

Returns have long been the dreaded headache of the eCommerce fashion world.

In Europe alone, around 20% of [clothing bought online](#) ends up being returned. That's one in five items! What's even worse is that approximately a third (22-43%) of these returns are ultimately destroyed.

This destruction isn't just bad for the Earth, it's also seriously expensive. According to [National Retail Federation](#), retailers are looking at a whopping \$145 million in returns for every \$1 billion in sales.

But hey, don't stress. We've got 6 proven strategies to help you:

- Reduce costly returns and optimize inventory management, keeping more of your revenue where it belongs: in your pocket.
- Improve the shopping experience with accurate sizing and personalized recommendations, leading to happier, repeat customers.
- Boost your brand's green cred, win over eco-conscious shoppers, and stand out in the sea of "sustainable" (🙄) claims.

Ready to ditch the cycle of doom? Let's go!

1. Provide Clear and Detailed Product Information

Online shopping is all fun and games until your eagerly awaited package arrives, and... it's nothing like you imagined.

Without the luxury of touching, feeling, or trying on items IRL, customers are left trusting product descriptions and images that sometimes look like a middle-school project. And when the reality doesn't match the hype? Hello, return label. 🙄

According to a [DealNews survey](#), 31% of online shoppers reported returning items because they didn't align with the product description. That's a guaranteed way to lose money and tick off your shoppers in the process.

So, how can brands avoid the dreaded "this is not what I ordered" scenario? By making sure what customers think they're getting actually shows up at their doorstep. Here's how they can nail it:

Accurate Descriptions

Think of your product descriptions as your virtual salesperson. They need to cover all the bases such as material, fit, care instructions, and those little details that make your product unique. Skip the vague fluff and get straight to what your customers actually want to know.

High-Quality Images and Videos

Use clear, well-lit images from every angle, and don't skimp on the zoom option. Videos are even better, showing off how a piece moves or fits IRL. Throw in some lifestyle shots too, so customers can see how your product fits into their world. A picture (or video) is worth a thousand words, after all.

User-Generated Content

Encourage customers to share their photos and reviews. These real-life shots showcase how your product looks on different body types or in everyday scenarios, making the decision easier for new buyers. When brands include [user-generated content](#) in their marketing, 84% of people say they're more likely to trust the brand, and 77% would be more inclined to buy from them.

2. Integrate Size Guides and Virtual Fitting Tools

Size guides are the unsung heroes of fashion eCommerce, helping customers figure out the best fit for their one-of-a-kind body. Most desktop (83%) and mobile (87%) apparel sites don't provide [enough sizing information](#), which makes it more likely that users will leave the site without making a purchase.

A great guide should go beyond the basics, giving shoppers everything they need to feel 100% confident in their pick. Here's how you can make your size guides truly stand out:

- Break it down clearly (bust, waist, hips, inseam) so customers know exactly what to measure. Include tips on where and how to measure for accuracy i.e. "Measure your waist at its smallest point" or "Stand straight while measuring inseam".
- If you're selling internationally, don't make your customers Google "US to UK size conversion". Include conversions for popular sizing systems to make shopping seamless for a global audience.

- Is the fabric stretchy? Does the garment run large or small? [Is the dress blue and back, or gold and white?](#) (👁️👁️) Including these details can help set realistic expectations and prevent disappointments.

Although traditional size guides are great, they can only take you so far.

This is when you bring out the big guns: virtual fitting tools.

These tools let shoppers get a sneak peek of how a garment might actually fit before they hit "Add to Cart."

Time to plug unspun's FitOS tech! unspun's FitOS uses super-smart 3D body scanning tech that works right from your smartphone. In just 30 seconds, it creates a fit profile based on your measurements, proportions, and even posture. The result? Spot-on recommendations for clothes that actually make sense for your body.

3. Invest in Quality Customer Support

Forget about customer support being a mere checkbox on your to-do list. Treat it like a secret weapon to win over your customers and cut those pesky return rates.

Imagine it: a customer has a sizing crisis at midnight, and bam! You're there, live chat at the ready, swooping in like a fashion superhero.

By tackling issues head-on, boosting confidence, and proving you're the brand they can trust, you can create a shopping journey that's smooth and stress-free. Here's how to make it happen:

Live Chat and Support Channels:

Got questions about sizing? Delivery mix-ups? Product details? Real-time help via live chat is a lifesaver. Add in options like email, phone, and social media support so customers can reach you however they're most comfortable. The easier you make it, the happier they'll be.

FAQ and Knowledge Base:

Save everyone some time with a well-stocked FAQ or knowledge base. Cover the big stuff (like return policies, sizing guides, and care instructions) so customers can find answers on their own.

Proactive Communication:

Send updates on shipping, offer personalized delivery follow-ups, and check in after their order arrives. Keeping customers in the loop shows you care and cuts down on any post-purchase confusion.

Customer Feedback:

Want to know what's working (and what's not)? Just ask. Whether it's a quick survey, a product review, or a star rating, feedback helps you spot pain points and tweak your process. Listening to customers makes them feel valued. And that's a win for everyone!

4. Offer Tailored and Made-to-Fit Products

Customizable and made-to-fit clothing is having a serious glow-up.

The global [custom apparel market](#) is projected to increase by USD 1,790.48 million from 2023 to 2027, with an estimated compound annual growth rate (CAGR) of 7.22% during this period.

Shoppers are done with that awkward, "Is this supposed to fit like this?" moment. Forget the saggy shoulders and awkward waistbands.

Create clothes that make your customers feel like a VIP with FitOS, a tool that takes all the guesswork out of customization. It uses body scan data to create super-accurate patterns, so sizing issues are a thing of the past. It also integrates with ND-Fit technology to design patterns tailored to each person, making it perfect for brands ready to enter the world of made-to-order production.

Custom-fit clothing is a win-win: fewer returns, happier customers, and a reputation for being ahead of the curve.

5. Take Fit Accuracy to the Next Level with Personalized Recommendations

Let's take customization even further.

With a little help from customer data and some snazzy algorithms, brands can now predict the perfect size for customers by analyzing their past shopping adventures—including purchases, returns, and feedback. Think of it as being that personal stylist who never forgets a size and always knows what'll make their clients look like a million bucks.

One way to achieve that is through our FitOS tool. This software goes beyond generic size charts with advanced tech that pulls off something pretty incredible. After your customers do a quick 30-second body scan or survey, it uses thousands of anonymized data points to create spot-on size recommendations.

But it doesn't stop there.

FitOS tailors its suggestions to each specific garment in your collection, factoring in unique details like fabric, cut, and intended fit. It even provides your team with fit and design feedback on a per-garment basis, giving you deeper insights to refine your designs.

The best part is that customers can save their personalized fit profiles. Their info will carry over to other pages as they browse, making their future shopping trips seamless and customized.

And they don't even have to worry about [Big Brother](#) watching them. FitOS is built with privacy at its core, employing state-of-the-art encryption and anonymization techniques. Customers have full control over their data, with the option to delete their scans at any time.

6.Leverage Real-Time Patterning Insights to Optimize Sizing

Welcome to the Information Age, where tech isn't just for [streaming cat videos](#) (though it's definitely in the top 3, let's be honest), but it's also revolutionizing the way we design and deliver fashion.

For apparel brands and pattern-makers, real-time patterning insights are the game-changing tools for keeping customers happy, optimizing production processes, and setting new industry standards.

Here's the deal: traditional size charts are outdated. Customers want inclusive, accurate sizing that feels tailored to real people—not mannequins. With real-time patterning, you can stop guessing and start designing smarter. By analyzing return data, customer

measurements, and even fit complaints, you can refine your sizing systems to match the realities of today's diverse body shapes

Enter FitOS insights, the real MVP of sizing. It collects aggregated (and totally anonymized!) body data to help brands fine-tune their designs. It also connects with the broader unspun fashion technology ecosystem to deliver game-changing insights. From recommending size curve adjustments to identifying missed sales opportunities, FitOS helps optimize fits and boost sales.

As if that wasn't cool enough, it also manages inventory by predicting customer size needs and recommending the best times to restock specific sizes. Overstock? [Don't know her.](#)

Keep your business in business

Alright, so we don't have a magic potion to make returns vanish (yet), but we *do* know a few tricks to keep them in check. Being transparent about your products, offering killer customer support, and getting the fit just right can seriously reduce those return rates.

When customers see you putting in the effort to make sure they're happy, they're way more likely to come back for round two (or twenty).

Perfect fits are fashion's next frontier. And for brands and pattern-makers who want to lead the charge, the time to level up is now.

So, slide into our DMs and join us in the fit revolution! 🙌🕶️