FAVORITE FIT: PATENTED FIT SYSTEMS

Background

Since it's inception over a century ago, the mail order garment industry has survived and prospered with little evolution beyond some modern conveniences – telephone ordering, courier deliveries, and credit card payment. With the advent of the Internet and its online ordering and e-commerce, online sales have grown grown to over $100 billion annually (US Census Bureau, 2008). Transaction volumes have skyrocketed, enormous efficiencies have been created and exploited, and much of former catalogue sales have been migrated online, all to the vast improvement of an industry that has been executing the same paradigm since its inception.

The Problem - Returns

From those early days of catalogues to the present, one part of it has surely remained consistent - costing online clothing sales up to 40% of its gross annual sales - a truly staggering amount. Returns. And retailers know all the costs that go with returns. On the outbound end - picking, packaging, shipping, transaction processing – then, the inbound end – customer service inquiries, courier charges, receiving, checking, inspection, restocking, transaction processing, markdowns, write-downs, disposals. There is no greater drag on profitability than returns. Period. The fact is that in the same ratio as returns may be reduced, profitability will increase. There is no more direct link to greater profitability than in reducing returns.

Of course, there is a recognized, industry-wide

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assortment of known factors why the return rate is so high – after all, Customers who cannot see & touch clothing, and try it on in a real life setting are to varying degrees forced to guess, every time they buy, about some of the key attributes of their purchase; principally fabrics, colour and fit. Their uncertainty translates directly into some amount of risk on their part and some of the time (safe to say over 40%) they are disappointed. Some try again and succeed, some try again and fail, and some never try again at all. Retailers know this and they've gone to great lengths to address each of these exposures.

Standards – If Only...

Of course, there are some standard names for fabrication – lightweight worsted wool, hard-wearing cotton gabardine, polyester-cotton blend, waterproof nylon shell – are phrases almost universally recognized and identified by Customers with specific familiar fabrications, and with only minor variances that are largely accepted. Colour standards are less consistent, especially from season to season, and retailers have gone to great lengths to display corrected colours, their variations, colour chart references, shades & tints, and to use descriptive language to help Customers' comfort level when ordering – and to hopefully reduce the return rate. And then, the final challenge – size and fit.

Historically, size, fit and inconsistency are words that go together. Despite there having been significant efforts to standardize sizes and fit across the "New World", and despite everyone's recognition of how important such standards are to everyone concerned from Designer to Customer, Size and Fit standards simply do not work. A set of true international standards has eluded every segment of the industry since the beginning. The current Standard Sizes in America were last updated in 1941! And if standardization of Sizes doesn't even work

in the bricks & mortar world, how can any interested party have confidence that standards will work better in the online world?
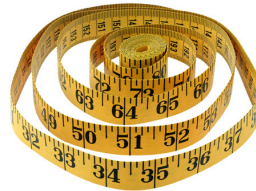
There is nothing a prospective customer can use to simulate a dressing room try-on or wearing of the garment. There is a vast discrepancy based on third party experts' varying notions of what constitutes appropriate size and fit. Designers, Pattern Makers, Fit Models, Sewers, Manufacturers, Consultants, Retailers, Sales Staff and, yes – Customers - all have their own concept of size and fit, and there is nothing requiring or helping them to get it truly right.

Beyond simply establishing standards of size and fit, many attempts at solving the fit problem have unfortunately failed - some more spectacularly than others. Size Charts, Custom Jeans, Style Valet, Size-Me, Scanning Pavilions – all with major drawbacks and none providing a ubiquitous, accurate, complete, easy-to-use, inexpensive solution. Because without exception, they are all executing an incorrect paradigm - where customers are required to match their own size and fit preferences to the size and fit opinions of – yes – the experts.

The Correct Paradigm

Success in size and fit cannot be achieved so long as Customers are required to compare their preferences to unknown variables. The correct paradigm is to make it easy for individual Customers, one-by-one, to compare their own fit preferences directly to defined product offerings. How is it done? The first thing to recognize is that size, in this context is meaningless or anecdotal at best. The only thing that really matters is – you guessed it – fit. How do you empower individual Customers to accurately and definitively determine the fit of a garment prior to purchasing it online. Favorite-Fit.

The Solution – Favorite-Fit

Favorite-Fit is our unique, patented business process that - prior to purchasing - lets your customers confirm the fit of your company's online inventory to their own preferred favorite-fitting garments. Everyone can look in their closet and immediately identify which are their favorite-fitting garments – pants, shirts, jackets, skirts – and regardless of the individuals' reasons for choosing one over another; everyone has their personal fit preferences.

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The system is based upon Customers being taught to lay these favorite-fitting garments down flat, and as instructed on the web site, take between 3 and 5 easy, straight measurements and, enter and store them in their own 'Favorite-Fit Wardrobe' browser file online. When a Customer is interested in purchasing a garment and wants to verify the fit, they will select their preferred-fitting garment from the file and direct the system to make the measurement comparisons and display the results. Favorite Fit's unique patented business process shows your customers the similarities and differences between their favorite-fitting garments and those offered in three ways:

1. Graphically – with an outline image of the favorite garment overlaid onto the outline image of the garment for sale

2. Table format – detailed individual measurements, and each of their variations by quantity and percentage

3. Text description - a narrative that tells the Customer in conversational terms about the similarities and differences between the two garments.

Customers will, for the very first time, be able to make totally informed decisions about the fit of garments, not the size! They will find garments that fit exactly like their favorites and some that fit nearly the same but that are acceptable nonetheless. When purchasing these garments, Customers are actively approving fit and are more likely to keep those garments shipped to them.

The Benefits

The benefits are many, to both Customers and Retailers. Customers will experience lower costs, reduced delays, more convenience, satisfying experience, and better fitting clothes!   Retailers will experience lower costs, increased sales, satisfied customers, and more repeat business. The arithmetic speaks for itself. If Favorite-Fit can save online retailer just 10% of their return losses, they will recoup hundreds of millions of dollars in losses and have happier Customers too. In fact, use of Favorite-Fit will undoubtedly result in a steeper growth curve for online garment sales – another direct benefit. The bottom line result is greater sales and increased profitability.

Call today to find out the ways your Customers and your Company can win together with Favorite Fit!

Measurement 1 of 5:

SHOULDER MEASUREMENT

Measure in inches across the back of the t-shirt, from one armhole seam straight across to the other armhole seam

My favorite t-shirt is

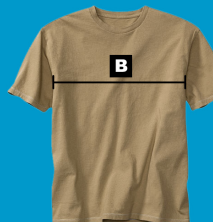[ ] " wide at **A**

NEXT STEP

Measurement 2 of 5:

CHEST MEASUREMENT

Measured across the torso, from the bottom of one armhole seam straight across to the bottom of the other armhole seam

My favorite t-shirt is

[ ] " wide at **B**

NEXT STEP

Measurement 3 of 5:

BOTTOM MEASUREMENT

Measure straight across the bottom of the shirt, from one side seam to the other side seam

My favorite t-shirt is

[ ] " wide at **C**

NEXT STEP

Measurement 4 of 5:

HEIGHT MEASUREMENT

Measure straight across the bottom of the shirt, from one side seam to the other side seam

My favorite t-shirt is

[ ] " high at **D**

NEXT STEP

Measurement 5 of 5:

SLEEVE MEASUREMENT

Measure from the centre back of the neck opening, straight along the shoulder and sleeve to the end edge of the cuff

My favorite t-shirt is

[ ] " wide at **E**

COMPARE

YOUR FITTING IS COMPLETE

Your t-shirt is

A 14" wide at the shoulder
B 24" wide at the chest
C 24" wide at the bottom
D 36" in height
E 12" long at the sleeve

Our t-shirt is

A 16" wide at the shoulder
B 22" wide at the chest
C 21" wide at the bottom
D 36" in height
E 10" long at the sleeve

VISUAL FIT ANALYSIS

Identical fit

1" shorter

1" narrower   1" narrower

Identical length

1.5" narrower   1.5" narrower

Your T-Shirt
Our T-Shirt

The T-Shirt you wish to purchase is 2" tighter in the sleeve, 2" narrower in the chest increasing to 3" narrower at the bottom than your favorite T-Shirt but will fit identically elsewhere

BUY

PATENTED FIT SYSTEMS

FAVORITE FIT

FOR MORE INFORMATION

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