The Importance of Personalized Outfits

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Why personalized outfits
enhance customer
experiences, deliver huge
productivity gains and
are financially compelling

Brands have always showcased their products through outfitting

From catwalk collections to window displays, shop mannequins to advertising campaigns and on today's social media platforms. Outfits play a huge part in everyday life.

Dressipi has always known they are an important part of how a customer shops and as fashion consumption moves increasingly online, this needed to be replicated.

Dressipi found a way to approach generating outfits from a technical and data-driven point of view.

This guide focuses on the importance of outfits in fashion retail and how delivering personalized outfits at scale improves the experience for both the retailer and customer.

Sarah McVittie
Co-Founder of Dressipi

Don't follow the 1990's Amazon layout

Customers don't buy clothes the same way they buy books, films or music so fashion retailers shouldn't sell them the same way. Retailers need to move on from the 1990's Amazon layout that risks churned customers and lost revenue, to a differentiated experience that inspires the customer and helps them visualize how to wear garments in a way to suit them.

For example, in the small but lucrative online space of a brand's PDP page, where you have the shortest amount of time to inspire a customer, showing multiple personalized outfits for one garment can tick so many boxes.

1 **Inspiration Box**
Showing how a customer can wear a piece styled differently for various occasions. Outfitting is the online browsing minus the strolling around the store factor.

2 **Personalization box**
Showing a customer how to wear a jacket that is part of a trouser suit but styled only with skirts. They've expressly stated "Never show me trousers".

3 **Sustainability box**
Showing a customer how to style a new garment with clothes already owned. That also ticks the "I have a cupboard full of clothes but nothing to wear" box.

The quality and accuracy of attributes is critical

The first step in building personalized outfits is knowing the garments' characteristics. Each garment has a set of attributes (category, season, occasions, fit, length, neckline, etc) that describe it in a uniform way.

These attributes must be accurate. For example, the neckline of a dress can be described through one of 25 different attributes. A crew, a round and a scoop neck are all types of "round" necklines but they differ in the way a customer's collar bones are exposed. Therefore, they suit different customer types and the return rate is impacted if you recommend the wrong garment.

Dressipi data shows that customers who have a large bust tend to return more crew neck items over round and scoop neck items:

Return Rates vs. Average

Crew
+5%

Round
0%

Scoop
-2%

A number of technologies including image recognition and text classification should be used to make garment labeling effective and deliver the best results.

DIGITAL
PRODUCT OWNER

JOHN
LEWIS
& PARTNERS

"Working with Dressipi's personalized outfits has really helped us look at different ways in how we can support our customers. We are aspiring towards having the ability to influence customers and help facilitate their shopping journey from the point they arrive on the website all the way through to post checkout."

Approaching personalized outfits from a technical point of view

Stylists hand-picking outfits is an unsustainable (and definitely not scalable!) approach. This would have to be turned into technology.
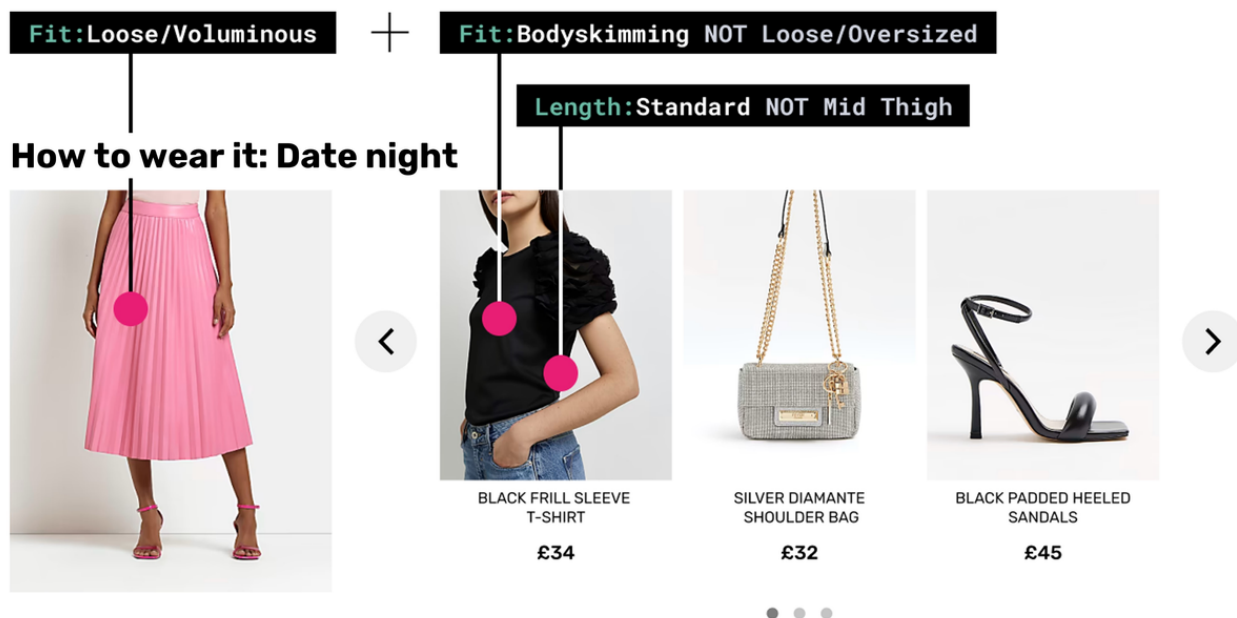
Not all garments can be matched together and their compatibility depends on factors such as occasion, season, category, features and trends. It is crucial to build a system that will handle all these factors while being efficient and performant at the same time.

The outfit must also be able to start from many different garments.

The key components

Templates

1

Templates

Something a machine needs to know is which garment categories can be combined together and for which occasion. The occasion is important because rules will be different for different occasions. A tennis dress shouldn't be styled with heels while for an evening dress that's not the case. To achieve this, a set of templates is created that reflects those relationships and can be customized per retailer.
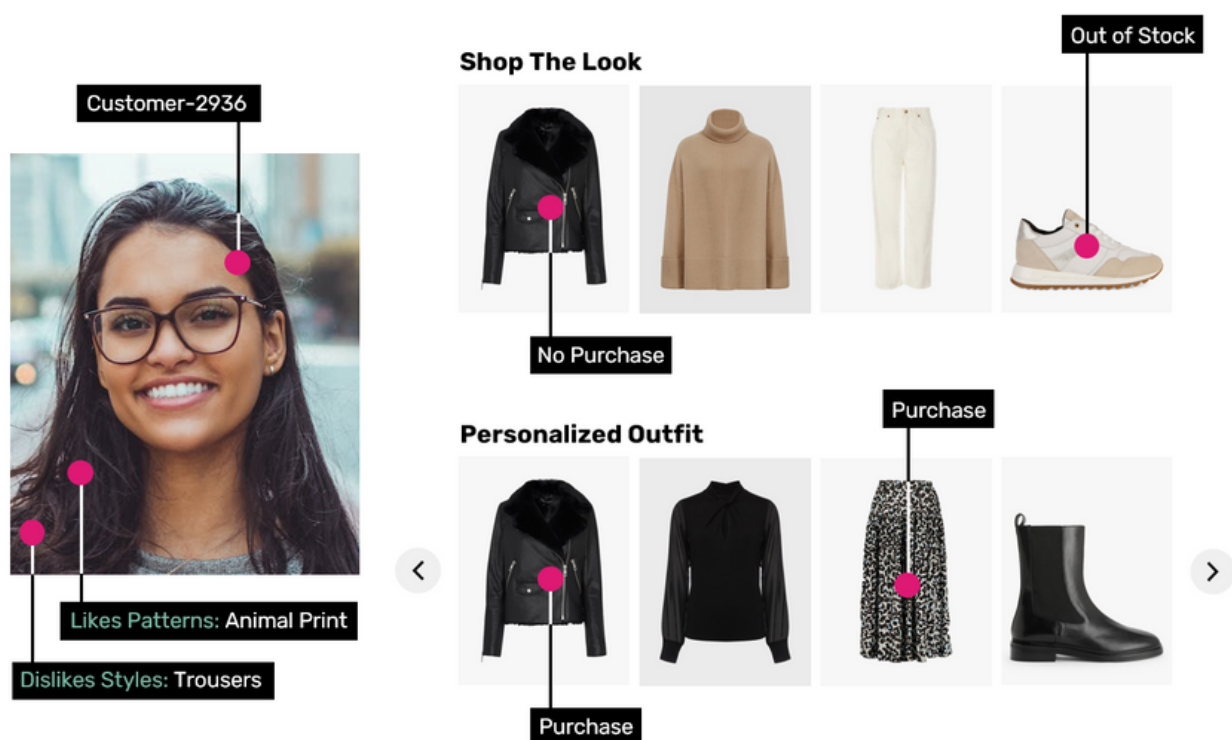
2

Rules

However, templates don't handle combinations of different garment attributes and how they can be styled together. For that purpose, a set of outfit rules is introduced where combinations of attributes that cannot go together are listed - e.g. animal print dress shouldn't be styled with an animal print jacket. Rules are written by senior stylists and can be easily and quickly updated as new trends may "break" rules already set.

Adding the personalization
to personalized outfits

Outfits showing 'Shop the Look' are a great starting point, but imagine if you could deliver the same styling in a way that was completely in line with each customer's preferences.

Customer-2936

Likes Patterns: Animal Print

Dislikes Styles: Trousers

Shop The Look

Out of Stock

No Purchase

Personalized Outfit

Purchase

Purchase

Outfits need to be personalized because not only do customers come in all different shapes and sizes but one customer's idea of "casual" might be another customer's "far-out-there". Showing personalized outfits in the context of a customer's lifestyle allows retailers to reflect this diversity.

Outfits need to reflect diversity and versatility

Personalized outfits can also be shown in the context of different occasions. Below, is an example of two customers being shown an outfit for an evening occasion with the same dress. Their explicit preferences manifest in very different recommendations:
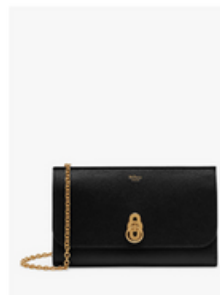
Customer 1

"I only wear heels so for all outfits I only see heeled shoes. I don't like yellow and I have explicitly told John Lewis to not show me yellow."
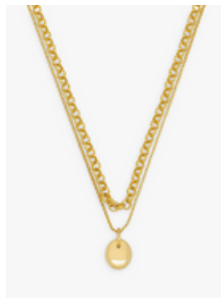
Customer 2

"I don't like wearing heels for any occasion so I don't want to see them. I also like covering up my arms."

When a customer comes to your website, you really want to elevate that experience with them, making them feel that you really understand them. Personalized outfits can do this whilst staying in keeping with a brand's DNA.

The demand for personalized outfits is on the rise

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73%
would use personalized outfits for different occasions if it was available to them

74%
would use outfits to go with things they already own

71%
of consumers say personalized outfits help make the purchase

*Data from Dressipi's Consumer Study 2023: The State of Personalization

People don't have the options available for outfitting yet and huge numbers would like to see some form of this on retailers' sites. From the data, it's clear to see that personalized outfits were in demand more than other outfitting tools such as 'Shop the Look'.

There is definitely a place for these tools but they can have a negative impact on revenue - if a consumer does not like that outfit on the model then it may impact the way they feel about the initial garment.

Dressipi is unique in its ability to deliver personalized outfits

Although 'Shop the Look' delivers some uplift (~1%), personalizing outfits will deliver an additional 2-3% incremental revenue, demonstrating that there is a clear user appetite for personalized outfits. The success has been proven by numerous AB tests with Dressipi clients, improving revenue, conversion, AOV and retention whilst also inspiring the customer and creating amazing experiences.

Dressipi is now able to create around ~10 million outfits for retailers with smaller numbers of distinct products (<1K) and up to 100 million outfits for retailers with larger numbers - depending on garment categories and number of occasions a single garment can be worn in.

100m
OUTFITS PER NIGHT

3%pt
INCREMENTAL REVENUE

There will always be a need for outfitting and whether your vision is for a customer to try on outfits through AR or VR, you will still need the Dressipi technology to pick out the best outfit for you.

If you'd like to discover how personalized outfits enhance customer experiences and deliver huge revenue gains, get in touch today.

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Dressipi is driving a step-change in personalization for apparel ecommerce.

By understanding the unique complexity of apparel (think seasonality, trends, body types, taste etc), Dressipi helps retailers to show each visitor the items they're most likely to buy - and keep.

Products are automatically tagged with 3x more detail. Data is crunched at scale. Apparel expertise is overlaid. Dressipi does the heavy lifting so that their consumers can stay ahead of the competition and enjoy higher profits.

Today, Dressipi's personalized recommendations and outfits outperform all competitors in A/B tests, and deliver incremental improvements to profit (+21%), revenue (+12%), returns (-15%) and full-priced sell-through rate (+10%).

Finally, personalized ecommerce that lives up to the hype.

To learn more about Dressipi's solutions and technology, visit:

www.dressipi.com

EVANS boutique   LK BENNETT LONDON   city chic STYLED IN 12-24   COUNTRY ROAD

JOHN LEWIS & PARTNERS   BELSTAFF   hush   SEASALT CORNWALL   RIVER ISLAND