



Myntra.com has hired tailors to deliver customer orders. | Photo source [Kenny Luo on Unsplash](#)

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ONLINE FASHION RETAILER USES TAILORS TO DELIVER RIGHT FIT



Myntra.com has started sending tailors to deliver shipments in a bid to reduce the number of shoppers returning items.

Spotted: India-based Myntra.com has hired tailors to deliver customer orders. The new service is part of the company's efforts to improve customer satisfaction and reduce the number of returns.

Most returns are due to minor fitting issues, like pants that need to be shortened, [according to the company](#). The service uses local tailors to pick up purchases from the warehouse and deliver them to customers. Myntra hopes the on-demand alternations will simplify customers' lives and reduce returns.

The innovation builds on Myntra's existing efforts to provide a smooth shopping experience. It introduced a tailoring service in 2016 and offers a [try-and-buy option](#).

Myntra has already launched the service in Delhi and plans to offer it in other Indian cities as well.

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Website: myntra.com

Contact: myntra.com/contactus

Takeaway:

Online retailers report an estimated 15-20 per cent of sales are returned. A 2018 study showed three out of five shoppers in the US and UK [returned online purchases in the last 12 months](#). Some retailers are using apps and VR so customers can virtually try on goods before they purchase. Having a tailor on hand at delivery could provide an old-fashioned solution.

