



Customer Case Study

Our team couldn't have asked for a more comprehensive and seamless sizing solution for our eCom site.

50%

of orders use WAIR for sizing

81%

of shoppers open WAIR and receive a recommendation

125%

More likely to convert with WAIR

The Brand

The Classic T-Shirt Company has effectively rewritten the playbook when it comes to delivering timeless, versatile, and sustainable men's and women's basics. Their team's unwavering commitment to a more progressive fashion industry has made them a leading name in wardrobe staples that offer a harmonious blend of premium quality and integrity.

The Situation

As curating a best-in-class brand experience is a top priority for their team, The Classic T-Shirt Company wanted to provide their shoppers with the tools needed to order their best-fitting products. While they found several suitable solutions for their eCommerce site, they didn't want a sizing tool that took shopper focus away from their conversion path by relying on the sizing strategy of other brands.



The Solution

The Classic T-Shirt Company chose WAIR for its foundations in 3D body data and eCommerce sizing strategy. Since integrating the solution onto their site, their team has seen shopper confidence in sizing flourish, resulting in a significant increase in conversion rates. In addition, 50% of all orders are now using WAIR for sizing guidance, which provides The Classic T-Shirt Company with the body data insights needed to optimize other business units and strengthen their overall eCommerce strategy.