

Penti

Penti Increased Online Lingerie Sales 3X With MySizeID Digital Measurement Fitting Technology

“MySizeID helps our customers, both in our stores and online, to buy the right product with confidence and also to reduce returns.”

- Mert Karaibrahimoğlu, CEO, Penti Giyim

Summary



Penti is a young, trendy, innovative and a global apparel brand located in Istanbul with 600 retail stores in over 35 countries.



In Europe the return rate in brick and mortar stores is estimated to be 8%~, but for items purchased online, this rate jumps to 25-40%



Increase in Sales with MySizeID users



50% reduce in returns with MySizeID size recommendation



Following the success of the pilot with lingerie and swimwear, MySizeID had been added to Penti's sleepwear apparel line as well.

Overview

Penti Giyim

Headquartered in Istanbul, Turkey, and backed by the Carlyle Group, Penti is a global apparel brand with 600 retail stores in over 35 countries, and online sales of 30% annually. A young, trendy, and innovative brand, Penti delivers a consistent and fulfilling brand experience at each and every customer touch point through its omnichannel approach. Over 4 million customers shop online monthly for undergarments & intimates, swimwear, and sleepwear.

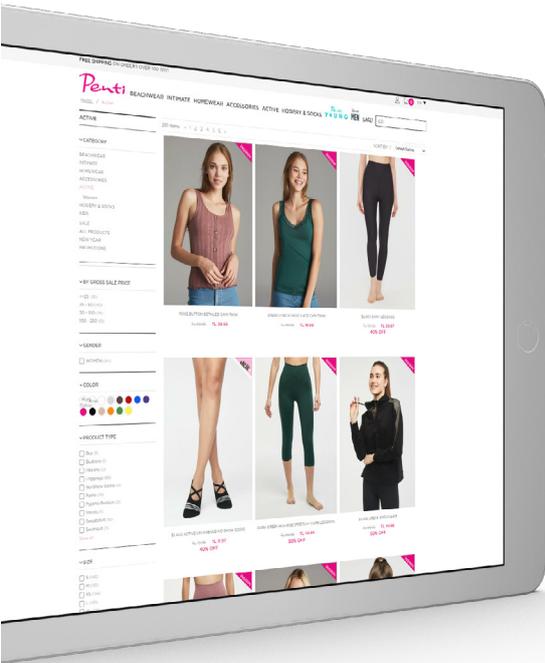
Business Challenge

As online apparel sales continue to increase, so too does the amount of returned items, many of them due to fit. This creates many challenges, among them: increased operational expenditures to handle returns and restocking, an unsmooth user-experience, and environmental considerations. In Europe the return rate in brick and mortar stores is estimated to be ~8%, but for items purchased online, this rate jumps to 25-40%.

There is a direct business correlation between the quantity of returns and the quality of customer confidence, satisfaction, and engagement. Penti is committed to providing the highest quality customer experience to their users and sought an innovative solution to help their customers match their own individual size measurements with the size chart for each apparel item, and reduce returns at the same time.

As Turkey's leading multi-category retail fashion underwear brand, MySizeID guides our customers, both in our stores and online, to purchase with confidence the best fitting apparel item for them and also reduce returns.

- Mert Karabrahimoglu, CEO, Penti Giyim



The MySizeID application also provides significant cost advantages. Today, the apparel industry is facing a high rate of returns.

- Mert Karabrahimoglu, CEO, Penti Giyim

Solution

Penti initiated a pilot of the MySizeID platform in early 2020, localizing the interface into Turkish, for their lingerie and swimsuit apparel to help consumers easily find the right fit for themselves. The MySizeID solution utilizes three proprietary applications to provide apparel size recommendations to shoppers: MyDash, MySizeID App, and Widget.

First, Penti's size charts for each apparel item were uploaded into MyDash where the information is combined with a proprietary database of aggregated measurement data for body sizes. The MySizeID App was made available to Penti users to record their body measurements, with their smartphone, and create a personalized size profile. The Widget was also integrated into the relevant lingerie and sleepwear product pages to make personalized size recommendations based on the apparel input into MyDash and their personalized size and fit from the app or our online sizing wizard.

Benefits

- In the months of March-May, online sales of apparel to users using MySizeID were three times greater than those not using the MySize solution.
- In May, 7.89% of total orders were received from users with MySizeID profiles (11,349), while 132,481 orders were received from the sessions users with no size-defined MySizeID profile.
- Returns from online orders were reduced 50% for apparel items where MySizeID made size recommendations.
- MySizeID has the highest accurately matching individual customer sizes for the bra market than other available solutions: "Our sensitivity was quite high at the point that the size measurement in underwear products requiring expertise was close to perfect." - Mert Karabrahimoğlu, CEO, Penti Giyim
- Following the success of the pilot with lingerie and swimwear, MySizeID had been added to Penti's sleepwear apparel line as well: "As Turkey's leading multi-category retail fashion underwear brand, MySizeID guides our customers, both in our stores and online, to purchase with confidence the best fitting apparel item for them and also reduce returns." - Mert Karabrahimoğlu, CEO, Penti Giyim

My Size Inc.

For more information on MySizeID or to schedule a demo, visit: mysizeid.com/mysizeid-app/

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