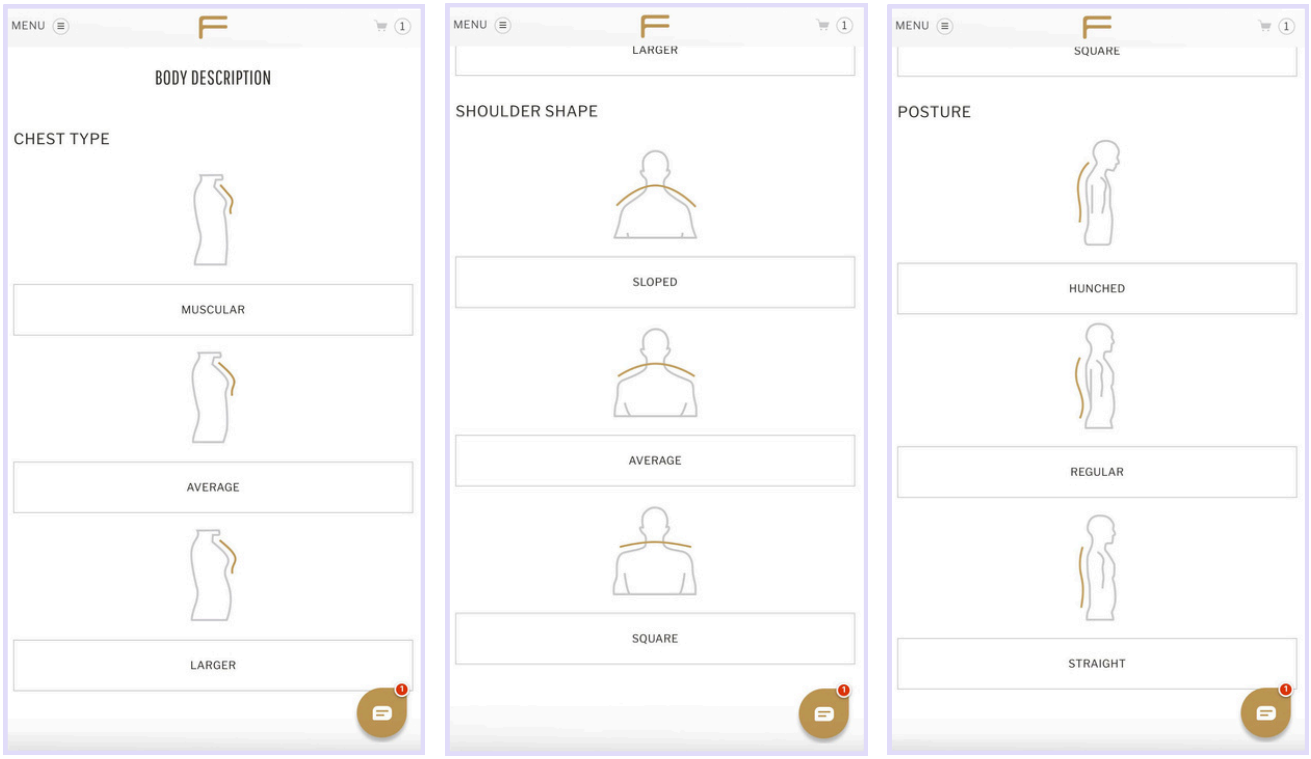
Product page without fit finder results applied, requiring user selection

Made-to-order apparel

Custom suit tailor Eph Apparel takes a different approach from the examples above, saving its fit quiz for a later step in the customer journey.

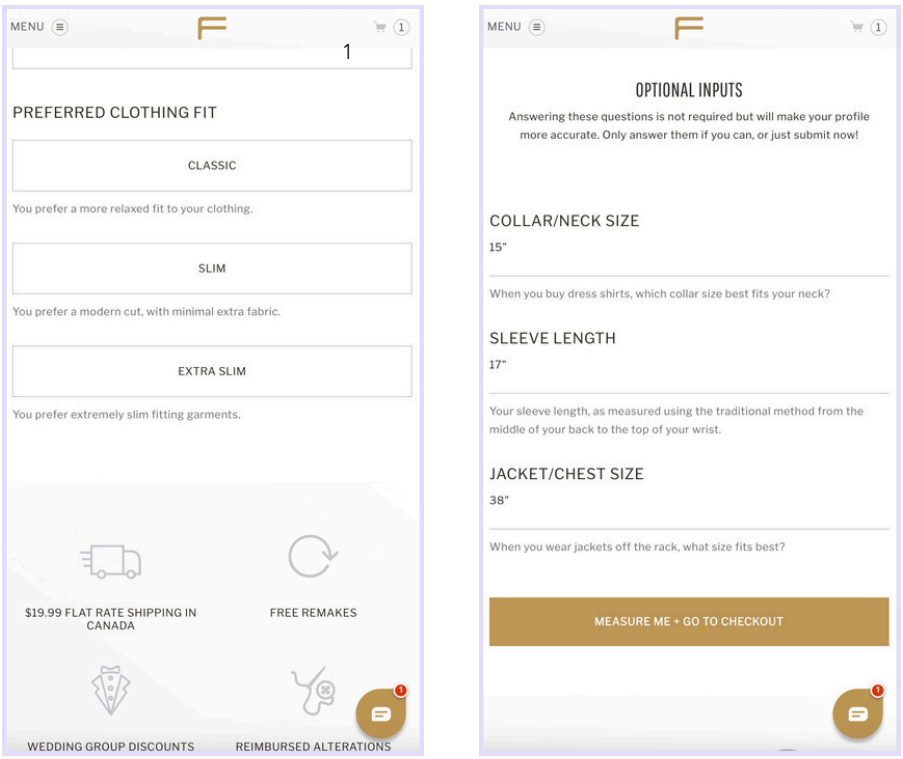
Once you've customized your suit through their customization solution and added your selection to cart, you're then prompted to provide your fit details through a customized flow to build your measurement profile, which is passed on to the tailor for production.

Like Suit Shop, Eph includes its own unique questions that provide helpful context for suit tailors: chest type, shoulder shape, and posture.



Eph Apparel fit finder body shape screens

In addition to standard measurements and fit preferences, Eph also includes optional inputs for neck size, arm length, and chest size. Given that their quiz is presented closer to conversion, it's important that questions that may be difficult to answer or that buyers prefer not to share do not prevent a transaction.



Eph Apparel fit finder preferences and optional inputs

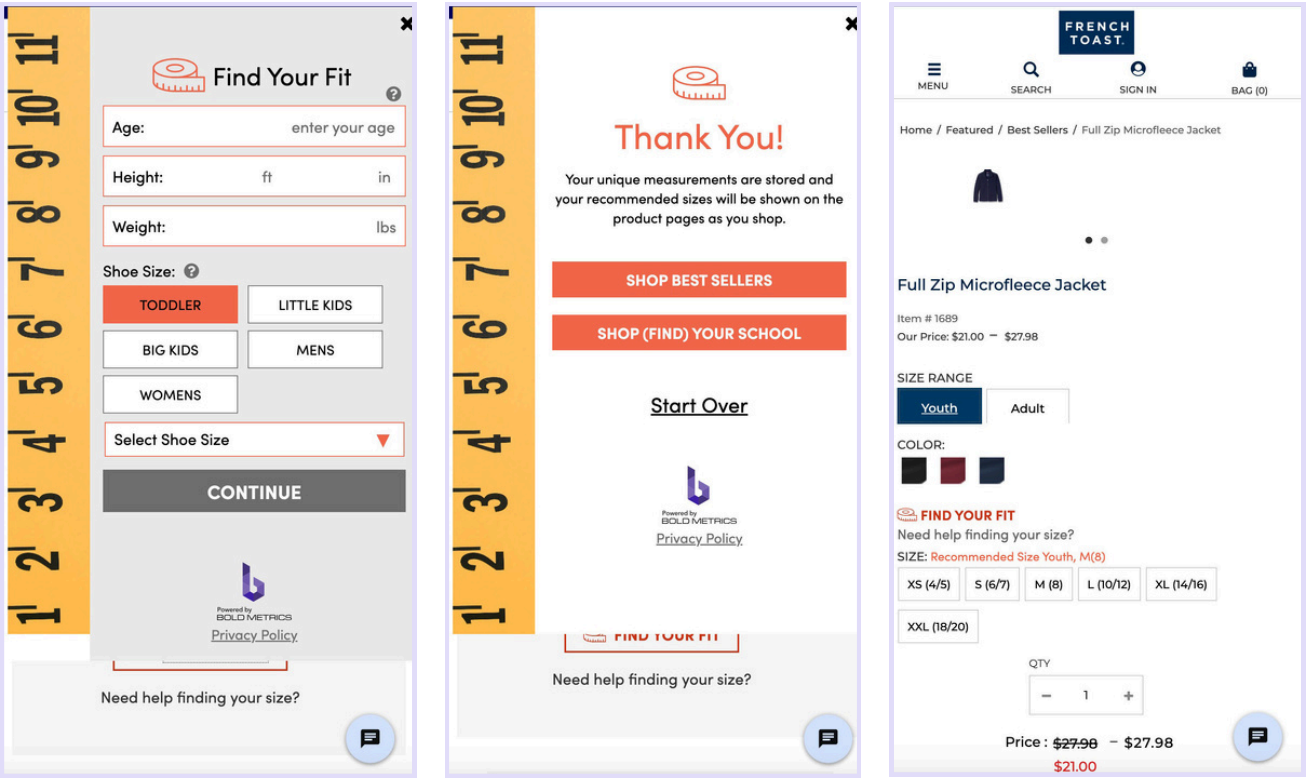
By combining detailed body shape and measurement responses with Bold Metrics' digital twin data set, Eph can provide more accurate tailoring without the need for an in-person measurement appointment.

Children’s apparel

When it comes to fit recommendations for minors, asking for sensitive information like body measurements or showing fit visualizers on child bodies is problematic. For this reason, French Toast needed a custom solution for its assortment of school uniforms for toddlers to teens.

Using the Bold Metrics API, French Toast customized its fit profile quiz to ask for only age, height, weight, and shoe size and to exclude any fit visualization graphics.

After completing the quiz, parents and guardians can navigate directly to Best Sellers or filter the catalog to the child’s school. The recommended sizes appear on product pages within the session and across sessions when saved to an account.



French Toast fit finder adapted for kids

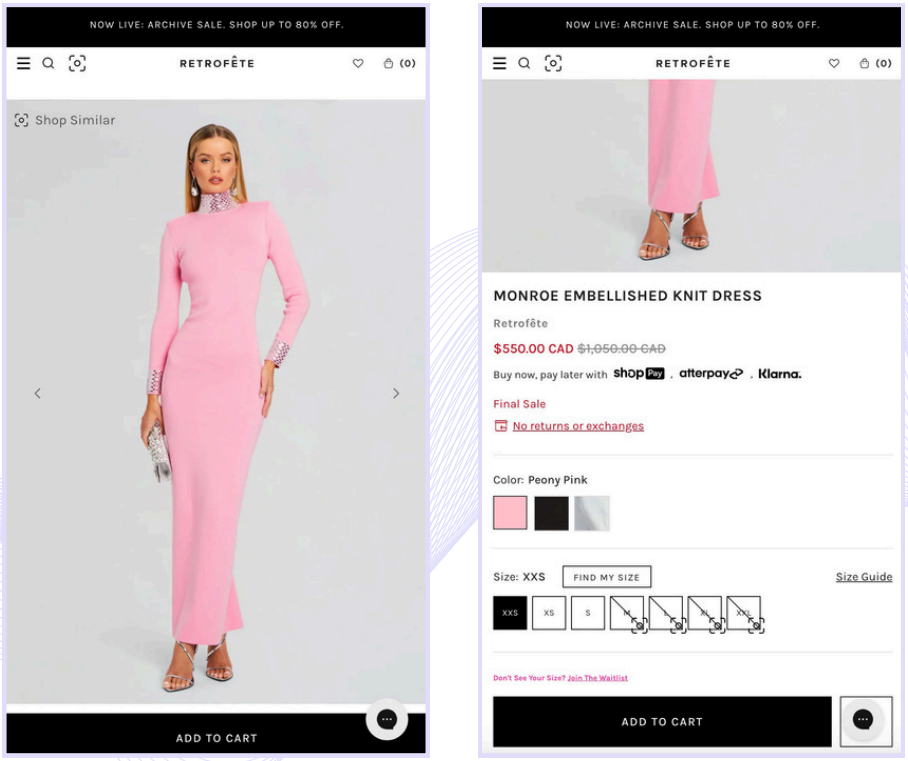
More fit finding API use cases

Integrating the Bold Metrics API with other applications can bring to life new and never-before-seen experiences. These are just a few ideas for what you can build with Bold Metrics.

Saving out-of-stock sales

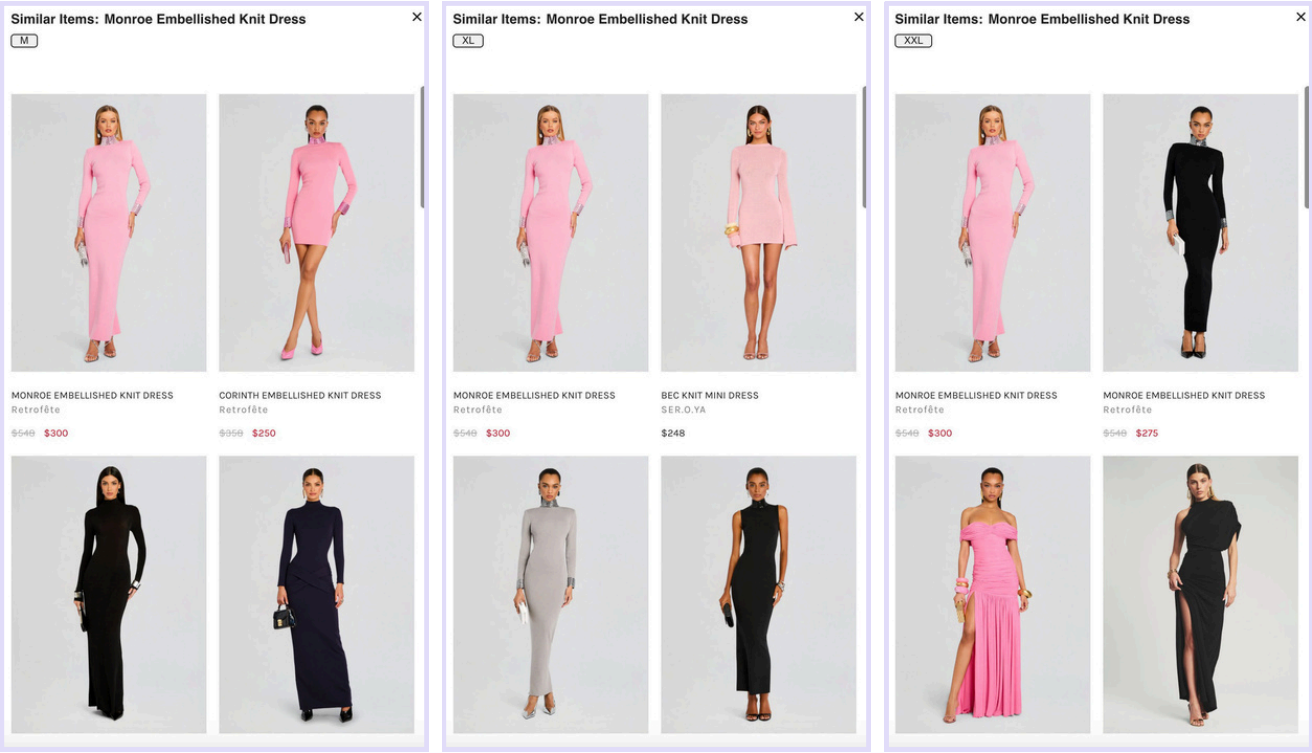
Search and recommendation engines that support "visual search" can suggest close-match alternatives for out-of-stock sizes. Rather than request an email for a restock that may never happen, shoppers get instant gratification without the friction of returning to a product list or conducting a new search on their own.

For example, Retrofete displays small icons (similar to Google Lens' visual search icon) with struck-out size chips that users can click to open a modal window with visually similar styles.



Visual search icons displayed with out-of-stock size variants

The recommendation engine filters styles without the specified size in stock, and sorts matching options by how visually similar they are to the original item (shown always in the top left of the grid).



Left to Right: Visually similar, in-stock matches for sizes M, XL and XXL respectively

This experience reduces both customer disappointment and lost revenue from stockouts.

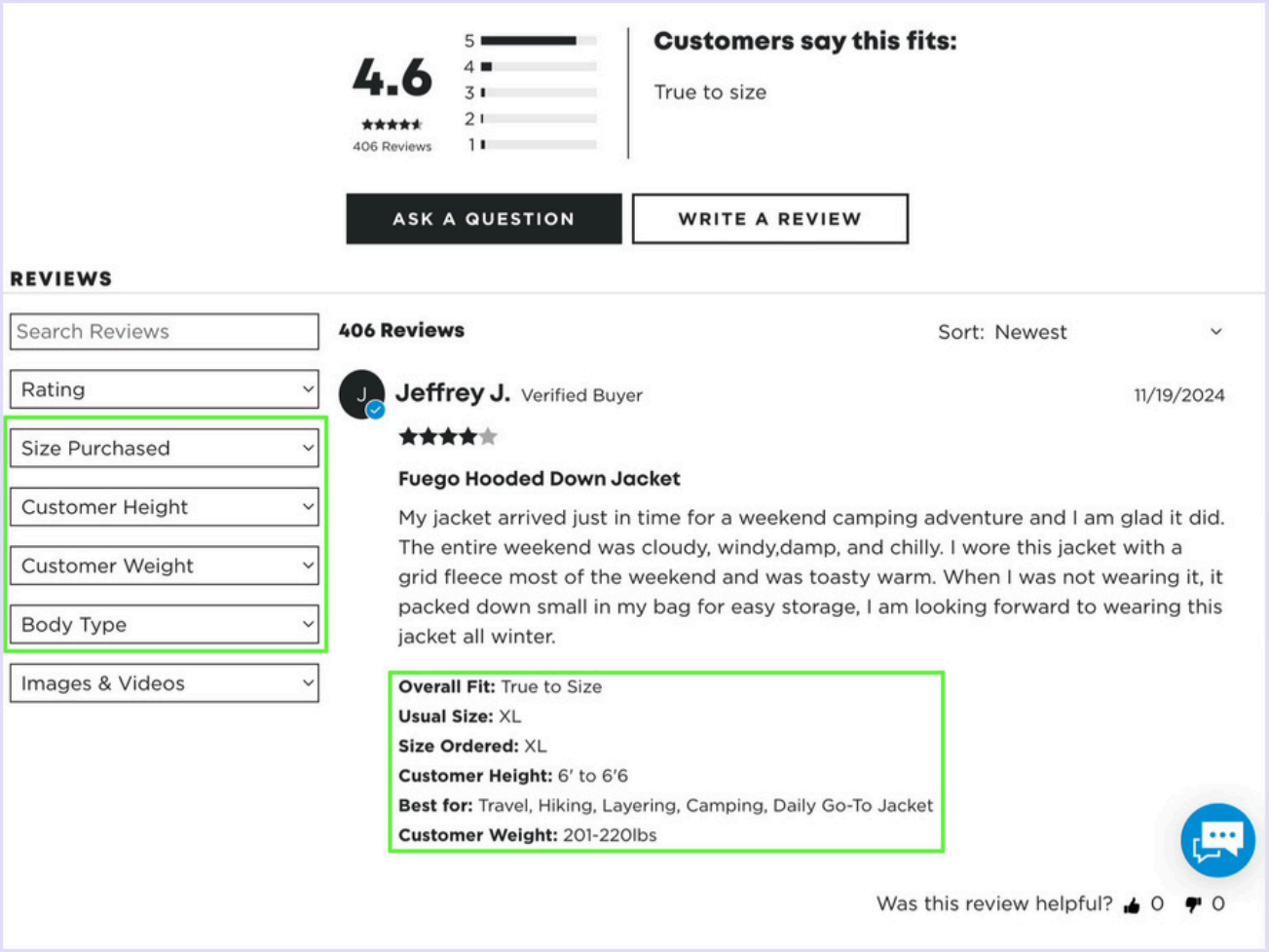
Now imagine if such a capability could be enhanced further through integration with the Bold Metrics API:

1. Customers with saved fit information can see their usual size, plus one size up or down if this fits their fit preferences (tighter, looser, etc). This means some of the most visually similar styles that would otherwise be filtered out may be included.

2. Visually similar styles that match the customer's fit profile can be embedded directly into the product detail page in a recommendations pod above the fold. Most shoppers won't click on an out-of-stock variant when it's struck out. Showing products immediately without any clicks required from the customer overcomes this challenge.

Personalizing the review experience

A number of customer review applications allow merchants to include additional customer data in their submission forms that can be displayed with user reviews and enable filtering by customer attributes like size purchased, usual size, and customer height, weight, age, and body type.

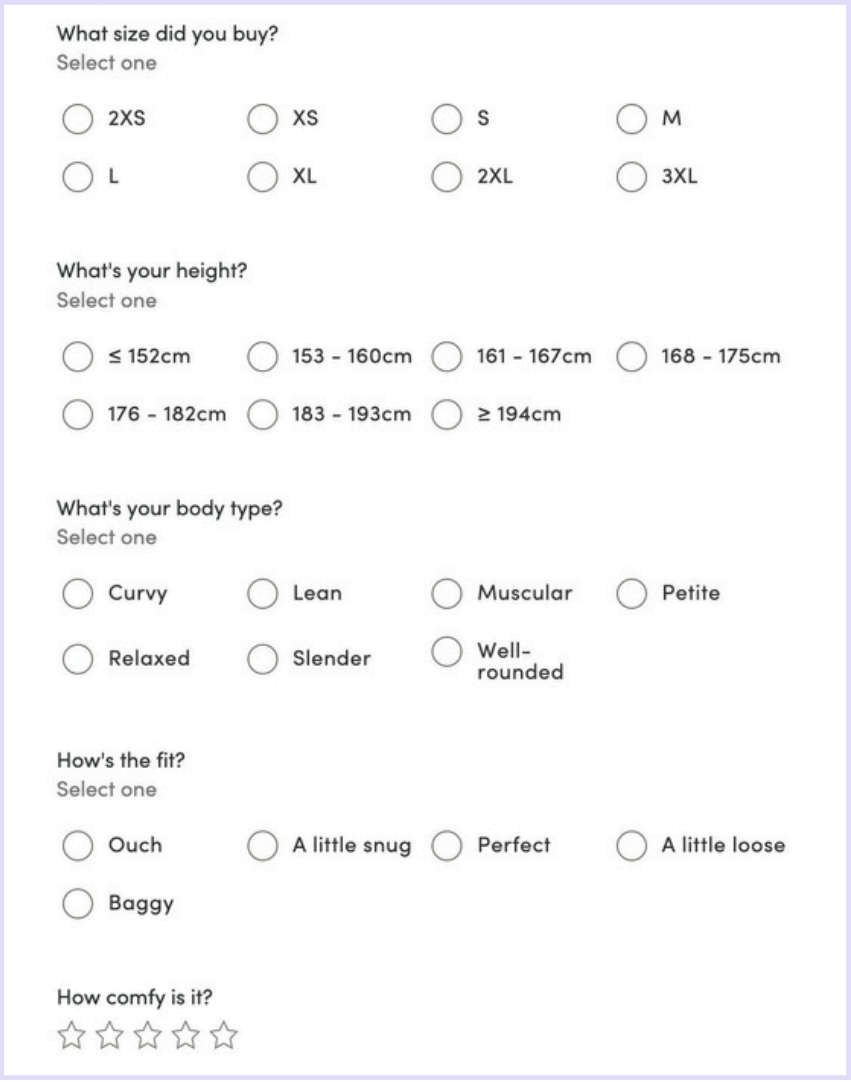


Customer reviews with attribute filters and bulleted details

Depending on the review vendor, a customer's saved profile information may always be displayed with their reviews, or the customer may have to provide this information every time they submit a review.

Integration with Bold Metrics' API can auto-populate relevant fields, reducing friction and user effort in the submission process, especially when paired with purchase data (through integration with account history for logged-in users).

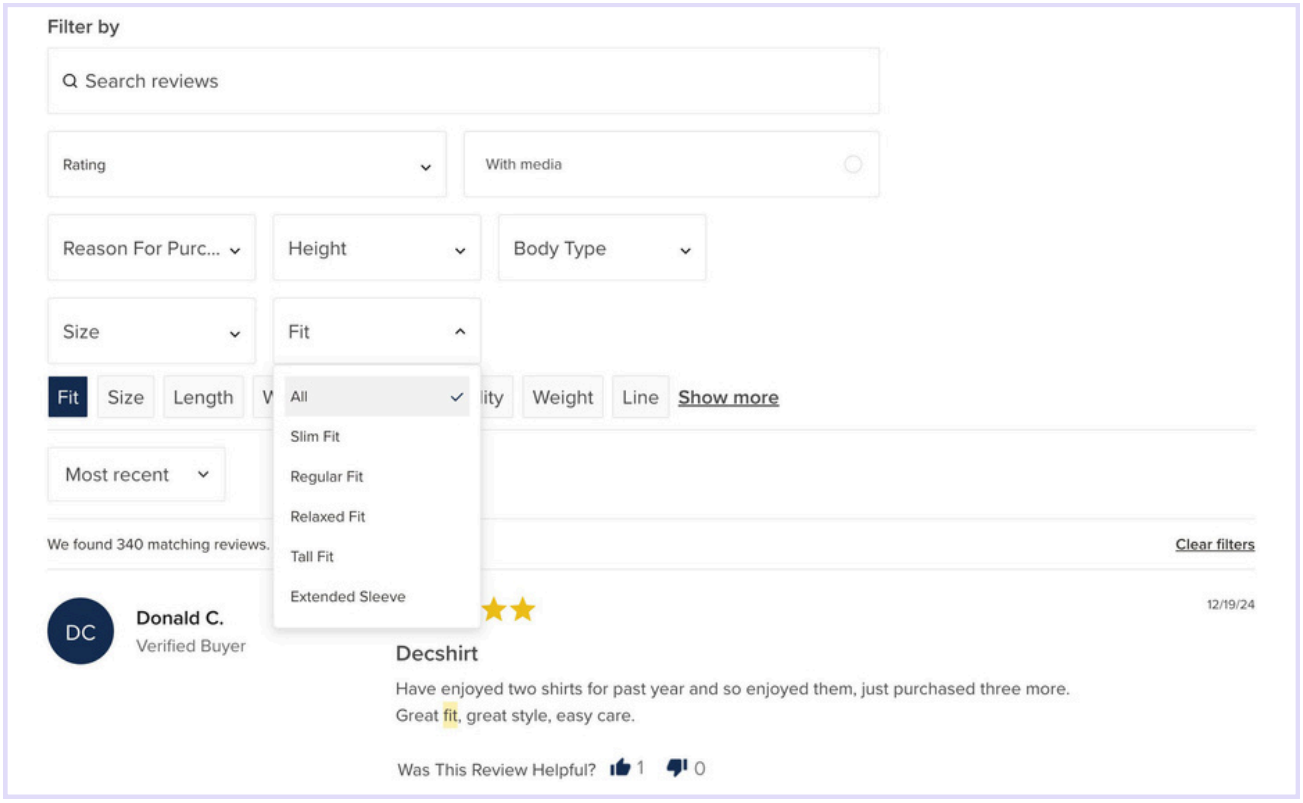
This can streamline the form like the one below to only require "how's the fit" and "how comfy is it"?



An example review submission form with fit-related attribute questions

Another opportunity to enhance the review experience is to personalize the sort order of customer reviews to the individual user based on reviews from "customers like you."

For example, a product with different available fit options like Slim, Regular, Relaxed, Tall, and Extended Sleeve can show reviews with a given user's saved fit preference to the top of the list, and apply a weighting factor for reviews from customers with similar body specifications.



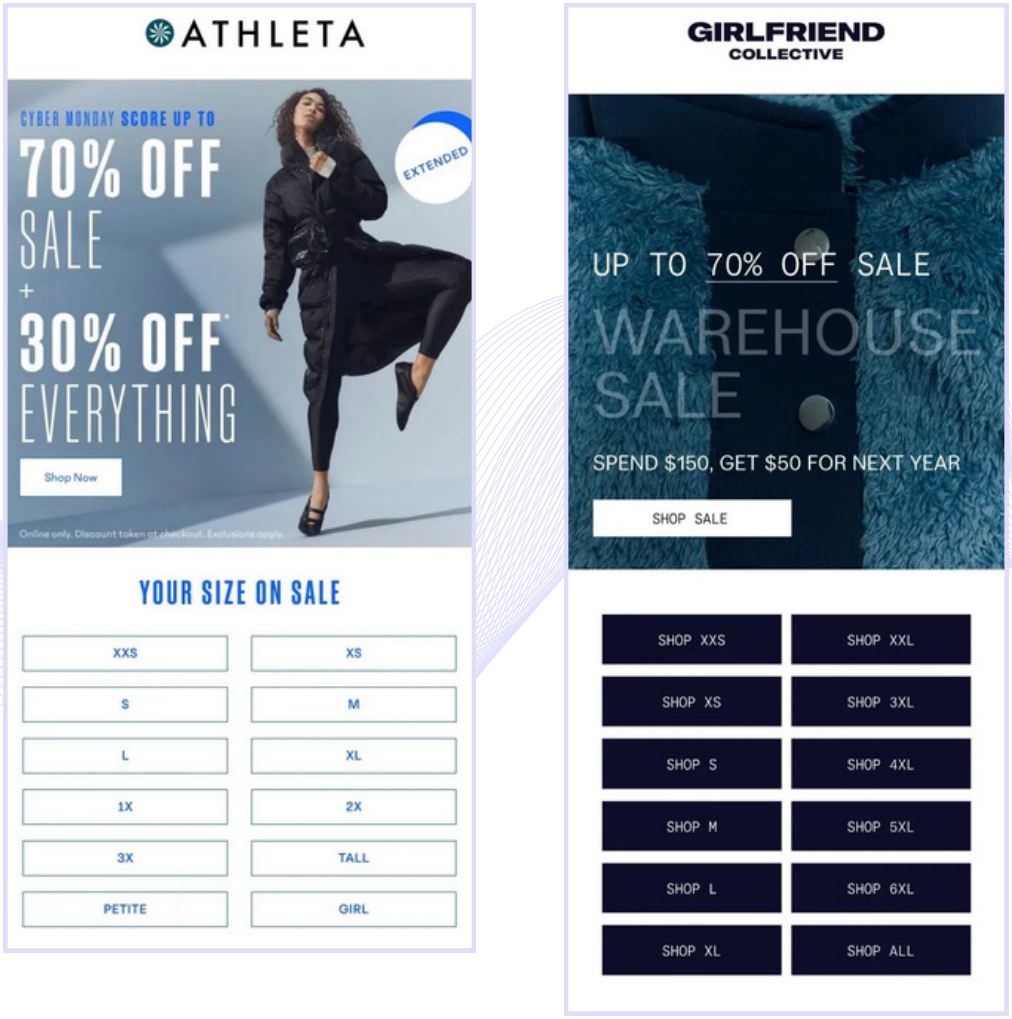
An example review submission form with fit-related attribute questions

Because ranking happens algorithmically, rather than requiring customers to manually apply filters, and most relevant reviews are pushed to the top, this can improve conversion, especially on mobile.

Hyper-personalizing email merchandising

Many merchants include "Shop by Size" links with promotional emails to send shoppers directly to a filtered product list, especially during sales and clearance events.

Imagine if these size links could be scoped to an individual customer's saved fit profile – showing a tighter range of sizes, rather than the full set – how much screen real estate could be saved, how easier the list would be to scan, and how more personal the email would feel.



Customer reviews with attribute filters and bulleted details

This is certainly not the only use case that's possible with the Bold Metrics API.

You could, for example, create cohorts of customers within your CRM system that only shop a specific size, and offer them first-dibs discounts on products with overstocks in that size to help move inventory, without reducing the public-facing price on your website.

GenAI virtual try-on

Rapid advancements in generative AI mean we're getting closer to virtual try-on experiences that generate fit visualizations on our own body avatars. Walmart's "Be Your Own Model" feature already lets shoppers upload a full-body selfie to virtually try on clothing, as do a handful of third-party consumer mobile applications.

However, there are several challenges to this approach to consider:

Lighting and image quality: Depending on where and how you take your selfie, you may have poor lighting and image quality that results in unrealistic or distorted generative images.

Usability and accessibility: Taking full-body selfies is difficult and time-consuming, and may feel intrusive to customers.

Privacy concerns: Not all customers are comfortable uploading sensitive data like photos, and collecting this data adds complexity to retailers' privacy and data governance requirements.

Not to mention, unless you're wearing a skin-tight outfit from top to bottom, the generative application will struggle to assess your actual body shape. Studies have shown conversion rates through body scanning mobile app solutions are as low as 0.25% due to these friction points.

We anticipate that generative AI vendors will soon make commercial applications available to support "be your own model" experiences on any merchant website. But these experiences will suffer from low adoption unless they solve for the friction and failure points of mobile body scanning.

Integrating Bold Metrics' API with virtual avatar generation is one potential solution. With just a facial selfie (which many consumers are already more than comfortable with!) and a four-question quiz, online shoppers can see full catalogs "on themselves" with a more realistic picture of true-to-life fit.

Wrapping up

Investing in user experience is always a profitable strategy. Giving online shoppers more confidence in making the right size choices the first time drastically cuts the cost of returns (and keeps customers returning season after season).

We hope this ebook inspired you with fresh ideas to improve the UX of size charts, incorporate smart sizing solutions (if you haven't already), and consider custom solutions tailored to your specific business needs.

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About Bold Metrics

BOLD METRICS™

With a suite of powerful AI solutions that cater to the needs of apparel businesses from custom clothiers to SMEs, multi-brand retailers, and enterprise-level companies, Bold Metrics unlocks the power of body data to help brands boost conversion and AOV, reduce returns, and generate valuable data-backed insights to optimize operations from design to distribution. Find out more at boldmetrics.com

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