

RHONE

ACTIVEWEAR CASE STUDY

KEY TO RHONE'S GROWTH SUCCESS
IS CUSTOMER ENGAGEMENT:
FIT IS A TOP DRIVER
OF LOYALTY



BACKGROUND

Founded in 2014, Rhone is premium activewear that is engineered with principle, performance and progress for the modern man. Designed to fill the niche in the activewear market between box retailers and high-end yoga brands, Rhone engineers best in class products that look good, feel great and perform better regardless of the activity.

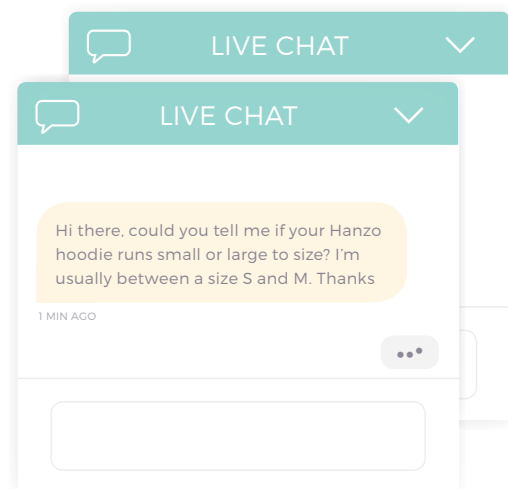
In 2017, Rhone launched a proprietary fabric technology named GoldFusion, an eco-friendly solution made from real gold particles that cuts drying time, lasts 3x longer than any existing treatment and permanently controls odour. The team at Rhone is made up of passionate people who live by the mantra "Forever Forward", a small reminder to get better each and every day.

CHALLENGE

SVP of Advertising, Digital and eCommerce, Adam Bridegan explains,

“Our customer service team was overwhelmed with size and fit related queries, particularly through online chat. It was clear that our customers needed more support than our size chart to find the right fit online”.

Dedicated to innovation and progress, Rhone decided to implement an integrated solution that would help their shoppers make the right decisions when choosing what products to buy online, and in what size.



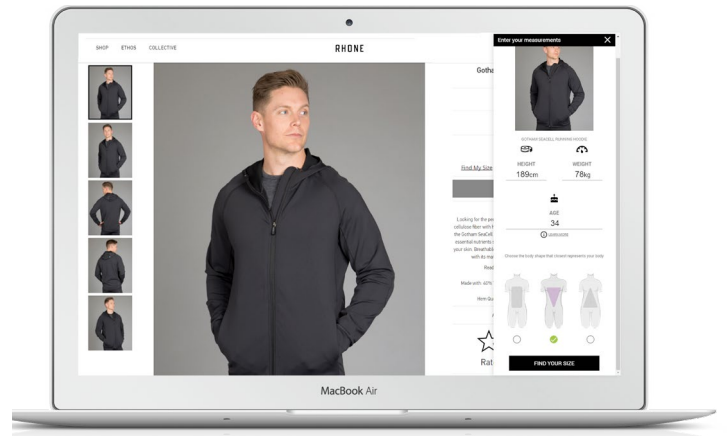
SOLUTION

Rhone wanted to find a solution that would better support its customers online in their search for the right fit. In 2015 the brand started researching the various size and fit tech options available to retailers. Accuracy of the size recommendation and fit advice was a top priority, they wanted to work with a vendor who would use **their own product data** rather than inferring a recommendation based on purchase and/or returns data (the latter is known as collaborative filtering).

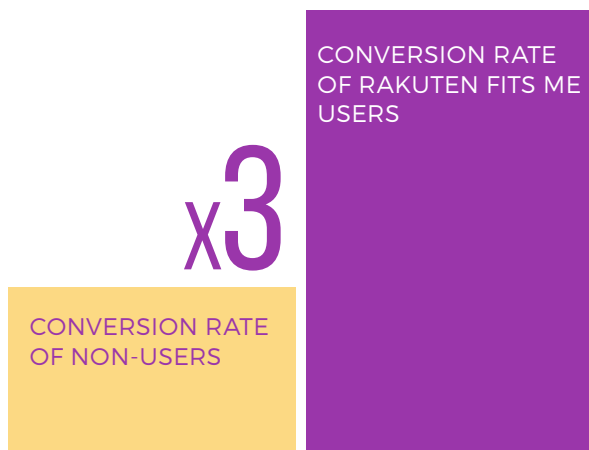
It was then that Rhone's digital partner, Rakuten Marketing, recommended Rakuten Fits Me. After signing up to Fit Origin, it took no more than a quick kick-off call and just two weeks before Rhone went live with Rakuten Fits Me's size and fit recommendation tool. Across clients, Fit Origin has collected body data from over 3 million users. This, in combination with Rakuten Fits Me's garment expertise and Rhone's own garment data, is used to provide its shoppers with accurate recommendations around size and fit.

When customers are interested in exploring styles on-site

and feel unsure about how a product will fit them, they can simply click 'Find my Size' on a product page and Fit Origin will guide them through a quick and easy-to-understand journey so they can make the right purchase decision. After providing simple data points and then showing the most common body shapes for those inputs, Fit Origin generates a final recommendation for them.



RESULTS



In the first month of implementation Fit Origin was able to prove its value. The conversion rate of Rakuten Fits Me users on Rhone's website was 9.8% vs. non-users which converted at just 3.7%. A year later, Rakuten Fits Me user conversion rates are still triple and some months even quadruple to non-user conversions.

Additionally, analytics show that Fit Origin has delivered an impressive +20.4% in incremental revenue to Rhone's website. This is a natural testament to the confidence Fit Origin gives shoppers to convert and buy with the brand. Not only do conversions increase, Rakuten Fits Me's solutions have been proven to increase average order size - rather than having to buy two of the same item in different sizes (with the knowledge they'd have to return one), shoppers can simply buy more.

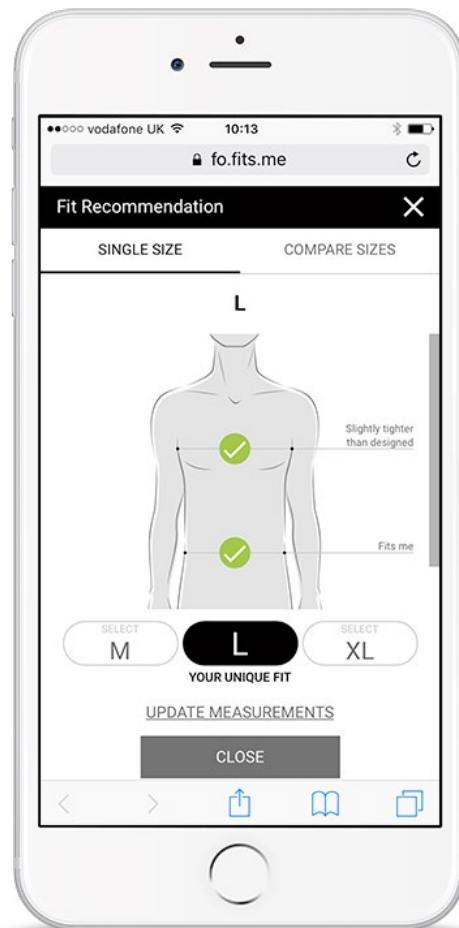
FIT ORIGIN HAS DELIVERED **+20.4%** IN INCREMENTAL REVENUE TO THE RHONE WEBSITE

Since implementation, Rhone has also improved the customer experience online. Many retailers know that size charts alone don't cut it, making a size and fit solution a good service-alternative. One customer, provided the following feedback:

“ Really enjoyed the fit guide on the product page as I was trying to determine between a size medium or large shirt. Very helpful. ”

- John C.
A Rhone customer

As the brand continues to find itself in a phase of high growth with a very diverse customer base, the wealth of data Rakuten Fits Me can deliver is invaluable. The data that Fit Origin collects gives Rhone insight as to what size customer they are serving country by country, what body shape they are or even what their fit preference is, which can aid in product development and marketing. This has helped Rhone expand globally with confidence, giving their shoppers the right fit no matter who or where they are.



“ As an apparel brand everything comes down to and is interconnected with fit, from product development to return rates. ”

Adam Bridegan

SVP of Advertising, Digital and eCommerce at Rhone

ABOUT RAKUTEN FITS ME

Rakuten Fits Me is the pioneer in **size and fit technology** working with many of the world's leading apparel brands. Rakuten Fits Me is the only technology company to combine a deep understanding of garment technology, an analysis of millions of biometric profiles and an innate understanding of subjective fit.

www.fits.me

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WANT MORE? DOWNLOAD OUR ULTIMATE GUIDE TO SIZE AND FIT RECOMMENDATION EBOOK [HERE](#).

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