tailored.

Headquarters: San Francisco, CA
Founded: 1800's
Industry: Apparel

THE CHALLENGE

Measure clothing on location, faster

THE SOLUTION

Utilize Tailored automated measuring during fit event

THE OUTCOME

Automated measuring will be a game changer for the world of fashion

Legacy denim brand applies new tech to an old problem

Using automated measuring to plan for the future

The Challenge

Each year as design and production teams plan for the coming season, they face an important question: "Will consumers be interested in purchasing the products being released?" Two pieces of this yearly puzzle are *look* and *fit*, both of which must toe the line between remaining static and appearing new in order to keep their customer base satisfied with fits they're familiar with but also coming with fresh ideas to keep them interested.

One method brands employ to help with this is market research. This takes many forms, from surveys to interviews to analyzing store purchase and return data. Legacy brands understand the importance of customer feedback and their teams truly go above and beyond.

Case in point, each year members of the garment design team travel to different cities across the US testing new apparel with the general public. The team also performs quality checks on the garments throughout the day and was looking for an easier and quicker way to measure garments in real time.

The Solution

Tailored supplied the team with its patent pending garment measuring app. Team members loaded the app onto their mobile devices and snapped photos of jeans throughout the try-on sessions.

Automated measuring would cut measuring times by more than 50%!

The Outcome

With over 40 years experience in the world of garment production and technical design, the team more than understands the time and effort that goes into measuring clothing by hand. They noted that Tailored would cut measure times by more than 50%.

The team stated Tailored's automated measuring software will be a game changer for the world of Fashion. Not only allowing teams to collaborate on garment samples and with factories more efficiently, but also providing an improvement in overall workflow efficiency.

*Pilot conducted during Tailored alpha.

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 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.