

# HELPING BRANDS GET FIT FOR THE FUTURE..

## BACKGROUND

Founded in 2012 by Bert van Son, MUD Jeans is a brand on a mission. The MUD way of thinking recognises that the fashion industry is the 2nd largest polluter in the world and looks to offer shoppers a way of consuming guilt-free.

MUD Jeans are designed to be re-used easily and produced with Post Consumer Recycled and GOTS certified cotton.

Rakuten Fits Me met MUD Jeans at the Drapers Fashion Forum in October 2016 where industry leaders and influencers came together to discuss how the industry can get #fitforthefuture.

Jeans can be a particularly tricky product category when it comes to fit, so naturally Bert was interested to hear more about Fit Origin – a size and fit recommendation solution that helps shoppers decide what size to buy and reduces returns.



MUD JEANS

## RETURNS 101

Most retailers are interested in reducing their returns as a way of keeping down cost. Estimating the cost of a return can be a difficult feat. Obvious factors include the time cost of the collection and warehousing cost. Most retailers also recognise the opportunity cost incurred when a return is made, in between seasons for example, when the item has to go into sale, or even landfill.

Finally, there is the loyalty cost. 80% of shoppers wouldn't shop again if they returned their first order. And that's if they can be bothered to return the item in the first place. In the words of MUD: "We don't want you to keep unworn jeans in your wardrobe" (at Rakuten Fits Me we call these hidden returns).

“ IT SAVES THE ENVIRONMENT WHEN PRODUCTS TRAVEL LESS ” – BERT VAN SON



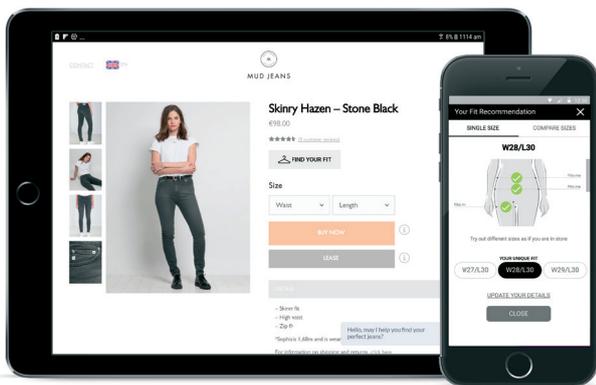
## THE TRUTH ABOUT RETURNS...

- Returns are costing the UK clothing industry more than £20 billion a year as between 20-60% of purchases are returned.
- Doodle estimate that £1.6 billion worth of unreturned items lying in waste in British wardrobes.
- 56% of shoppers in the UK returned an item of clothing last year.
- Jeans and dresses are amongst the highest categories to be returned.

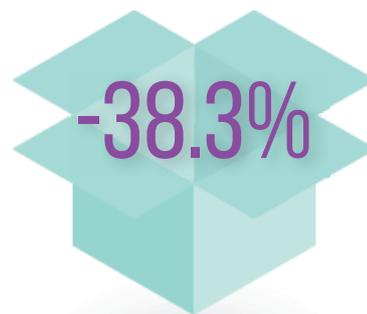
## RESULTS

As a direct result of implementing Fit Origin, MUD Jeans have seen a material reduction in size and fit related enquiries. Fit Origin's easy-to-understand recommendation page shows shoppers exactly how the product will fit across key body measurements so that they can make an informed decision around what size to buy.

MUD Jeans shoppers who use Fit Origin convert over 3 times more than those who don't use the tool, proving that our recommendation drives confidence. Not only are they more confident whilst they shop, they're also happier after they make the purchase. Those who used the tool and bought a pair of MUD jeans returned 38.3% less than shoppers who didn't use our recommendation technology.



FIT ORIGIN USERS  
RETURNED LESS BY



WANT TO REDUCE YOUR RETURNS? OR DO YOUR PART TO MAKE THE FASHION INDUSTRY A MORE SUSTAINABLE ONE? GET IN TOUCH FOR A DEMO TODAY. EMAIL US AT SALES@FITS.ME