



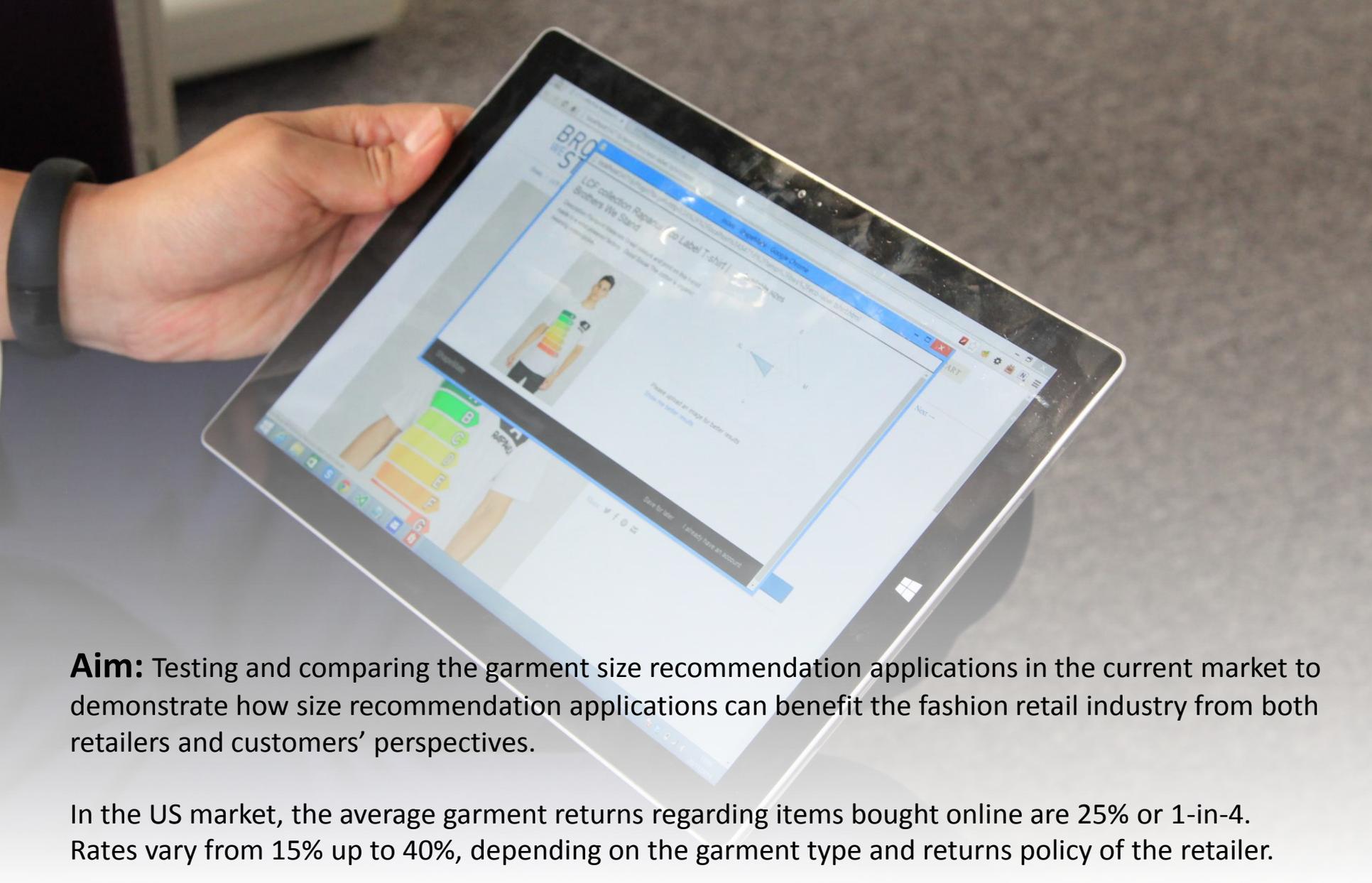
eSize Project: Intelligent Integration Of a Sizing Framework Into Online Fashion Retail

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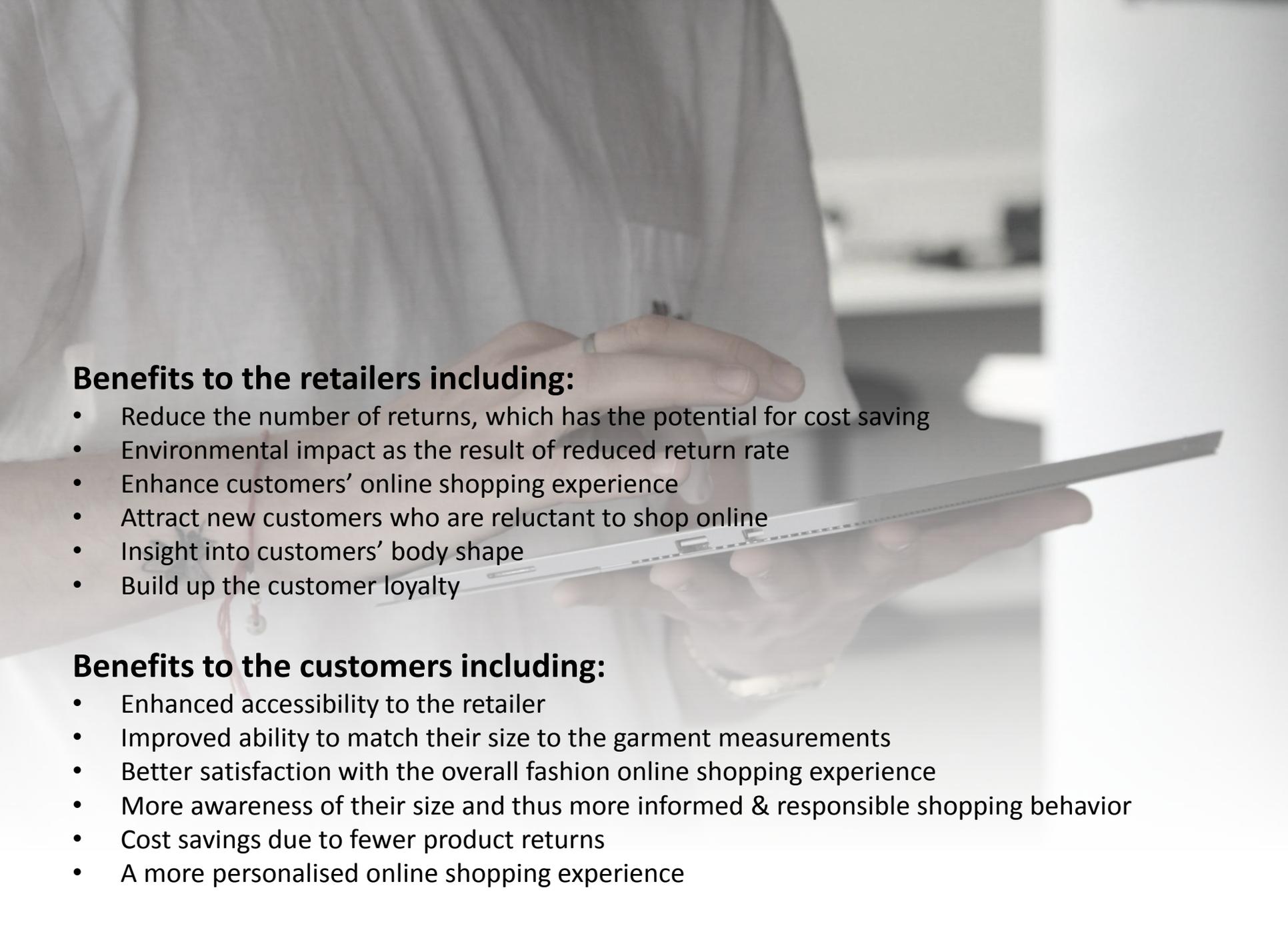
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Aim: Testing and comparing the garment size recommendation applications in the current market to demonstrate how size recommendation applications can benefit the fashion retail industry from both retailers and customers' perspectives.

In the US market, the average garment returns regarding items bought online are 25% or 1-in-4. Rates vary from 15% up to 40%, depending on the garment type and returns policy of the retailer.



Benefits to the retailers including:

- Reduce the number of returns, which has the potential for cost saving
- Environmental impact as the result of reduced return rate
- Enhance customers' online shopping experience
- Attract new customers who are reluctant to shop online
- Insight into customers' body shape
- Build up the customer loyalty

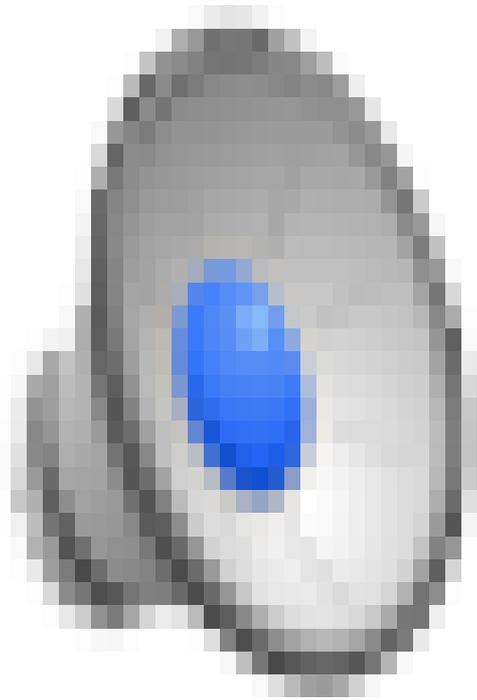
Benefits to the customers including:

- Enhanced accessibility to the retailer
- Improved ability to match their size to the garment measurements
- Better satisfaction with the overall fashion online shopping experience
- More awareness of their size and thus more informed & responsible shopping behavior
- Cost savings due to fewer product returns
- A more personalised online shopping experience

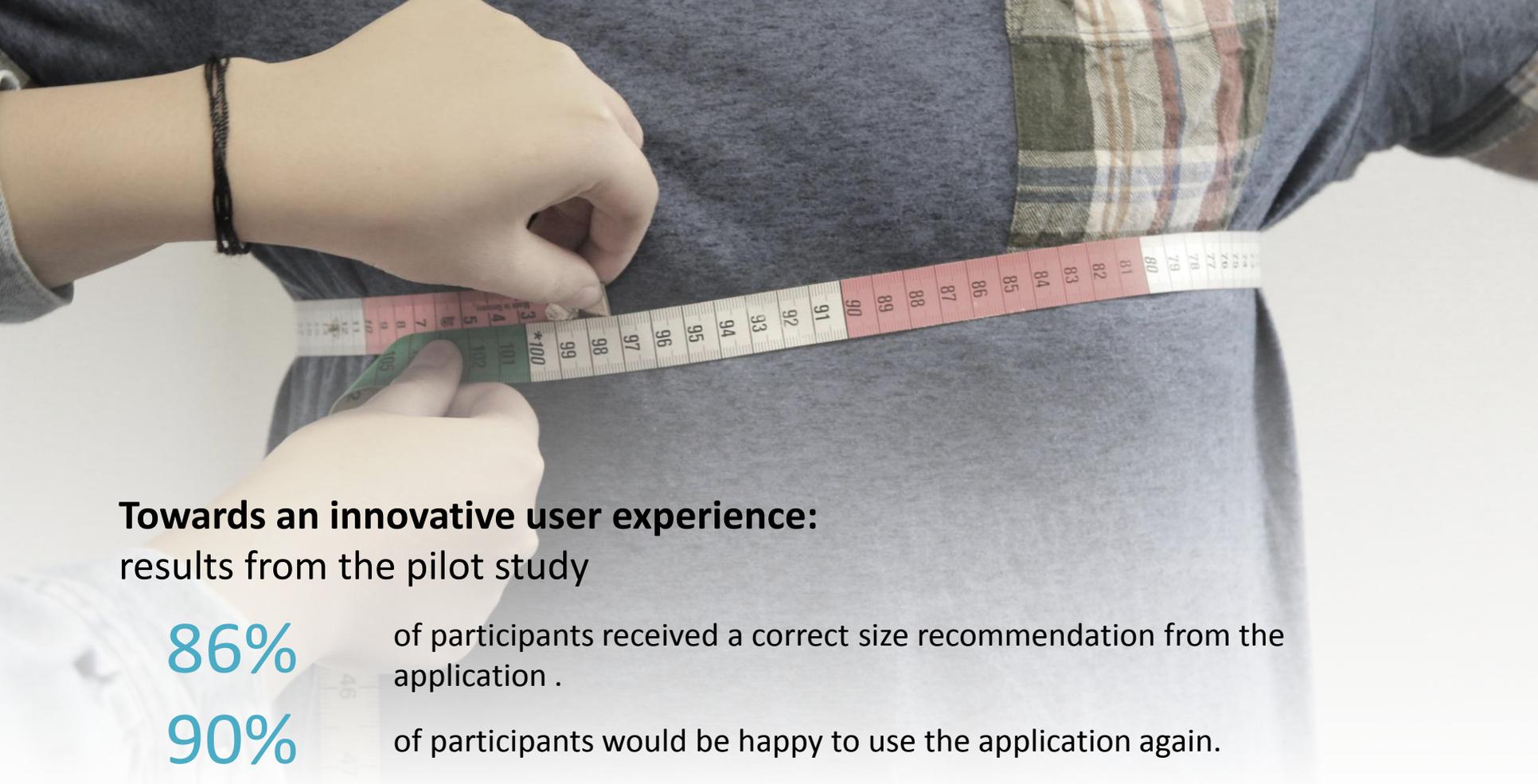
In the current market, there are various size and style recommendation/mapping services using a low-cost webcam, including Upload, Metail, Fits.me and Poikos.



From left to the right: A, B, C, D, E and F. A: participant 1, B: segmentation of the front image that captured by using webcam. C: the generation of the silhouette. D: participant 1 is trying on the recommended trousers. E and F: participant 1 is trying on the recommended size of the shirt.







Towards an innovative user experience: results from the pilot study

86%

of participants received a correct size recommendation from the application .

90%

of participants would be happy to use the application again.

100%

of participants would recommend the application to others.

100%

of participants would be happy to input their personal size information when shopping online.

73%

of participants found the ShapeMate application more useful.