

How do we improve **size & fit** in home shopping?

Using the very latest 3D body measurements and the matching fashion manikins, the premium online store navabi creates competitive advantages in the market for large sizes.

navabi dresses well-built ladies. The Aachen online retailer offers an extensive portfolio of premium designer fashion in sizes 42 to 58 ... but that's not enough for navabi. The company encourages its customers to be bolder in their approach to fashion – and supports them with comprehensive advice on style, color and sizing & fitting. Not an easy task, when you work with over 120 designer brands from all over Europe.

That's why navabi and Human Solutions are launching an exciting sizing & fitting project.

"Thanks to the iSize data, we've learned a lot about our existing sizing system ... but best of all, we've found new ways to make our navabi sizing and fitting advice a unique selling factor in the market."

Matthieu Paulsen, Senior Operations Manager, navabi

Knowledge is size & fit
It all starts with the analysis of the existing navabi sizetables in iSize, based on SizeGERMANY data for women with sizes 42-58.

The result: The existing table has dimensions that are too large – and that costs market shares. There are interesting changes in the grading steps too: navabi learns from this and optimizes its sizetable to match its target market. And it's not only the analysis that's exciting ... because the company soon recognizes the great potential in the new navabi sphere of knowledge.

Human Solutions experts and navabi are working closely together to integrate the results into the business process – and so this first step of the project is the foundation for a new form of sizing & fitting



navabi

advice in online retailing.

New: the navabi sizes
The iSize project complements the existing sizing & fitting advice on the Internet. Thanks to the iSize analysis, navabi has gained a reliable data base for the determination of sizes. The project team coordinates these results with the previously-used sizes key and a comprehensive customer survey – then develops a new navabi table with Human Solutions, which is actively used: Acting as a reliable standard guideline, the relevant navabi sizes are on the Internet today right next to the name of the manufacturer. The navabi customer can now decide for herself if a model is smaller or larger – and she'll receive more help online and while ordering by phone.

"The navabi sizes based on iSize make shopping easy for our female customers. We're actually building a bridge between the sizes of the different brands."

Matthieu Paulsen, Senior Operations Manager, navabi

Size & fit check with SizeGERMANY fashion manikins
Thanks to the reference sizes, the differences compared to the sizetables of each manufacturer are now obvious. However, the key point here is that it doesn't stop at mere numbers: SizeGERMANY fashion manikins in the corresponding sizes 42, 44 and 52 facilitate the use of the new sizetables. In quality assurance, the delivered products are fitted on the fashion mani-

kins and photographed. The difference between the various brands is now physically apparent. Information and pictures go directly to the employees in the online editing and support teams, who can now provide optimal advice about how a model sits and its appropriate size.

A model for the future
The iSize data has helped navabi significantly ... but its potential is far from exhausted. The data can also be used for communication with manufacturers or for developing new markets, for instance – but navabi is first thinking about other ways to provide sizing & fitting advice ... and is well-equipped for that challenge.

"Human Solutions breathes life into sizing & fitting: The combination of data in iSize and tools like 3D avatars and physical fashion manikins is unique ... and that convinced us immediately."

Bahman Nedaei, Chief Executive Officer, navabi

With iSize data and SizeGERMANY fashion manikins, navabi creates added value for its female customers – a standard reference size and accurate sizing & fitting information about manufacturers' models.

Best Practice Fashion