



OLIVER LOGAN

Customer Case Study

We tested several body scan technologies and found them either cumbersome, cost-prohibitive, **or both**. WAIR is much more enjoyable and straightforward while still providing the accurate size recommendations our shoppers are looking for.

54%

of orders use WAIR
for sizing

175k+

revenue driven
through WAIR in
only 3 months

32%

increase in
conversion rates

The Brand

Oliver Logan is a Los Angeles-based, sustainable apparel brand specializing in ethically-made women's denim products. Since its inception, Oliver Logan has meticulously crafted its eCommerce strategy to prioritize the environment, transparency, and social justice every step of the way, positioning them as one of the leading brands in sustainable denim.

The Situation

As a brand with an unwavering commitment to sustainability, Oliver Logan wanted to ensure its shoppers received the best-fitting products on the first try to reduce the carbon emissions and textile waste derived from online returns. While their team tested several modern sizing solutions, they found most of them were either cumbersome, cost prohibitive, or both.



The Solution

Intrigued by the concept of sizeless commerce, Oliver Logan partnered with WAIR to gauge how their shoppers would respond to its presence on their eCommerce site. The results? A whopping 54% of all orders now rely on WAIR for sizing guidance, and the resulting boost in shopper confidence in sizing has led to a 32% increase in conversion rates from new and returning site visitors! Oliver Logan continues to see consistent feedback from its shoppers that the jeans they buy fit perfectly on their first order, which gets them closer to reducing bracketing, exchanges, and returns.