

Industry: Apparel / ecommerce

THE CHALLENGE

Improve efficiency during product development by replacing manual measuring with Tailored

THE SOLUTION

Performed A/B test, human vs. machine

THE OUTCOME

Reduce overall workflow efficiency by 20% and increase measurement consistency

Apparel retailer sees automated measuring as an improvement to workflow efficiency

Software innovation combines man and machine to help retailers replace an age old process

The Challenge

As fast fashion brands continue to gain market share, traditional retailers are seeking solutions to increase efficiency and improve time-to-market. The process of hand-measuring garments during product development and quality control is one of the most time consuming and inconsistent processes in the industry.

The team was introduced to Tailored and knew their tech presented a huge business opportunity. Though to be a viable replacement to human measuring, their primary success factors would be ease-of-use, accuracy and time savings.

The Solution

The team engaged with Tailored and planned a day at their headquarters to perform an A/B test on human vs. machine measuring. The test involved 10 garments (pants and shorts ranging in type and material) and taking the same five measurements from all.

Three members of the retailer's technical design team measured the garments and record their measurements. This data was then compared to the measurement data received from Tailored.

The team discovered Tailored would improve overall efficiency by 20%

The Outcome

Of the various insights that were uncovered, the retailer learned there is a clear discrepancy between perceived and actual measurement accuracy by humans. The results showed when one human was compared to another, measurements varied by as much as 1.25 inches.

To remain consistent, garments were measured with Tailored three times each, and measurements were shown to vary by at most 1/8 inch.

It was also discovered Tailored would decrease the amount of time spent per garment by an average of 3 minutes, or an over 50% reduction in time. The relationship between Tailored and retailer is ongoing.

*Pilot conducted during Tailored beta.

tailored.

HEADQUARTERS

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ABOUT TAILORED

Tailored is a fashion technology company offering the worlds first instant garment measuring and fitting software. Tailored enables apparel brands and retailers to improve efficiency around product development and QC. Tailored's technology also provides online retailers with a better online-fit experience. For more information, visit www.thetailoredco.com.

Contact us to learn more.