



FOREVER NEW

Forever New Reported a **6.22% Incremental Revenue Lift** through Partnership with True Fit

RETAILER PROFILE

Women's fashion retailer, Forever New, is committed to helping consumers embrace their own personal style through each of their fashion-forward collections. Forever New, based in Melbourne, Australia, has opened over 300 retail stores globally since it was founded in 2006. The brand is known for its classic, feminine pieces that empower women to feel confident and stylish in any outfit they choose.

Consumer expectations are evolving in the digital age, which creates the challenge for all retailers and brands to deliver personalized experiences to every shopper. As a response to shopper expectations, Forever New implemented strategies to enhance the online shopping experience using data to drive improved experiences. Forever New partnered with True Fit so shoppers can find their best fit instantly and experience a seamless shopping journey.

Improving the Experience

Recently, Forever New discovered that its shoppers did not use the PDF "size and fit guide" as frequently as they had in previous years. After an analysis, they determined shoppers wanted a more simplified experience, where they are told the size that fits them best, instantly. The brand also noticed many shoppers began size sampling, or purchased the same item in multiple sizes, because they were often unsure of the best fits when shopping online. This resulted in higher returns.

With a focus in women's fashion and retail innovation, Forever New partnered with True Fit to lead the way in enhancing the customer journey. The partnership enabled Forever New to offer fit and size guidance and seamlessly guide shoppers through the online journey with greater confidence.



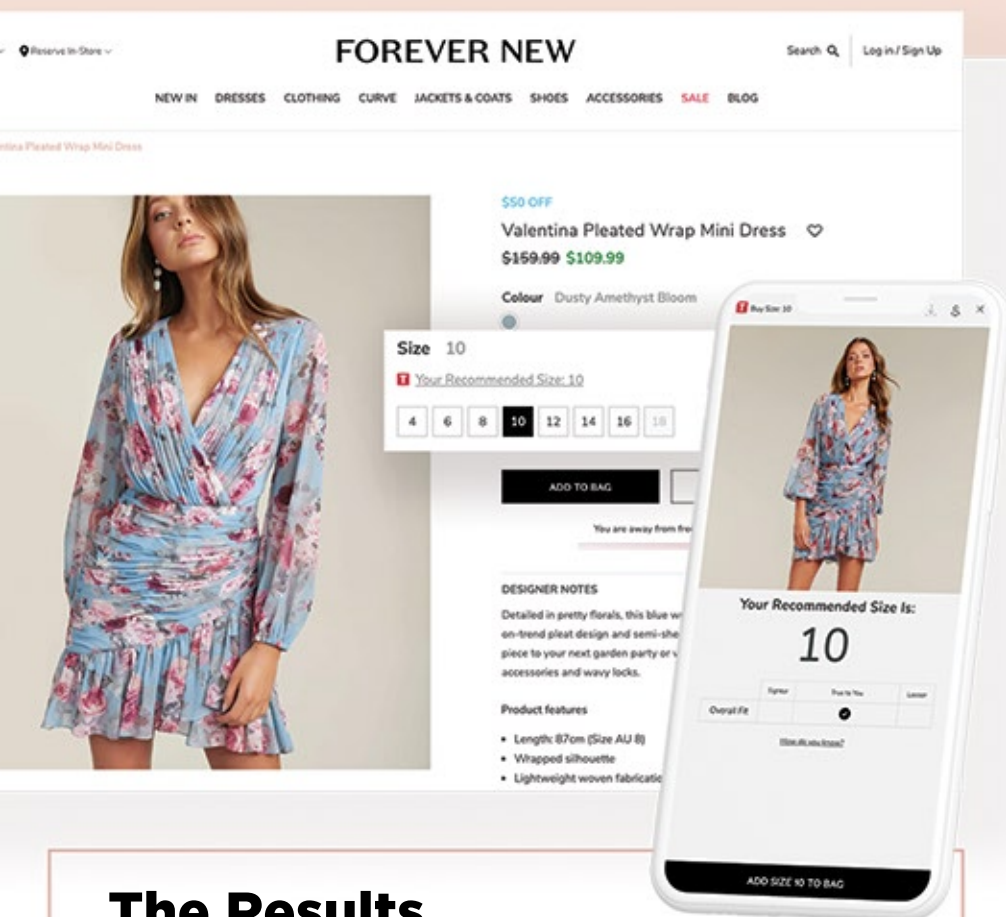
Forever New looked for a technology partner to help:

- + Increase the **relevance** of communication with shoppers.
- + Offer a **more convenient shopping experience** where finding the best fit and size felt seamless.
- + **Remove barriers** that often complicate the online shopping experience, such as excess returns and scrolling through pages of products.

Forever New partnered with True Fit as a part of its mission to enhance their shopper's journey through **improved communication, convenience and speed**.

“The fact that True Fit has such a broad database of customers that use it but also other brands that use it, that in itself is a point for why you need to partner with someone who has experience with this. The biggest mistake you can make in this is having a tool that doesn’t give you 100% the best recommendations, because if I use a tool once and it gives me an article of clothing in the wrong size, I’ll never use your tool again because I don’t trust the recommendations.”

Carolyn Mackenzie | Managing Director | Forever New



The Results

Forever New shoppers now find their best fit and size based on data-driven recommendations, which led to a **6.22% incremental revenue lift**. Additionally, **over 10.5 Million fit recommendations** have been made at Forever New to date, and **True Fit shoppers convert 4x more than non-True Fit users**.

Forever New and True Fit’s partnership continues to expand with new initiatives all focused on continually enhancing each shopper’s online shopping experience.

Decoding Size

In order to improve communication, convenience and speed Forever New prioritized consistent fit and size guidance, among other initiatives. Over the last year, the retailer rolled out 6 first-in-market technologies, which were developed internally. In conjunction, Forever New turned to True Fit to help implement a data-driven fit and size solution.

The implementation of True Fit is similar to the in-store shopping experience because shoppers receive instant fit and size guidance as if they had the aid of an associate in a brick and mortar store. An enhanced shopping experience increases shopper confidence and the likelihood they will return to make purchases in the future. Since implementation, Forever New saw exponential growth with shopper adoption of True Fit, and discovered those shoppers convert at a higher rate than non-True Fit shoppers.

About True Fit

True Fit is a data-driven personalization platform for footwear and apparel retailers that decodes personal style, fit, and size for every consumer, every shoe, and every piece of clothing. Its Fashion Genome is the industry’s most comprehensive data set and collective in the nearly \$2 trillion global apparel and footwear industry. By connecting manufacturing design data from thousands of leading apparel and footwear brands, anonymized consumer order data from hundreds of top retailers, personal preference data from millions of registered True Fit users, and hundreds of millions of anonymous shoppers, it maps the detailed style, fit, size and other technical attributes from clothes and shoes to the detailed style preferences and buying behaviors of millions of individual shoppers.