

Product data is fashion's most powerful **returns lever**

How the s.Oliver Group turned **product-level sizing and fit data** into measurable returns, conversion and order value impact - across a multi-brand, multi-market catalog.

The s.Oliver Group is one of Europe's largest fashion companies: one house, six brands spanning casual to premium, sold in dozens of markets. Its flagship label alone splits into different lines with very distinct fit requirements, multiplying sizing and fit complexity across every garment and regional size system. The group ships thousands of products every season and captures detailed product data at every stage: from design specs and production measurements to customer interactions.

In 2024, s.Oliver brought on SAIZ to connect their existing product data into real-time sizing and fit intelligence across 20,000+ products, with measurable impact on returns, conversion, and order value. Today the 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.

S.OLIVER GROUP



THE CHALLENGE

A multi-brand group ships thousands of new products every month. Every product fits differently, and every market reads sizing differently - a German 40 is not a French 40. The result is one of e-commerce's most expensive problems: size-related returns. Communicating accurate fit at the product level is the obvious fix, but doing it by hand for every SKU, in every market, has never been possible at scale.

THE APPROACH - PRODUCT-LED FIT INTELLIGENCE

SAIZ connects a brand's own product-specific manufacturing data (garment specifications) and translates it automatically into customer-facing fit communication - product by product, market by market, and updated continuously.

Product-level detail is what moves returns; SAIZ makes that detail usable across an entire catalog and serves every touchpoint from a single source.

THE OUTCOME - MEASURED ACROSS RETURNS, CONVERSION & ORDER VALUE

↓ Returns

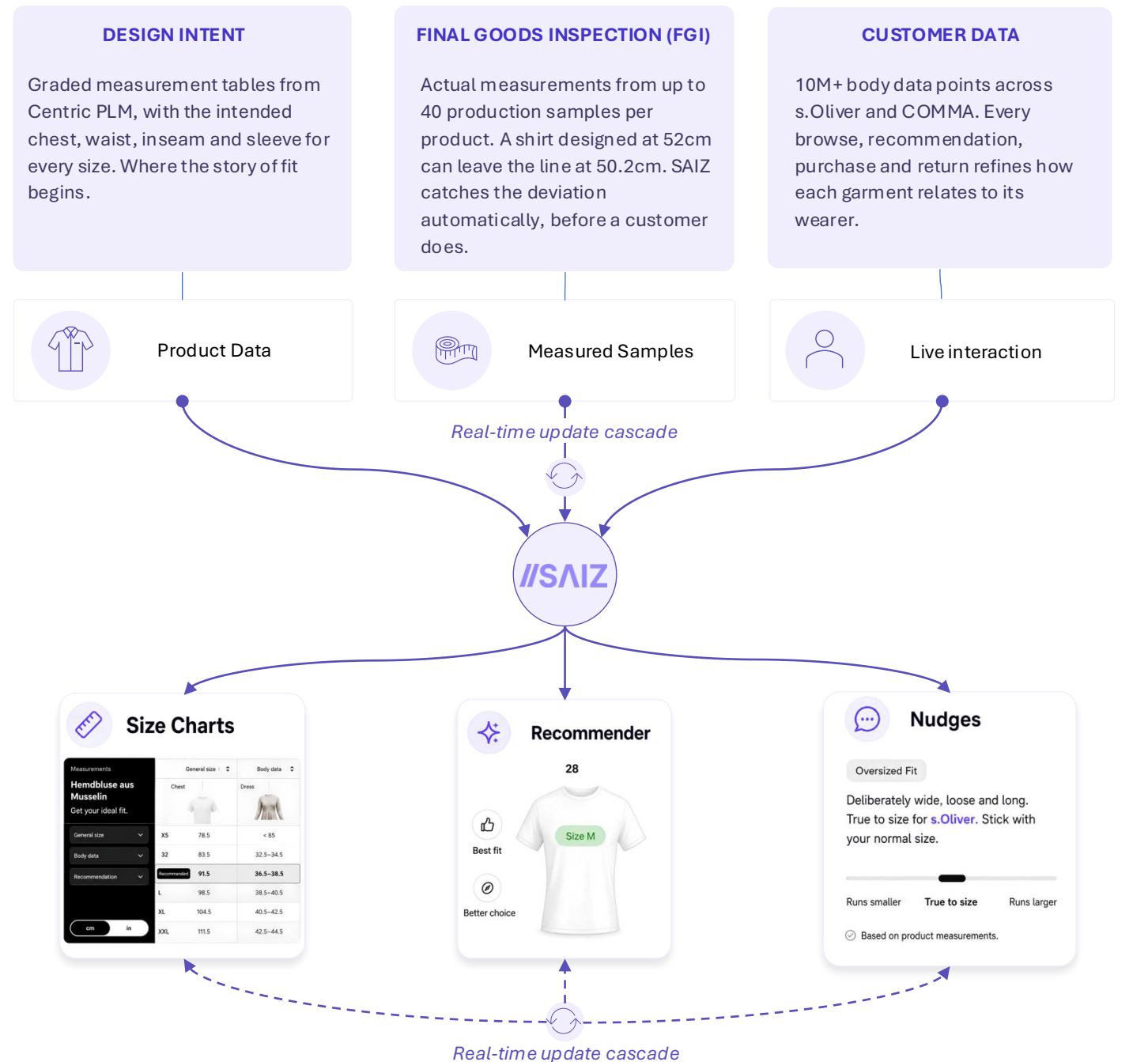
↑ Conversion

↑ Order value

Brands: s.Oliver · COMMA **Tech:** Scayle · Centric PLM **Live since:** July 2024

How one data layer powers every sizing and fit touchpoint

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. s.Oliver and COMMA connected three streams, with more data flowing in, the more precise the intelligence becomes, and the more tools it can power.



1 SAIZ Dynamic Size Charts

The 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, automatically translated to the sizing conventions of each market.

2 SAIZ Recommender

The SAIZ Recommender performs one-to-one matching between individual shopper body data and product-specific measurements. The input is given once; from that point on, every product the customer views receives a tailored recommendation in real time.

3 SAIZ Automatic Fit Nudges

SAIZ Automatic Fit Nudges add 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.

Measurable Impact

SAIZ consistently delivers measurable commercial impact across conversion, returns and order value.



THE SAIZ RECOMMENDER'S DIRECT IMPACT ON RETURNS

Return-rate reduction	s.Oliver	COMMA
Trusted (followed the size)	-11.2%	-8.7%
Engaged (chose a different size)	-4.7%	-5.8%

Even shoppers who saw a recommendation but chose a different size still returned less than those with no SAIZ interaction at all. Sizing intelligence changes behavior even when the suggestion isn't followed.

“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

THE NEXT STEP: INTO PRODUCT DEVELOPMENT

The next chapter is already taking shape. With **FitIQ**, SAIZ brings real customer fit intelligence directly into s.Oliver's product development, starting with jeans and pants to improve grading and fit from the source. The same intelligence also extends across **marketplace channels**, ensuring consistent, data-driven sizing and fit communication wherever products are sold.

THE BOTTOM LINE

Not another size recommendation tool. SAIZ turns a brand's own product data - the measurements, the grading, the production reality - into intelligence that compounds across every channel and every market. Connect the data once, and the impact extends everywhere.

Want to see what SAIZ can do for your brand?

[Get in touch at saiz.io](https://saiz.io)