

Fit readiness as a competitive edge

How a **data-first launch** cut Rich & Royal's returns by 7% and lifted conversion by 5%.

Rich & Royal is a contemporary womenswear label founded in 1986, designed in Germany, made in Europe, and built on sustainable fabrics. Selling on Shopify across German, English and French markets, the brand set out to improve two core e-commerce metrics, returns and conversion, while raising the overall customer experience.

RICH ROYAL



CONTEMPORARY
DESIGN

FOUNDED 1986

MADE IN EUROPE

SUSTAINABLE
FABRICS

THE CHALLENGE

In fashion e-commerce, returns are one of the biggest drains on profitability, and size is what drives most of them. Across a broad, multi-category catalog sold in three languages, reducing size-related returns was Rich & Royal's biggest lever for protecting margin and improving the customer experience.

THE APPROACH – DATA-FIRST ROLLOUT

With SAIZ, Rich & Royal set a clear target: a 2% reduction in returns for SAIZ users over six months. Ahead of go-live, a structured fit test with 300+ customers configured the SAIZ algorithm even further, so recommendations landed accurately from day one. SAIZ then went live everywhere at once, spanning every category and all three languages.

What Drove The Results

1 Structured Fit Test

A pre-launch fit test with 300+ customers configured the SAIZ algorithm further, so recommendations were accurate from day one.

2 SAIZ Recommender

Each shopper receives a size recommendation matched to their own inputs (heights, weight, age) and to that specific product.

3 Full-Catalog Rollout

SAIZ went live across every category and all three languages at once, spanning two five-size systems.

MEASURABLE IMPACT

7%

Return reduction
avg. over 6 months vs. non-SAIZ

5%

Conversion uplift
SAIZ vs. non-SAIZ shoppers

>7%

SAIZ adoption
vs. traditional size guides

Methodology: Return reduction measured over 6 months vs. non-SAIZ users, more than triple the initial 2% target. Conversion and adoption compare SAIZ shoppers with those using traditional size guides.

Project Scope & Timeline

Integration:

- SAIZ Standard Configuration
- Fly-out Button on PDP
- Shop System: Shopify
- Excel Feed Product Exchange

Languages Supported: English, German, French

Integration Time: 8 weeks.

Results: First tendencies at 4 weeks; high-impact by 8 weeks

Portfolio: All R&R products across all categories (dresses, trousers, jackets, shirts, etc.) Two sizing systems with 5 sizes: 34-36-38-40-42 and XS-S-M-L-XL

CONCLUSION

The groundwork paid off. A structured fit test before launch meant Rich & Royal didn't just hit its 2% target; it cleared it more than threefold, cutting returns 7% and lifting conversion 5% within six months.