



Customer Case Study

WAIR's ability to deliver accurate size recommendations while keeping the focus on our brand, places them leagues ahead of any other sizing method.

30%

of orders use WAIR for sizing

10%

Increase in AOV for new site visitors using WAIR

30%

Increase in new shopper conversions

The Brand

Mac Duggal is one of the most sought-after names in women's luxury apparel and evening wear. Their unique and sophisticated silhouettes, conjoined with the sumptuous hand-beading traditions of India, come together in a synonymous blend of elegance and timeless design. Mac Duggal's innovation in the world of fashion has earned them international recognition, countless awards, and mass appeal amongst celebrity stylists.

The Situation

While Mac Duggal has a storied history in upscale department stores, their team decided that it was time to dip their feet into eCommerce by launching their own D2C website. As a brand that specializes in premium products only, Mac Duggal's shoppers are continuously faced with a high-involvement purchase when shopping on their eCommerce site. As such, Mac Duggal made it a top priority to instill confidence within their shoppers by personalizing and streamlining their journey.



The Solution

Mac Duggal integrated WAIR onto its D2C eCommerce site to boost shopper confidence and drive conversions. Since the integration, conversion rates, AOV, and WAIR usage have all flourished. The confidence in sizing provided by WAIR has been pivotal in ensuring Mac Duggal's entry into the world of D2C eCommerce went as smoothly and successfully as possible.