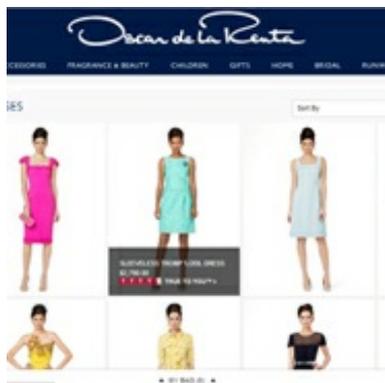


INTERNET

Oscar de la Renta revitalizes ecommerce with personalized fitting tool

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By ERIN SHEA

Fashion house Oscar de la Renta is refreshing the customer experience on its ecommerce site by offering personalized shopping and fitting profiles with True Fit technology.

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Luxury Daily

True Fit profiles help customers find specific styles and products that will fit their body type. A personalized experience is an effective way to attract and retain affluent consumers who seek an individualized shopping experience.

“Oscar de la Renta’s new True Fit approach is extremely strategic, considering most returns to retail establishments are due to garment fit,” said Dalia Strum, president of Dalia Inc., New York

“Ecommerce is continuously advancing, but the difficulty of finding the right size and fit without trying on these virtually featured items has been a major barrier to develop even faster fashion ecommerce growth.”

Ms. Strum is not affiliated with Oscar de la Renta, but agreed to comment as an industry expert.

Oscar de la Renta did not respond by press deadline.

Finding a true fit

True Fit is a software service that matches shoppers to clothing that fits their body type and style preferences.

Consumers can build a True Fit profile quickly from the Oscar de la Renta Web site.



The image is a promotional graphic for True Fit 101. At the top center is a red square with a white letter 'T'. Below it, the text 'TRUE FIT 101' is written in a red, sans-serif font. Underneath that, a smaller line of text reads 'Receive your own personal fit rating and size for every women's style in just 60 seconds'. A red arrow points to the right with the text 'CREATE YOUR PROFILE >'. The graphic is split into two columns by a vertical red line. The left column contains three paragraphs of text: 'The more you shop, the smarter it gets', 'True Fit knows what fits you, because it has blueprints for the top designer brands and styles', and 'It analyzes data to learn the unique fit and style attributes for each item and customer'. The right column contains two paragraphs: 'Every click improves your fit' and 'Tell True Fit about more of your favorite styles'. Below these paragraphs, there is a red silhouette of a dress. At the bottom of the graphic, there is a row of five red squares.

True Fit 101

The data is collected through a series of questions about a consumer's body type and style.

The technology also takes in recommendations from a consumer's purchases from Oscar de la Renta.

First, consumers must select their gender and then the product for which they are looking. The choices are dresses, tops, jeans and pants or shoes.

The male gender is listed, but not available on Oscar de la Renta since the brand does not have a male line.

T FIND YOUR TRUE FIT.®

LET'S GET STARTED! CREATE YOUR TRUE FIT PROFILE.
 Already have a True Fit profile? [SIGN IN](#)

Gender **Woman** Man

Select the first category you'd like to get fitted for now.

Dresses Tops
 Jeans & Pants Shoes

NEXT >

Product selection

Next, the system asks for a height, weight and age. It then asks for specifics on body type to help find the best fit.

T 1 YOUR BODY 2 YOUR STYLE 3 YOUR TRUE FIT

ENTER A FEW BASICS.
 Our fit engine uses this info to get a sense of your body dimensions.

Height Feet Inches

Weight Lbs.

Age [WHY DO WE ASK FOR YOUR AGE?](#) Years

BACK NEXT >

Sizing selections

Lastly, consumers are asked to put in the brand of their favorite product. For example, selecting “dresses” in the first step spurs the statement, “Think about the dresses in your closet and identify your favorite.”

your size & fit finder

No measurements needed.

HERE'S HOW IT WORKS:

1 Select your body shape



2

Identify the brands that fit you best



3

See personalized True Fit™ size and fit ratings



[Sign Up Later](#)

[Get Started](#)

Already signed up for True Fit on Nordstrom.com? [Edit your profile.](#)

Nordstrom's True Fit

Adding this technology to a Web site will likely result in a number of more satisfied online customers.

“Essentially, by recommending styles and sizes based on personal fit and style, enables more confident consumer purchasing decisions,” Ms. Strum said.

Personal shoppers

Enhancing personalization and customer service online can help simulate the intimate in-store experience on the digital medium.

Other brands have been increasing their online efforts to boost ecommerce.

For instance, Marc Jacobs Intl. added the MyMJ account feature to give consumers personalized options as a part of its Web site redesign.

The site update also included enhanced mobile optimization, mobile commerce features and social sharing options ([see story](#)).

Also, Italian fashion house Versace is encouraging online transactions from U.S. consumers through the introduction of a digital flagship store that features product-focused content and site-wide personalization.

Consumers can create their own My Versace account on the Web site to get a personalized selection of products ([see story](#)).

Many luxury brands offer personalized shopping accounts on their retail sites, but Oscar de la Renta takes it one step forward with the product selections based on a consumer's size.

This may result in a larger number of satisfied customers for Oscar de la Renta.

“This strategy could lead to an opportunity of increased sales, decreased returns and potentially stronger consumer loyalty due to a more positive and successful shopping experience,” Ms. Strum said.

Final take

Erin Shea, editorial assistant on Luxury Daily, New York

Embedded Video: <http://www.youtube.com/embed/2wyb0avzBMQ>

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