

tailored.



STITCH FIX

Headquarters: San Francisco, CA

Founded: 2011

Industry: Apparel / ecommerce

THE CHALLENGE

Predict a customer's size as early as possible

THE SOLUTION

Pilot Tailored's garment measuring software with customers

THE OUTCOME

87% would take photos of their existing clothes if it meant receiving better fitting items

Stitch Fix learns 87% of customers would take photos of their existing clothes to get a better fit

Learning a person's fit-preference early is key for a successful customer relationship

The Challenge

Curated clothing will be the future for a large percentage of the population and Stitch Fix is engrained as a leader in this space. Upon joining, customers of Stitch Fix complete a detailed questionnaire to outline their style and fit preference. Customers then pay a "styling" fee to receive monthly shipments of 5 clothing items expertly selected by a stylist. Customers purchase items and send back what they don't want.

Stitch Fix works with over 150 brands, and since no sizing standards exist in the garment industry, their challenge is to learn a customer's fit-preference and match them with properly sized garb in as few shipments as possible.

Stitch Fix expressed to Tailored their desire to improve their current process and if possible, learn a customer's fit-preference before their first ever Fix.

The Solution

Stitch Fix teamed up with Tailored to conduct an engaging trial for their customers. Stitch Fix's goal was to learn if obtaining garment measurements from a customer could be a better predictor of fit-preference than their current model.

91% like the idea of using their existing clothes to help Stitch Fix learn their size.

Stitch Fix engaged 12,000 of their over 3,000,000 customers to participate in the trial. Participants were to take a single photo of their best fitting pair of pants and answer a few questions about the garment and their overall experience.

The Outcome

Once all surveys were collected and the data was analyzed, one thing became abundantly clear, consumers are always interested in a better fit-experience. According to the results 91% liked the idea of using their existing clothes to help Stitch Fix learn their size, 87% would continue to take photos of their existing clothes if it meant receiving better fitting items by mail, and 85% found the process of placing a garment on the floor and snapping a photo easy.

Stitch Fix data scientists determined without updating their current model, the data delivered by one photo with Tailored was equivalent to the fit-data collected from their current new-customer questionnaire.

Additionally, Stitch Fix piloted Tailored in their distribution center, with the idea of replacing manual measuring during garment intake. The relationship between Tailored and Stitch Fix is ongoing.

*Pilot conducted during Tailored beta.

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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 QA. 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.