

Case Study

Borrowing Magnolia Helps Brides Say “I Do” to Online Gown Rentals

Marriage may be a lifetime commitment, but bridal gowns should just be for one day. That’s the idea that led sisters Cali Brutz and Ashley Steele to co-found Borrowing Magnolia, an online bridal dress consignment and rental shop in 2014.

But the sisters quickly recognized why many women had better luck finding their future partners online than their wedding gowns. Not only were bridal sizes notoriously unstandardized, but Borrowing Magnolia’s inventory was pre-owned and often pre-altered, making street size a particularly unreliable predictor of fit.

If the online store was going to survive, the sisters knew it was imperative they address their fit issues.

Borrowing Magnolia Finds Love at First Fit with Fashion Metric

Needing a way to quickly gain information about shoppers’ body measurements without burdening the shopper, the sisters were on board when they heard about Fashion Metric’s software, which calculates more than 50 accurate body measurements based on questions brides can answer easily.

“Once we were ready to move forward, the integration process could not have been easier or quicker,” Brutz said. “Fashion Metric provided us with all the documentation and initial support that we needed. Their ongoing support and accessibility makes our continued use of their product a breeze.”

Results: Fashion Metric Boosted Brand Loyalty and Conversions

Today, Fashion Metric plays a critical role in Borrowing Magnolia’s business.

“With the help of Fashion Metric, we have virtually eliminated fit as a reason that users may not convert,” said Brutz. “We are experiencing nearly 90 percent fit accuracy, versus around 60 percent fit accuracy prior to Fashion Metric, and our conversions from try-ons to sales or rentals are up by 50 percent.”

Brutz says the use of Fashion Metric has also drastically increased the efficiency of the company’s merchandising processes, using Fashion Metric as the initial input in an analysis to help quickly match models to dresses that need to be photographed.

“Fashion Metric is an excellent strategic partner for anyone looking to tailor fit or eliminate the universal problem of size,” Brutz said. “Their customer service is unparalleled, and their technology game changing.”

90%

fit accuracy overall

50%

improvement in fit accuracy

50%

improvement in conversions after try-on

“With the help of Fashion Metric, we have virtually eliminated fit as a reason that users may not convert.”

- Cali Brutz,
Co-founder of
Borrowing Magnolia

Let’s talk!

1-800-770-0921

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