Case Study
Pacific Issue Brings European-Style Fit to the West Coast with Help from Fashion Metric

After discovering the beauty of custom-tailored shirts while traveling abroad, hard-to-size Mike Koranda and Aaron May were determined to bring the concept home to the United States. They decided to create Pacific Issue, custom-tailored shirts that could stand up to the SoCal work and play lifestyle, from post-sunrise surf to the cubicle and out for drinks on the town.

After asking nearly 200 beta users to measure themselves for shirts, the disappointing results gave the owners an immediate sense of the challenges that lay ahead. Six months later, they sent out measuring kits to Kickstarter backers and saw similarly unpleasant results—a nearly 50 percent failure rate and wildly inaccurate measurements. The ill-fitting shirts meant starting from scratch for many clients, wasting valuable time and dollars for the small team. Pacific Issue needed a foolproof measurement solution if they wanted their idea to take off.

Fashion Metric Supports Pacific Issue for a Customized Experience from Web to Delivery

Koranda and May read about Fashion Metric's own Kickstarter while in the initial planning stages of their business. Fashion Metric's Virtual Tailor technology, which outputs more than 50 body measurements based on basic input from the customer, sounded like it could be the perfect solution. When it came time for Pacific Issue to begin building its website, the owners signed on with Fashion Metric, eager to see how the technology could change their business.

Even though Pacific Issue's website was heavily customized, their developer found it easy to integrate the system using Fashion Metric's API. After the integration, the team offered free shirts to friends and family to test out the new online fit process. After just a few tweaks, Pacific Issue's measurement algorithm was finely tuned and ready for a full-on launch.

"It's a really great tool and database of information," said May. "Rather than being an out-of-the-box solution, you can tweak the Fashion Metric system to make it work for your customers' fit preferences and your own business needs."

Results: Fashion Metric Helps Pacific Issue Achieve First Year of Success

One year after launching the company, fewer than 10 percent of Pacific Issue shirts need to be remade, a nearly four-fold decrease from the original batch.

Not only does Fashion Metric save the Pacific Issue team time on tailoring, but also saves their customers time on ordering. Pacific Issue's first customers took about 20 minutes to measure themselves, now reduced to just a couple of minutes by answering a few simple questions online.

"We still work with clients to tweak and finalize their shirts to the exact fit they desire, but the Fashion Metric integration removed a large chunk of the guesswork," said May. "We only launched a year ago, but the growth we've seen so far is right where we want to be."

10%
shirt remake rate with Fashion Metric, down from 50%

2 min.
customer sizing time, down from 20 min.

"Fashion Metric removed a large chunk of the guesswork. We only launched a year ago, but the growth we've seen so far is right where we want to be."

- Aaron May, Founder of Pacific Issue

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