//SAIZ

S.OLIVER GROUP

How s.Oliver Group Turned Sizing and Fit Into a Data Lever

A Case Study

s.Oliver Group x SAIZ

s.Oliver Group recognized that sizing and fit is an efficiency data lever. The group was already capturing data every stage – PLM specs for every size, up to 40 measured production samples per product, and millions of online customer interactions – and SAIZ connected those three streams into real-time sizing and fit intelligence across 20,000+ products.

Return Rate
-11.2%
s.Oliver

Conversion

AOV

Drawing from the same sizing and fit data intelligence layer, SAIZ solutions contributed to all three metrics simulataneously

Brands: s.Oliver COMMA

Tech stack: Scayle (e-commerce) · Centric PLM

Live since: July 2024

The s.Oliver Group is one of Europe's largest fashion companies, home to multiple apparel and shoe brands that span casual and premium fashion across dozens of markets. In 2024, the organization brought on SAIZ as a partner who could sit at the intersection of product data and customer data and scale alongside the group's broader ambitions around sizing and fit intelligence. Today that partnership is led by Jonas Oechsner, Director Global E-Commerce, and Désirée Bülter, Team Lead Digital Strategy, who have championed its expansion across the entire organization.

The foundation of what makes it work is the data.

"We initially partnered with SAIZ to reduce fit-related returns. What started as a returns and conversion initiative has evolved into a strategic capability. By connecting product data, fit intelligence, and customer behavior, we are building a much deeper understanding of how our products perform and how customers experience our brands."

Jonas Oechsner · Director Global E-Commerce, s.Oliver Group

"What makes s.Oliver Group exceptional is that they understood from day one: the better the data, the better the results. They were pioneers in digitizing their product data and then actually leaning into the effect across their entire e-commerce experience. It's what sets them apart."

Svenja Tegtmeier · CPO, SAIZ

The SAIZ Data Layer

At the core of every SAIZ deployment is a data intelligence layer that ingests, connects, and continuously updates sizing and fit data from multiple sources. The more data that flows in, the more precise the intelligence becomes, and the more tools it can power. s.Oliver and COMMA connected three data streams into SAIZ, each one adding depth to the picture.

The first stream s.Oliver connected was the design intent. Namely, the graded measurement tables from their Centric PLM system that define how every garment is supposed to fit. These are the numbers that product teams work from when they develop a new garment: the intended chest, width, inseam, waist, sleeve length, for every size in the range. This is where the story of fit begins.

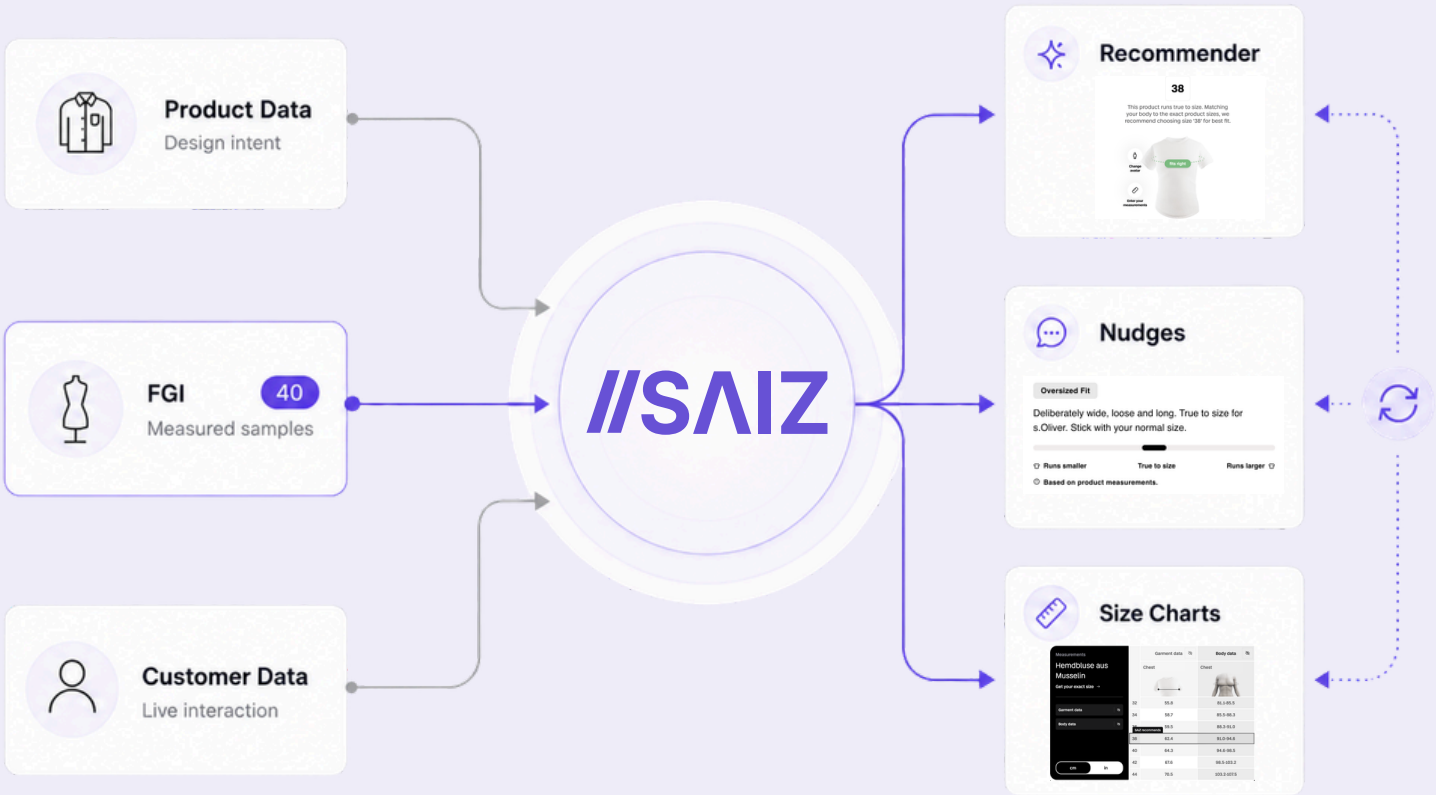
Design intent is only part of the picture. What makes s.Oliver's implementation uniquely powerful is their second stream: Final Goods Inspection data.

After production, s.Oliver digitizes actual measurements taken from up to 40 samples per product on the factory floor and feeds them directly into SAIZ. This means the intelligence layer doesn't rely solely on how a garment was designed; it knows how it was actually produced. A regular-fit shirt designed with a 52cm chest width might come off the line at 50.2cm. SAIZ catches that deviation and adjusts its sizing communication across every SAIZ touchpoint automatically, before a single customer is left to discover the discrepancy for themselves.

The third stream comes from the customers themselves. Every time a shopper browses a size, follows a recommendation, makes a purchase, or sends something back, that interaction feeds into SAIZ. More than ten million body data points across s.Oliver and COMMA so far, continuously refining how the SAIZ data intelligence layer understands the relationship between a garment and the person wearing it.

The Real-Time Sizing & Fit Data Cascade

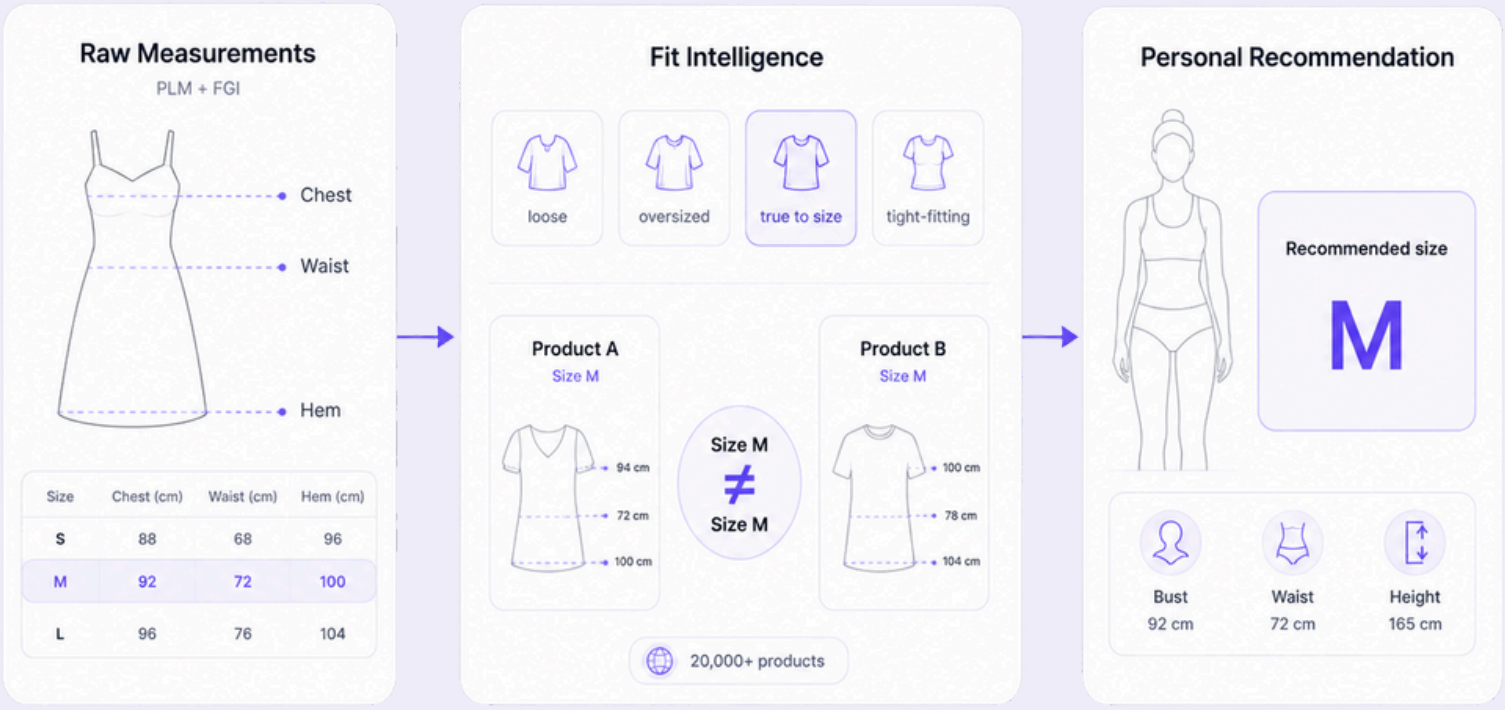
The moment new product and FGI data enter the SAIZ intelligence layer, the effect is immediate and automatic. Every customer-facing SAIZ tool – the Recommender, the Nudges, the Size Charts – updates simultaneously across every channel. No manual intervention, no lag between what was measured on the factory floor and what a customer sees on the product page.



With three connected data streams feeding into one intelligence layer, SAIZ doesn't treat a size M as a fixed label, because it isn’t one. Between brands, the difference between size M’s can be obvious. However, even within the same brand, two products carrying the same size label can differ by several centimeters. Across an entire catalog, that inconsistency compounds.

Resolving that inconsistency is what SAIZ is built for.

- Every product receives a fit profile based on actual measurements, classifying how each garment fits in reality: loose, oversized, tight-fitting, true to size.
- Every product is compared against 20,000+ others, cross-brand, cross-season, cross-category, giving “size M in this product” real context and meaning,
- Every product is mapped against millions of real body profiles, and the size and fit of each product is effectively communicated to the shopper viewing it.



Activating SAIZ Intelligence

The SAIZ intelligence layer powers several customer-facing tools, each one drawing from the same data streams and fit profiles. The s.Oliver Group chose to implement the SAIZ Recommender, SAIZ Automatic Fit Nudges, and SAIZ Dynamic Size Charts. All three were deployed through a single lightweight integration: a front-end implementation on Scayle that required only a few lines of code.

The SAIZ Recommender performs one-to-one matching between individual shopper body data and product-specific measurements. Product AI models how each garment is constructed based on its actual measurements, fabric composition, stretch, fit type, and cut. Human AI builds a profile of each customer's body dimensions through a short survey and adjustable body avatars. The input is given once; from that point on, every product the customer views receives a tailored recommendation in real time.

Metric	s.Oliver	COMMA
Return Rate Reduction (Trusted)	-11.2%	-8.7%
Return Rate Reduction (Engaged)	-4.7%	-5.8%

A detail worth noting: even users who saw the recommendation but chose a different size (-4.7% return rate reduction for s.Oliver) still returned less than users with no SAIZ interaction at all. The presence of sizing intelligence changes purchasing behavior even when customers do not follow the explicit suggestion.

With the Recommender delivering proven results, the natural question became how to multiply the impact across a wider share of traffic, including the many shoppers who never interact with a recommendation widget at all. The answer came through two additional SAIZ modules, now live across both brands. An A/B test from November 2025 through February 2026 validated the impact before full rollout.

SAIZ Dynamic Size Charts replaced the static PDFs with dynamic, product-specific sizing tables. Rather than presenting one sprawling category-wide document, the charts display actual fit information for the exact product a customer is viewing, tailored to regional sizing conventions: French norms for customers browsing from France, German norms for those in Germany. If a shopper has already used the Recommender, their suggested size appears highlighted automatically within the chart. The difference is substantial: instead of asking customers to interpret a generic table and guess where they fall, the chart shows them precisely where they stand for the item in their hands.

SAIZ Automatic Nudges added a layer of proactive fit communication, triggered automatically for products where SAIZ's algorithm detects a gap between how the garment fits and what customers would typically expect. When a product runs small in the waist or oversized in the sleeves, for instance, a plain-language message appears on the product page without the customer needing to do anything at all: "This item runs small, consider sizing up." This was especially valuable for visitors who had opted out of cookies, a segment that personalized recommenders cannot reach, since nudges are based on the product's own characteristics rather than individual customer data.

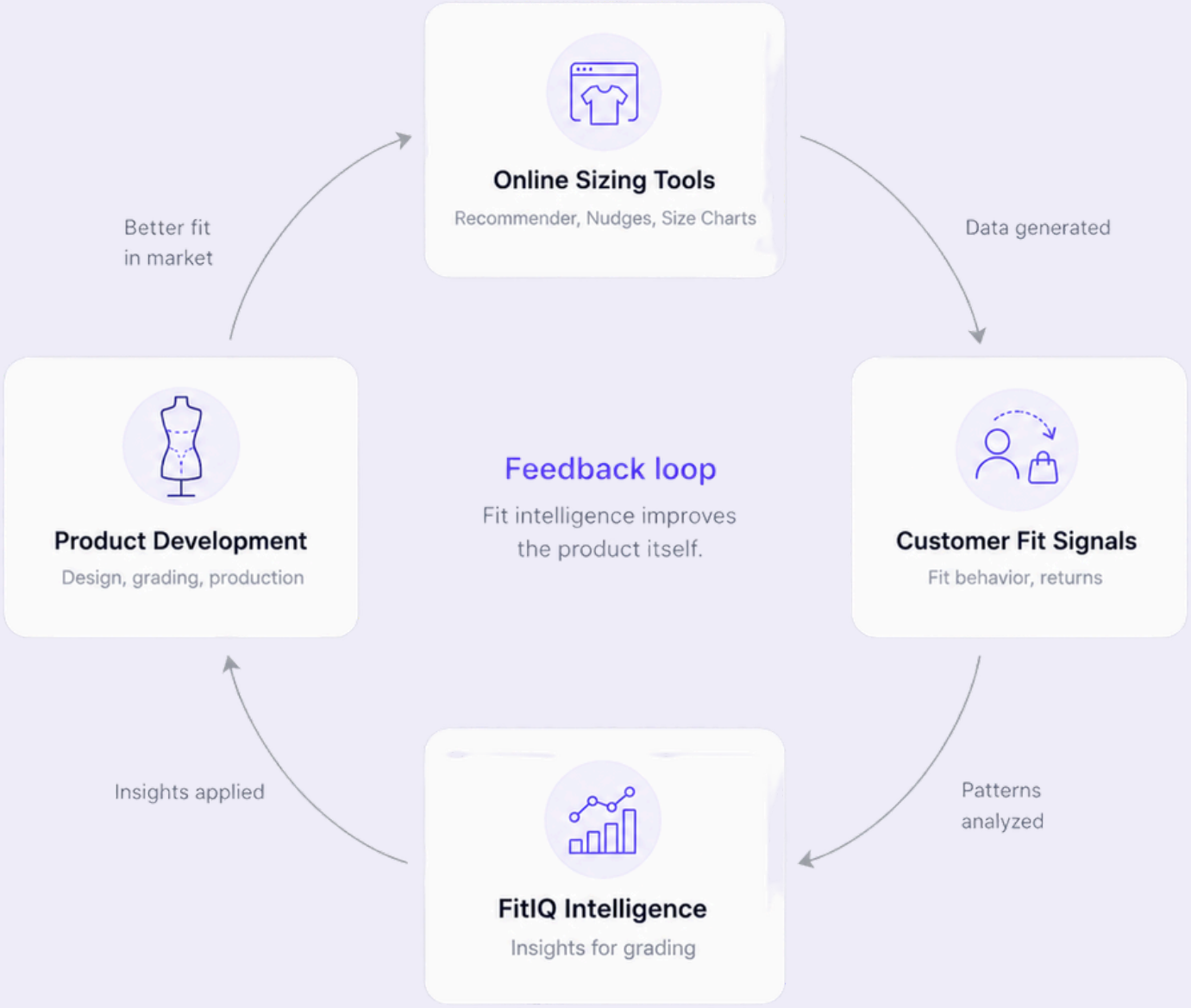
The nudges also addressed a pain point that is common across the fashion industry, where teams typically write product-level fit guidance by hand, a manual effort that scales poorly as catalogs grow. SAIZ automated that entirely by translating garment specific measurement data into plain-language messaging the moment these data points entered the system. The A/B test confirmed a statistically significant lift in order conversion, with return rates trending toward a 8% reduction across both brands.

Together, the three SAIZ modules created a compounding effect that worked on both sides of the profitability equation simultaneously. The SAIZ Recommender gave shoppers confidence in their size, leading to higher conversion rates and larger carts. The Dynamic Size Charts and Automatic Nudges extended that confidence to customers who have not yet used the Recommender, reducing the likelihood of returns due to fit issues across a much wider share of traffic. Each module also linked directly to the SAIZ Recommender, creating an entry point that drove additional engagement with the recommendation experience.

What Comes Next

The next chapter is already taking shape. SAIZ's FitIQ platform will bring product intelligence directly into s.Oliver's development process, starting with jeans and pants, one of the most return-prone and sizing-complex categories in fashion. The ambition is to close the loop: feed real customer fit data back into how garments are graded and designed, so that the next season's products fit better from the start.

The intelligence layer also extends beyond s.Oliver's own channels. The same data depth, the same accuracy, and the same real-time updates that power the on-site experience translate directly to marketplace channels, ensuring consistent sizing and fit communication wherever the product is sold.



Sizing and fit as an efficiency data lever

s.Oliver activated data they already had - PLM specifications, factory floor measurements, customer behavior - and turned it into a measurable efficiency lever across AOV, return rate, and conversion. What started as sizing tools is becoming a company-wide data capability.

Want to see what SAIZ can do for your brand?

Get in touch at saiz.io.

//SAIZ