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RHONE



## Customer Case Study

WAIR's understanding of each shopper's body enables us to improve our current inventory strategies as well as our future size and fit strategy.

**7x**

Increase in new shopper conversions

**10%**

Reduction in product returns

**92x**

Return on Investment

### The Brand

Rhone is committed to those guided by principle, driven to succeed, and devoted to family. Their industry-leading athleisure wear combines a seamless integration of fit, form, and function, inspiring men to live healthy, strong, and free.

### The Situation

As a quickly growing D2C brand that grounded its growth in data and analytics, Rhone needed an eCommerce sizing and fit solution that did more than simply recommend sizes. They needed an all-in-one solution that would provide valuable data and analytics to help them understand their shoppers better.



### The Solution

Rhone integrated WAIR onto its Shopify eCommerce website, and the solution has been instrumental in helping customers order their best fitting sizes. The shopper body data collected by WAIR has also proven vital in assisting Rhone to seamlessly align its eCommerce strategy with the bodies of its shoppers, resulting in improvements in inventory forecasting and technical design.