

Case Study

Custom Suit Maker SnapSuits Finds the Perfect Fit with Fashion Metric

When brothers and serial groomsmen Ryan and Dean Leahy found themselves at the limit of their budgets and patience after back-to-back weddings, they began to wonder if there was an easier way to suit up for formal events.

In 2014, they created SnapSuits to give frequent suit wearers the opportunity to purchase affordable, high-quality, customizable suits, completely tailored to the buyer's preferred style. But as an online store, SnapSuits knew there was a high hurdle before the sale – getting groomsmen to visit a tailor for measurements, or worse, to measure themselves accurately. After a failed attempt at using 3D body scanning technology that leveraged customers' web cameras, SnapSuits learned about Fashion Metric.

SnapSuits Outfits Its Shopify Store with Fashion Metric

Fashion Metric integrates with online stores to capture accurate body measurements by asking shoppers a few simple questions, including their height, weight, age, waist size and shoe size. The technology then provides the merchant with over 50 unique body measurements for the customer based on one of the largest data sets of human body measurements in the world, working in concert with a series of proprietary machine-learning algorithms.

After a thorough testing phase, SnapSuits decided to fully integrate Fashion Metric into its Shopify site. The integration process took less than three weeks for SnapSuits' team of four part-time developers and designers. SnapSuits was able to further integrate Fashion Metric with its own proprietary measurement database, which was then back-integrated with the Shopify site to measure and deliver orders.

Results: Higher Conversions, Thousands Saved

Roughly 18 months after integrating Fashion Metric, the results have been consistent for SnapSuits.

"We have a 13 percent return rate on the Fashion Metric orders, which is much lower than the standard 30 percent return rates for ready-to-wear clothiers, much less custom apparel," Ryan Leahy said. "That low return rate represents thousands of dollars saved."

Leahy also points to the qualitative difference Fashion Metric has made in customers' comfort levels.

"Our conversion rates are now higher, because grooms are less afraid their groomsmen will screw up in the ordering process," Leahy said. "It removes a big obstacle to the sale, and it gives our customers the reassurance they need to order a custom suit online."

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return rate (vs. typical 30%+ return rate for ready-to-wear clothiers)

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- Ryan Leahy, CEO of SnapSuits

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