

How Cariuma Reduced Its Environmental Footprint

with AI-driven Fit Predictions

Cariuma is a leading sustainable footwear brand, combining comfort and style with environmental responsibility

Industry Challenge

Celebrating an unwelcome six-year streak, “fit and size” remain the predominant cause for returns for apparel and footwear retailers, representing 45% in 2022—an ascent from 42% in 2021 and 38% in 2020*, as per Narvar. Cariuma aspired to curtail these returns, diminish associated costs, and mitigate environmental repercussions.

*<https://see.narvar.com/rs/249-TEC-877/images/2022%20State%20of%20Returns%20Report%20-%20102822.pdf>



In partnership with Secret Sauce Partners, we've reduced return rates by 28%, supporting sustainable fashion and eco-responsibility by minimizing landfill waste and carbon emissions at Cariuma.

Solution: Fit Predictor

To bolster sustainability and customer satisfaction, Cariuma collaborated with Secret Sauce, who specialize in AI-driven fit & sizing solutions. Secret Sauce's Fit Predictor analyzed vast data, guiding shoppers to the right sizes, reducing the chance of buying the wrong size.

 **FIT PREDICTOR YOUR BEST SIZE: 36**

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RESULTS

Levering data Cariuma already had, Fit Predictor hugely brought down Cariuma's returns with a 28% reduction overall. Fit Predictor's frictionless, personalized size recommendations boosted Cariuma's business with a 6% lift in Average Order Value (AOV) all while eliminating the size selection pain point and delighting shoppers at scale.

28%
fewer returns

6%
higher AOV

Want to elevate your brand's sustainability and cut returns?

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

BOOK A DEMO TODAY

Driving a Sustainable Fashion Revolution at Secret Sauce



Secret Sauce Partners develops AI tools like Fit Predictor to foster sustainability in fashion, combating the 5 billion pounds of landfill waste and 15 million tons of carbon emissions* annually (US eCommerce returns). We aid brands like Cariuma in reducing returns and promoting eco-friendly practices.

*<https://www.voguebusiness.com/consumers/returns-rising-costs-retail-environmental>