

Fit Guide Protocol

Eliminate Measurement Hesitation

You are losing revenue to preventable returns because your sizing chart relies on generic labels. S/M/L labels alone rarely give buyers enough confidence. Customers process a return when they are forced to guess their size and inevitably guess wrong. Because we want to eliminate this hesitation, you must install an exact measurement framework. Dictate precisely how the product will drape, sit, or secure so they buy with total confidence.

01. THE MEASUREMENT FRAMEWORK

FRAMEWORK	APPLICATION	COMMUNICATION STRATEGY
Body Measurements	Defines the baseline dimensions of the wearer. Indicates if the person fits within your standard size bracket.	Instruct the customer to measure their actual bust, waist, and hips using a flexible tape. State clearly that these numbers represent the body and not the garment.
Garment Measurements	Defines the physical size of the product lying flat. Indicates intended drape, ease, tightness, or an oversized fit.	Instruct the customer to lay a well-fitting item from their closet flat on a surface. Have them compare their flat measurements directly to your numerical chart.

Shoulder

↔ Chest Width

↓

Length

Visual Reference

Providing a simple diagram reduces measuring errors. Show exactly where the tape measure should start and end on a flat garment.

02. VISUAL MEASUREMENT PROTOCOL

The Lay Flat Directive

- 01** Never instruct customers to measure their body for garment dimensions. Tell them to select a well-fitting reference piece from their own closet and lay it completely flat on a hard, even surface.

Define Anchor Points

- 02** Specify exact anchor points to remove ambiguity. Measure the chest from the bottom of one armpit seam to the other. Measure the total length from the highest point of the shoulder down to the bottom hem.

The Multiplier Rule

- 03** Clarify how to read the data. If your chart provides flat width measurements, explicitly state that they must multiply the width by two to calculate the total body circumference.

03. CATEGORY TACTICS

Footwear Tolerances

Prioritize insole length, as it is typically the most useful measurement for buyers. Outsole measurements are entirely irrelevant to the wearer. Note the last shape and toe box geometry. If the shoe features a narrow pointed toe, advise sizing up half a size to accommodate a wider instep.

Fine Jewellery Logic

When possible, measuring the inner diameter of an existing ring is more reliable than using string. String stretches and yields inaccurate circumferences. Instruct them to measure the diameter in millimeters directly across the center.

RETURN RATE REDUCTION

"Stop relying on vague descriptors like 'runs slightly small!'. Provide the exact numerical ease built into the garment. When a customer understands the intended fit geometry, clearer sizing information helps reduce avoidable returns."