



# LEGENDS

## Customer Case Study

I wish we would have implemented WAIR right when we met with them. They are an amazing team who got us up and running quickly and painlessly. WAIR is highly used and regarded by our shoppers.

**30%**

of orders use WAIR  
for sizing

**88%**

of shoppers open  
WAIR and receive a  
recommendation

**32%**

Increase in new  
shopper conversions

## The Brand

Designed in Los Angeles, Legends clothing provides a synergistic blend of the highest-quality materials and street-inspired silhouettes to provide athletes with the best both on and off the field. As a way to embody progress, Legends develops its designs around progressive social movements and donates the proceeds to other forward-thinking organizations.

## The Situation

WAIR and Legends began discussions in Q3, 2020, as Legends began experiencing high volume growth. While Legends believed in WAIR as a company and a solution, they focused their next several months on other priorities. The belief was that the implementation process would take too much of their team's time and that other roadmap initiatives were of higher priority.

## The Solution

Legends integrated the WAIR in March 2021. The process took only ten days and cost their team less than six hours of their time. Since the integration, WAIR has boosted conversion rates from new and returning users, reduced average return rates, and is used in 30% of all orders. Now that WAIR has taken charge of size communication, Legends' team has more time to focus on their mission of social consciousness through design and high-quality growth.

