

How Acne Studios Reduced Its Returns and Increased AOV

with AI-driven Fit Predictions

Background

Acne Studios, a leading Stockholm-based fashion house, previously relied on a traditional sizing solution, which asked for height, weight and age information from customers, but faced challenges with engagement, accuracy, and user satisfaction. Seeking a more frictionless, scalable and customer-friendly approach, Acne Studios partnered with Secret Sauce Partners to launch and optimize their Fit Predictor sizing recommendations.

Acne Studios' Challenges



Low User Engagement and Friction

Acne Studios' previous solution relied heavily on data inputs from customers. However, many customers either didn't engage or found the process invasive, adding friction to their shopping journey.



Accuracy Concerns from Aspirational Answers

Customers often provided aspirational information about their weight and height, and even age, which led to inaccuracies in sizing recommendations. This mismatch resulted in increased returns.



Inconsistent Fit Preferences

The height, weight, and age input-dependent solution struggled to account for nuanced customer preferences. Static survey formats didn't allow customers to fully articulate styling desires, creating challenges for items like oversized coats or tailored dresses, where preferences vary widely.

Unleashing the Power of Behavioral Inputs - the solution is Fit Predictor

Acne Studios integrated Fit Predictor, a frictionless, AI-powered solution that bypasses the need for sensitive questions from customers. By analyzing customer behavior - including purchases, returns, and product preferences - Fit Predictor dynamically provides accurate sizing recommendations across Acne Studios' entire product catalog.

100% Customer Coverage

Fit Predictor's AI provides size recommendations to 100% of customers, without requiring engagement, significantly boosting AOV by 33%.

Scalable, Privacy-Focused Solution

Acne Studios leveraged Fit Predictor's ability to generate product and user data independently, ensuring a privacy-friendly, scalable solution that works effortlessly across diverse product categories.



Reduced Returns

Acne Studios reduced their return rates by 9% as recommendations matched customers' actual fit preferences using behavioral data rather than self-reported measurements.

9%

fewer
returns

Lower Friction

Fit Predictor minimized friction, unlike traditional tools that often add steps to the customer journey. This seamless experience contributed to higher conversion rates.

33%

higher
AOV

Conclusion

By adopting Fit Predictor, Acne Studios achieved measurable improvements in customer loyalty, reduced returns and boosted conversion rates. This seamless, preference-first sizing solution not only enhanced customer satisfaction but also directly contributed to business growth, positioning Acne Studios as a leader in innovative, customer-centered retail.



**Want to elevate your brand
and cut returns?**

Contact Secret Sauce Partners for
AI-driven solutions that reshape
the fashion world

BOOK A DEMO TODAY

How Acne Studios Improved Sizing



Fit Predictor has transformed our approach to sizing and customer satisfaction. It strikes the perfect balance between simplicity and accuracy, delivering a seamless shopping experience for our customers.

*Megan Kennison,
Head of Digital Merchandising, **Acne Studios***