

# Apparel-Specific Product Attributes

A background photograph showing a person from the waist up, wearing a brown leather vest over a light-colored shirt, and blue jeans. A zipper is visible on the vest. The image has a dark, slightly grainy texture.

dressipi

Why quality and  
accurate garment data  
is the foundation for  
digital transformation

# Quality and accurate data is key

Digital services like Netflix and Spotify have rapidly transformed their industries thanks to the abundance of data available to them. In apparel however, while there is plenty of data available on marketing channels and transactions, **retailers never had quality data** for what the customers actually care about the most - the clothes.

Apparel products tend to be tagged manually, with a handful of basic attributes such as neckline, length and fabric. These are mostly used for paid search and site navigation, and apparel retailers are leaving money on the table as a result. Getting smart with product attributes will add value in:

- **Personalization** (e.g. recommendations, editorial content and customer journeys).
- **Supply chain optimization** (e.g. size ratios, returns and product development)
- **Operational efficiency** (consistent and automated product tagging)

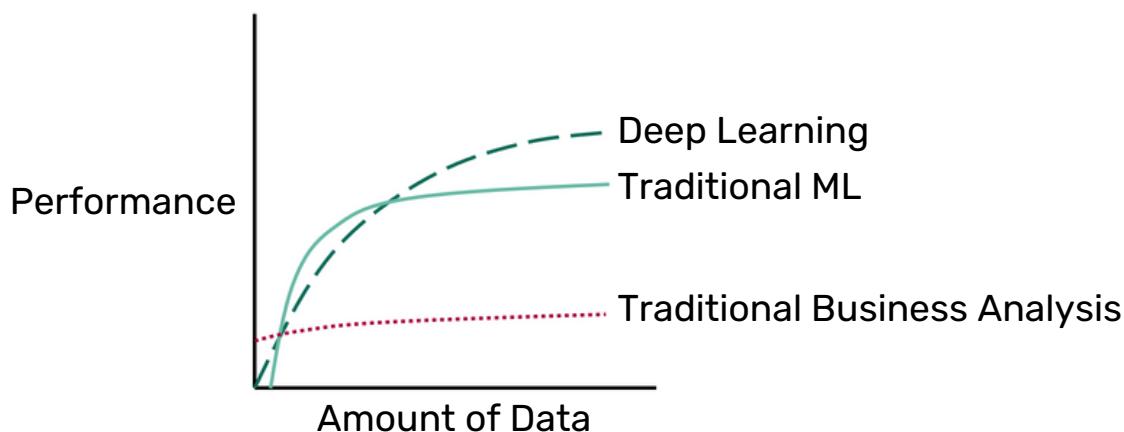
Digital transformation depends on the quality and accuracy of the data it is built upon. This guide outlines the key characteristics that retailers need to take into account when advancing this key area of their business and dives deeper into the benefits of great product data.

A handwritten signature in black ink, appearing to read "Sarah McVittie".

Sarah McVittie  
Co-Founder of Dressipi

# The more attributes the better

One of the key benefits of machine learning is its ability to sort through huge amounts of data and find patterns humans would never see. Deep learning models are pushing this even further in recent years. The more data that can be fed into these models the better - especially because different attributes drive value to different parts of the business, often in unexpected ways.



When considering how many of each size should be stocked, for example, retailers tend to only think about a product's fit and length. However, through analyzing Dressipi's unique taxonomy of over 1000 attributes, we found that necklines, embellishment details and even color had an impact on how many of each size should be stocked.

This pair of white leather trousers had 8% more sales for sizes 6 & 8 than the equivalent pair in black:



# Accuracy and consistency is key

Imagine if your revenue figures were sometimes wrong by 5%. Obviously, this would make understanding your sales performance each week impossible - and the same is true for understanding customer behavior through product attributes.

Our analysis shows, for example, that when women with large bust sizes buy crew neck products, 5% more of them return it compared to if they had bought products with round necks.

## Return Rates vs. Average



# Small details. Big impact.

Small details such as neckline can have a big impact, however they can be very difficult for computer vision to label accurately. The differences between these necklines are small, only varying in the way a person's collarbone is shown:



Dressipi has an average of 20 attributes per product, across thousands of products. If 95% of them were tagged correctly, that would mean every product would be incorrectly labeled in some way - so we have to get as close to 100% as possible.

Once accuracy and consistency are achieved, retailers can deploy the best possible propensity models and personalization components. Without this accuracy and consistency, these efforts are doomed to fail.

# DIGITAL DIRECTOR

## LK BENNETT

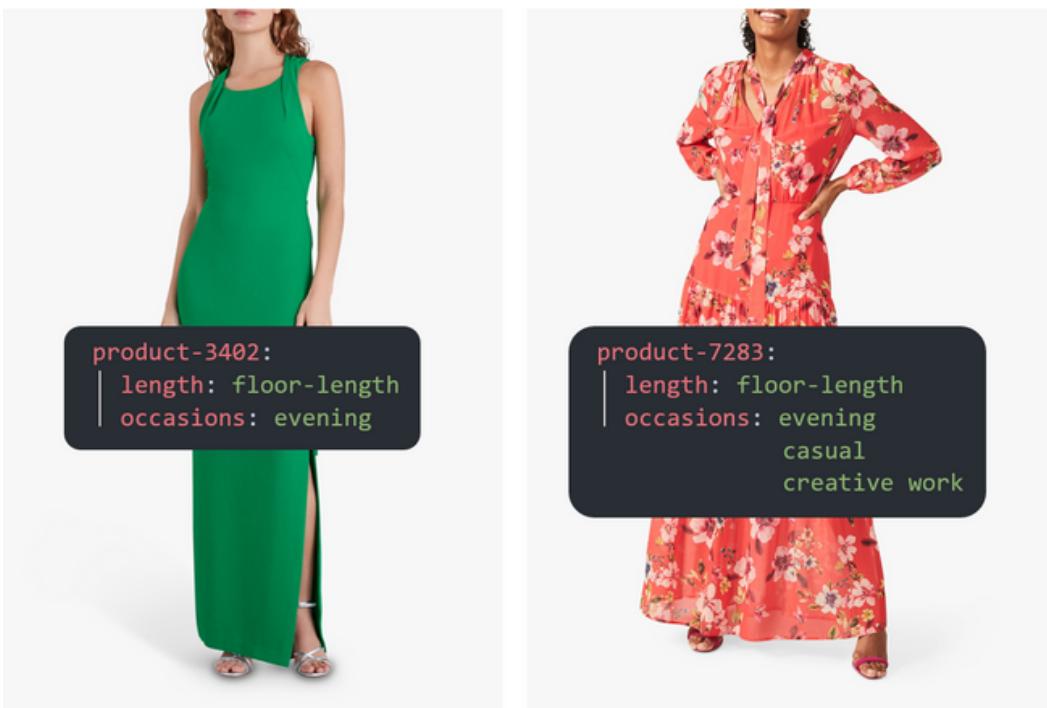
LONDON

“Being able to use and drive things out from proven product attributes and linking them to customers enables you to understand what might work outside of their core categories.”



# Attributes are as much an art as a science

Clothes can't be truly understood broken down into their individual attributes - we also have to understand how they work together. A floor-length dress could be suitable only for formal events, or it could be flexible enough for casual and creative work too.



Trends are also a set of attributes, which means your attributes can't be created by data scientists alone. At Dressipi, our stylist team works very closely with our data science team to make sure that our attributes are written in the language of fashion, but are also created in a well defined, flexible way to allow them to be used and combined in our models.

This combination of expertise means we can create high-performance models, but also translate those models into plain english for retailers to understand.

# Unique data helps you excel

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## Improve Product Discoverability

A shopper can't buy what they can't find. Data that describe the features of a product in detail and how and where it can be used will help improve rankings in search engines as well as increase accuracy of search results.

Search technology and behavior is shifting from rigid questioning 'red dress' - to the intuitive "bright, fun holiday clothes to relax in". Richer and more detailed product attributes help brands respond to this increase in context and emotionally driven search.

### Most product attributes



### A subset of the detail you need



# 2

## Make personalization relevant, to the individual

Deeper attribution opens the door to radically improved relevancy and personalization. Machine learning models have improved recommendations tenfold but the size of their impact correlates directly to the volume and accuracy of the data going in.

To personalize well, you need to understand who your most valuable customers are and connect with them at the precise moment they intend to buy. This starts with understanding their specific preferences to product features, which enables you to:

- Present products within a context that resonates
- With features they love
- Without items they'll never buy

That means being able to interpret and deliver on a wide and rich taxonomy of interests and subjectivity (thinking and talking how each of your customers do) as well as hard and very granular product attributes.

**Fit:Loose/Voluminous**

**How to wear it: Date night**



**+ Fit:Bodyskimming NOT Loose/Oversized**

**Length:Standard NOT Mid Thigh**



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BLACK FRILL SLEEVE T-SHIRT

£34

SILVER DIAMANTE SHOULDER BAG

£32

BLACK PADDED HEELED SANDALS

£45

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## 3

## Increase sell through rate

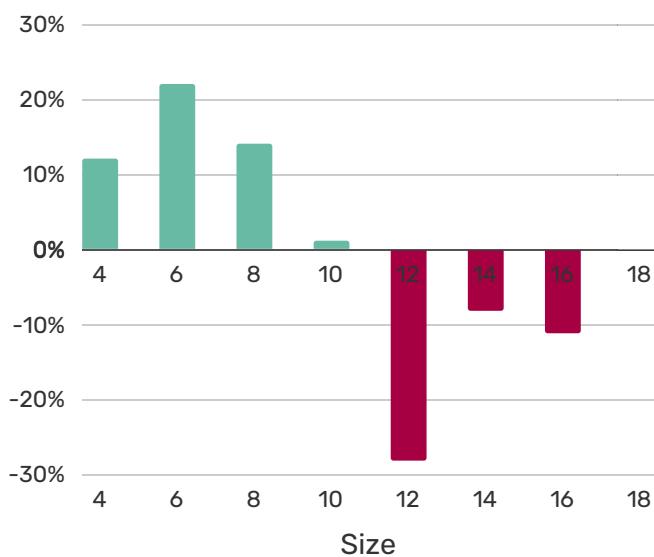
Buyers and merchandisers can also benefit. While reviewing performance and forecasting at a product level is insightful, doing so at an attribute level can help uncover insights previously unavailable. If those attributes are also human readable, it gives teams a unique advantage of improving outcomes.

For example, more accurately determining your customers' buying propensity for 'balloon sleeves' at customer size and shape level can be the difference between over or under buying into a trend.

Dressipi has found that forecasts with attributes can lead to 10% increase in sell-through rate and 3%pt increase in contributed margin. This is only the beginning.



Recommended Stock Change



A close-up photograph of a person's hands holding a smartphone. The screen displays a mobile shopping application for maternity clothing. One item shown is a 'Urban Bliss Maternity balloon sleeve sweatshirt' priced at \$32.00. The background is blurred, showing what appears to be a garden or outdoor setting.

“Dressipi’s attribute data leaves ours-and everyone else’s-in the dust. Our combined prediction models are **10% more effective** with their data.”

DIRECTOR OF  
INSIGHT & CRM  
**RIVER ISLAND**

# Are your attributes up to scratch?



Do you have more than the standard attribute classes?



Are your products tagged through AI?



Do you use your product data for more than search?



Do you have no attribution errors or missing values?

If you answered **NO** to any of the above then it's time to review your attributes and the approach you take to tagging.

High quality, apparel-specific data can be used intelligently throughout the business and promises huge improvements in product discovery, personalization and predictive retailing models. Dressipi automatically tags every product with 5x more detail, delivering 10% increase in sell-through rate and 3%pt increase in contributed margin. We'll do the heavy lifting, so you can show each visitor the items they're most likely to buy - and keep.

Need help? Let's talk...

10%

SELL-THROUGH RATE

3%pt

CONTRIBUTED MARGIN



## 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 customers 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.



EVANS  
boutique

LK BENNETT  
LONDON

city chic  
STYLED IN 12-24

COUNTRY ROAD



BELSTAFF

hush

SEASALT  
CORNWALL

RIVER ISLAND