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AI RECOMMENDS THE RIGHT SIZE FOR CUSTOMERS TO REDUCE CLOTHES RETURNS

 FASHION & BEAUTY

The platform matches 3D models of customers to the most suitably sized product

Spotted: Research has found that in 2022, clothing returns reached record highs in Europe, with 54 per cent of dresses purchased being sent back. The cause of many of these returns was incorrect fit or sizing.

So much shipping back and forth generates extra carbon emissions, something that German startup Saiz is working to reduce through its intelligent fit platform designed to reduce the rate of online retail returns. Saiz uses artificial intelligence (AI) to build a 3D twin of every shopper and then match product measurements to the person.

The Saiz team integrates the platform with a retailer's online presence, and, as well as helping customers find the best fit, it provides detailed analytics to businesses to further improve the shopping experience. Saiz is a customised SaaS platform that provides fit recommendations for every single product, not just a rough estimate based on other brands' sizing.

Reducing returns makes it easier to build customer loyalty. And as the AI gathers knowledge of what sizes and designs work best for various types of customers, businesses can improve fit consistency across entire lines, reducing costs and environmental damage.

The company recently secured pre-seed investment from Spread Ventures and will use the funding to expand its team and refine the platform.

Some of the more recent additions to Springwise's archive of innovations making the fashion and homewares industries more sustainable include a social enterprise turning plastic waste into new,

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Takeaway:

Retailers are largely being urged to cut carbon emissions by reducing [returns](#) and increasing efficiencies in the fashion production process wherever possible. Many in the industry are expecting returns charges to become the norm, as environment-related messaging requesting more careful shopping has not been working. By reducing returns, innovative platforms like Saiz can help save organisations time and resources, enabling more opportunities to explore circular business practices such as improving or introducing take back and recycling and upcycling programmes.