

Case Study

Fashion Metric Helps Lango Shels Combine Fit, Function and Fashion for Medical Professionals

Healthcare is constantly advancing, so why shouldn't medical wear evolve as well? That was the idea behind Lango Shels, a company dedicated to creating custom-tailored scrubs called MEDSUITS for medical personnel. Former NFL player turned entrepreneur Bert Emanuel, President & CEO of Lango Shels, worked in tandem with two doctors to design the company's innovative MEDSUITS to be not only professional looking, comfortable and functional, but to also have antimicrobial features.

But when the product was ready to hit the market, the Lango Shels team struggled to find an efficient way to measure and sell to clients. Their first sales model included a lengthy process of hiring, training and deploying sales reps to measure clients in person. Not only was this process inconvenient and inefficient, taking up to five weeks per order, clients found it uncomfortable to be measured by strangers.

Moreover, the MEDSUIT measurements were often inaccurate, leading to a roughly 60 percent return rate for alterations. The team knew they needed to find a quicker, more efficient and more accurate way to measure clients if they wanted to succeed.

Fashion Metric Customized System for First-Ever Medical Wear Client

One of Emanuel's colleagues tipped him off to an online measurement tool he heard mentioned by investor Mark Cuban on the TV show "Shark Tank" – Fashion Metric. Fashion Metric signed on to help Lango Shels solve its niche challenges, working hand in hand with the company to tweak the Virtual Tailor system to provide the perfect MEDSUIT fit. Even though traditional baggy scrubs left more room for error than normal clothing, the MEDSUIT was designed to have some of the traditional characteristics while also incorporating a more tailored fit, so Fashion Metric adjusted parameters on the backend to create 10-12 measurements specific to Lango Shels's needs.

"We were sold on the idea that Fashion Metric could replace having to measure each individual doctor, dentist or nurse, saving us thousands of dollars and a lot of time in terms of sales training, seminars, manuals and product returns," Emanuel said. "We knew it would completely turn our business around."

Results: Five Weeks of Time Saved Per Client and Nearly Nonexistent Returns

The integration of Fashion Metric dramatically reduced Lango Shels's client fitting cycle from five weeks to two minutes. Additionally, returns dropped to 4 percent.

"It's allowed us to focus less on sales execution and more on sales opportunity," Emanuel said. "We're combining style and technology, which is something that has never been introduced to this marketplace. There's been a tremendous response to the feel, fit and functionality of our products."

Emanuel and team used their extra time and resources to grow the company by 50 percent over the course of 12 months.

"If you're interested in reducing your sales expense, improving your custom tailoring accuracy and reducing product returns, this is definitely a system that you seriously need to think about integrating into your business operations," Emanuel said.

4%

return rate with Fashion Metric, down from 60%

50%

revenue growth

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- Bert Emanuel,
President & CEO of
Lango Shels

Let's talk!

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