

Fashion to Figure Finds the Perfect Fit with Individualization



FASHION TO FIGURE

14%

INCREASE IN SITE WIDE CONVERSION RATE

SHOP.ORG
DIGITAL COMMERCE
START-UP OF THE YEAR
2015 WINNER

“Never ask women to conform their figures to fashion, but rather bring fashion to the figure.”

Lena Bryant, Founder, Lane Bryant

Nick and Michael Kaplan, the great-grandsons of plus-sized fashion pioneer Lena Bryant, founded Fashion to Figure in 2002 with the mission of offering fashion-forward clothing and accessories to women sizes 12-26.

Embracing Individuality

“Confident, inspiring, and creative women want to dress in a way that reflects their style and fashion savvy,” said Nick Kaplan, COO and cofounder of Fashion to Figure. “They enjoy choosing clothing and accessories that express their individuality – but women above a size 12 traditionally haven’t had many options.”

That realization led the Kaplan brothers to found Fashion to Figure, which has become a fashion authority for women sizes 12-26 due to its on-trend, affordable apparel and accessories. For women accustomed to retailers offering only a few basic items in their size, shopping at Fashion to Figure stores is an exciting treasure hunt. However, as Fashion to Figure expands its eCommerce experience online, they’d like to be recognized more for the “treasure” and less for the “hunt.” Increased inventory has made it harder for shoppers to find what they want online and has impacted revenue and conversions.

“We needed a way to treat each online guest as an individual,” said Kaplan. “We wanted to be able to make personalized recommendations from thousands of SKUs to help her

quickly find the things she wants and also present her with additional items that really complete the look – just like our stylists do in our physical stores.”



Bringing a Culture of Individualization Online

Previously, Fashion to Figure relied on a team of experts to review data and recommend items to online shoppers. They quickly learned that this approach was impossible to scale to the individual needs of each shopper and that they would require a means of automating this process. After an exhaustive search for a solution capable of accomplishing this goal, Fashion to Figure selected Reflektion’s individualized commerce solution. With Reflektion, the Company is now able to analyze each customer’s website interactions in real-time, interpret her actions as expressions of her personal preferences and present contextually relevant products.



Additionally, the team at Fashion to Figure wanted to ensure that no matter where or how a guest engaged with their online store, she would have a personalized and streamlined experience. As a result, the team has included individualized product recommendations on its homepage, category pages and product pages. It has also integrated a highly visual search experience on its site that actively previews individually relevant products as a shopper types in the search box. Finally, they have optimized and personalized their mobile shopping experience to accommodate shoppers on the go.

Fashion to Figure's online shoppers are now greeted with a variety of fashion options upon arrival, and with each click the site responds by prioritizing the most relevant products for each individual preferences and intent. After only a few clicks, women are essentially standing in a virtual aisle where everything is tailored to their unique needs – whether it's a formal dress or on-trend casual wear. Once a guest has settled on her style, the site proposes coordinating accessories to complete her look – whether it's patent leather purses to go with that sleeveless floor-length dress she's selected or gladiator sandals to compliment her faux leather shorts. And best of all, each time they return to the site their preferences are remembered, understood and immediately reflected in the experience they receive.

Double-Digit Conversion and Revenue Growth

"The implementation was painless; all deliverables were met on time; and the team was extremely responsive and continues to be – we have a very open and productive dialogue with the Reflektion team," says Kaplan. "We view all our technology partners as just that, partners, and Reflektion is certainly no exception. The results speak for themselves."

The implementation of Reflektion was a breeze – taking only 17 days to complete! As a result, Fashion to Figure realized a 12% increase in revenue per visit and a 14% increase in site wide conversions.

Results

Site Wide Conversion Rate Increase

↑ 14%

Revenue Per Visit Increase

↑ 12%

Live In

17 DAYS



Just like the great stylists at Fashion to Figure's physical stores, the new individualization features on the retailer's site help improve each guest's shopping experience. This is accomplished by understanding each customer's preferences and then distilling an overwhelming number of items into a well curated selection of stylish and relevant choices tailored to their unique tastes, interests and intent. When customers have a more enjoyable shopping experience, they tend to shop more and ultimately spend more.



"Fashion is a state of mind, not a size range," said Kaplan. "With Reflektion providing us even greater insight into each of our customers, we're able to be even more effective at helping each woman express her individual style."