

## AI-Powered Sizing for Sustainable Pre-Order Campaign 48-Hour Ordering Window | Sustainable Fashion | Germany

### About WAERE

WAERE is a German sustainable fashion brand built around slow fashion principles and a pre-order model. Founded by Dajana Eder, every garment is made to order, which means getting sizing right at the point of purchase is not just good UX - it is essential to the brand's sustainability mission.

### The CHALLENGE

With a 48-hour pre-order window and a made-to-order model, WAERE needed customers to feel confident in their sizing before placing an order. Standard size charts were not enough.

- Fitted garments leave no room for sizing guesswork
- A short ordering window means customers must commit quickly and confidently
- Wrong size in a pre-order model means a lost sale or a sustainability compromise
- 40-50% of online fashion returns industry-wide are caused by sizing issues

### How SIZESUTRA WORKS - THE WAERE INTEGRATION

SizeSutra's implementation is fully customized to each brand. for WAERE, the setup involved 3 steps

01

#### Brand Onboarding & Model Training

WAERE shared their size chart and fabric elasticity data. SizeSutra's AI model was trained specifically on WAERE's measurements, so recommendations reflect how their garments fit - not a generic standard.

02

#### Website Integration

The SizeSutra widget was embedded directly into WAERE's Wordpress website. No new platform needed, The size finder appeared natively within their existing store - seamless for both the brand and the customer

03

#### Customer Size Recommendation

Shoppers use their smartphone camera to capture body measurements in under 30 secs. The AI instantly matches their measurements to WAERE's trained size chart, factoring in fabric stretch and returns a personalised size recommendation

### Campaign RESULTS

70

Customers Used

65

Orders Placed

93%

Conversion Rate

<30s

Measurement Time

### In Their OWN WORDS



As we work to reduce returns through our pre-order model, we needed a partner that tackles the real reason returns happen: wrong size or fit. SizeSutra gives our customers more confidence in choosing the right size, and helps us deliver a better experience with fewer returns.

- Dajana Eder, Founder, WAERE

SIZESUTRA

Want results like these for your brand?  
Get in touch with SizeSutra today.

#### Contact Us

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