visualize

ARITZIA

fit the future

You ARE the RIGHT size.

Team Intro

Paige Ingram
(she/her)

Anova Hou
(she/her)

Olivia Becher
(she/her)

Sue Lee
(she/her)

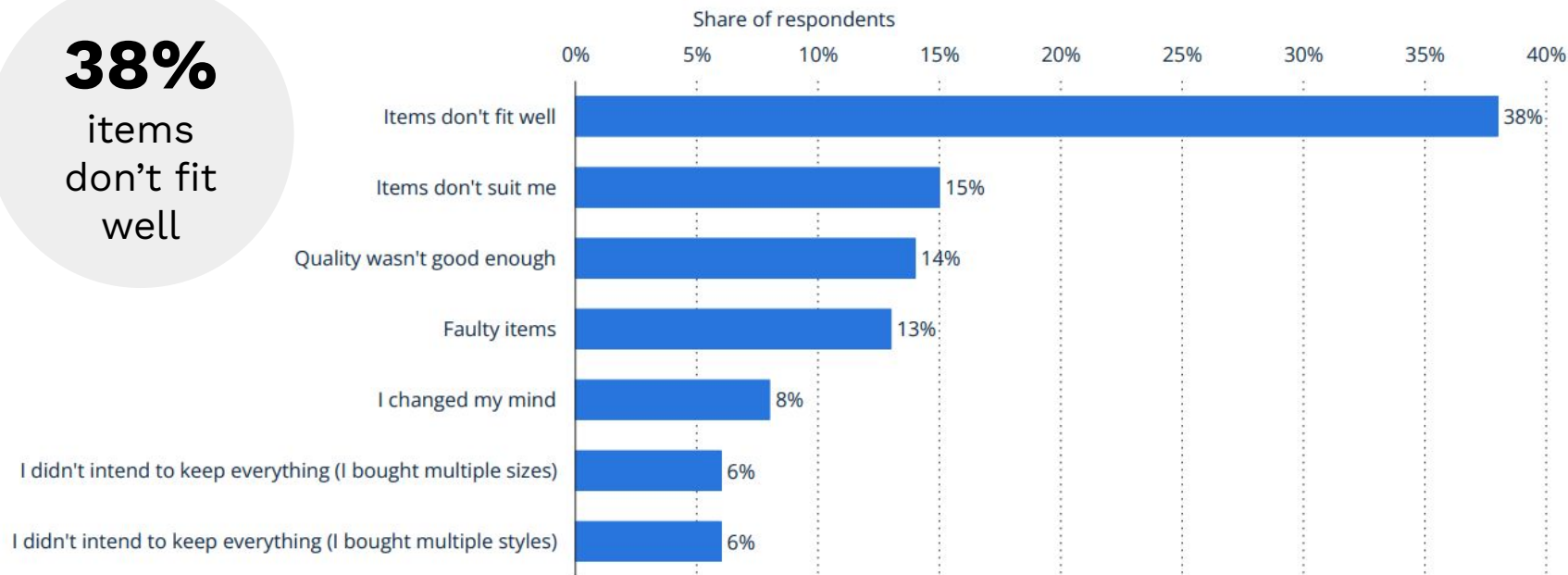Business & Computer Science 2024

ARITZIA

myFit™

Main reasons for online shoppers worldwide to return clothes purchased online as of 2021

Global consumers reasons for returning clothes bought online 2021

38% items don't fit well

Share of respondents

Reason	Share
Items don't fit well	38%
Items don't suit me	15%
Quality wasn't good enough	14%
Faulty items	13%
I changed my mind	8%
I didn't intend to keep everything (I bought multiple sizes)	6%
I didn't intend to keep everything (I bought multiple styles)	6%

statista ⚡

Issue

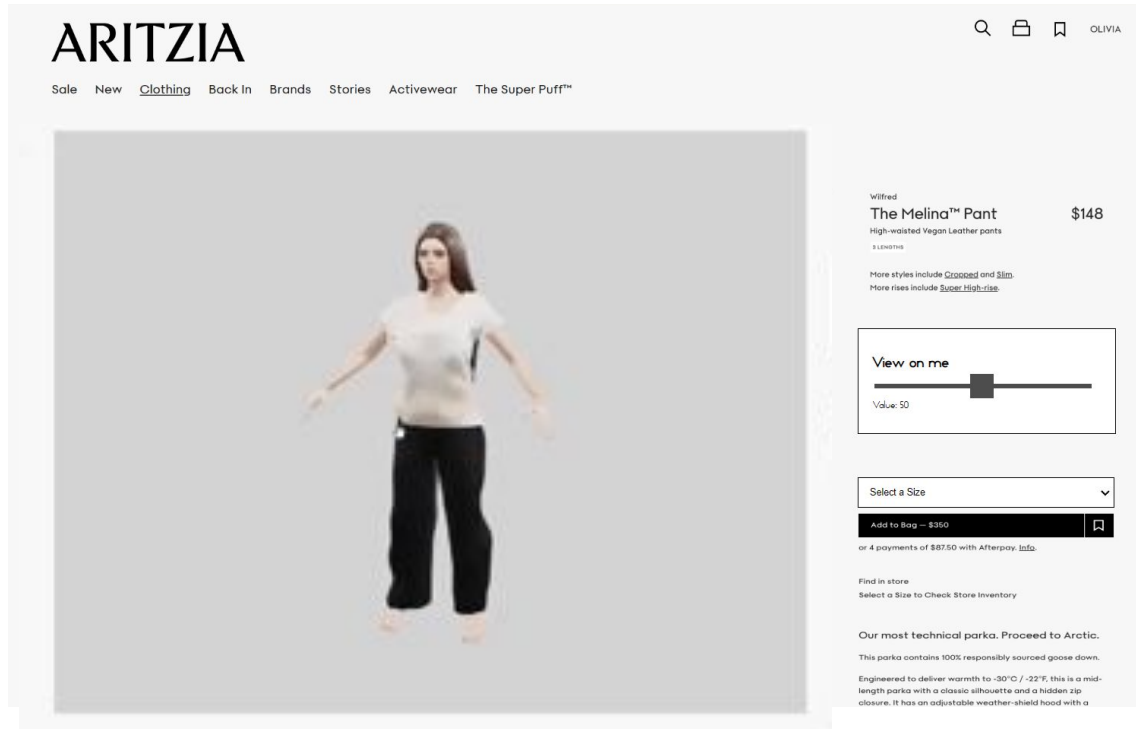Lack of personalization online

Unflattering fit

Reduced body confidence

Unhappy customers
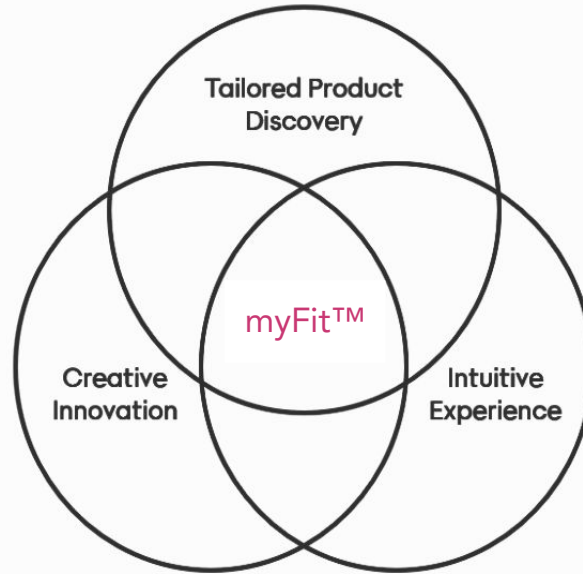
Lost sales & increased returns

myFit™ by Aritzia

A 3D body visualizer completely **customized** to each shopper's **unique** physique – because everyone deserves to buy clothes that Fit.

Product

Personalized

Tailored Product Discovery

Creative Innovation

myFit™

Intuitive Experience

High-Tech 3D Model

Seamless Integration

Business Impact

Streamlines purchasing process

Increases global accessibility

Increases buyer confidence

Reduces returns

Saves customer & employee time

Business Impact

Personalization
+ Enhancing eCommerce

**Financial Growth
+ Core Values**

Let's talk data.

Data Applications

 Collect size data

 Find trends

 Plan ahead

Future ML Applications

ARITZIA

myFit™