



BUREAU VERITAS

VIRTUAL FOOTWEAR FITTING SOLUTION

- ✓ Scanned 3D shoe model for fitting evaluation
- ✓ Quantitative dimension data with human foot database
- ✓ Reduced product returns due to size related issue

Challenges

Sizing remains one of the biggest challenges for footwear brands and retailers resulting in **high cost of returns, bad customer experience, and increased environmental footprint.**

According to one survey, **68% of online returns are size-related.** Especially for online retailers, sizing is an inherent issue with brands looking for an effective way of demonstrating the fitting properties of footwear.

There are many fit solutions to help end-consumers to choose the right size of the products at the buying stage (e.g. such as AI photo fitting tools). However, there are **very few methods for objective assessment** at the R&D and manufacturing stage for footwear brands and manufacturers to address sizing at the start of the product journey.

Many footwear brands and manufacturers resort to recruiting actual human testers to perform the fit test. With Bureau Veritas' virtual fit solution, you can obtain **actionable data** for the shoes. We advise whether they are too tight or loose when compared with our **human foot size database** helping to reduce the returns due to fit issues.

High Cost of Returns



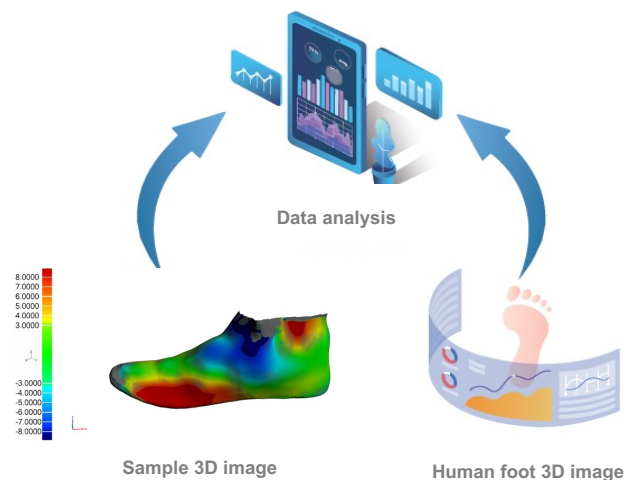
Customer Complaints



Returned product packaging waste



What is Virtual Fitting?



Designing for the **interior dimension** of footwear to meet the needs of target markets can fundamentally address the footwear fitting issue. Our virtual footwear fitting solution enhances the traditional wearing fit tests with an objective assessment based on **a larger human foot size database.**

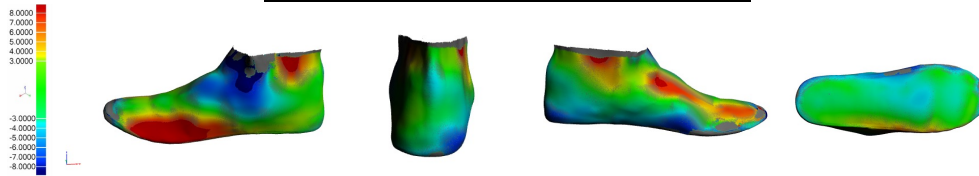
The goal for our virtual fitting test is simple. We scan the interior dimension of footwear, and then compare it with the human feet dimension according to our statistical database, simulating the try-on scenario. We leverage our 3D analysis technique to subjectively evaluate the footwear fitting properties.

Virtual Fitting Testing Evaluation

A. Interior dimension of the shoe with 3D scanned model

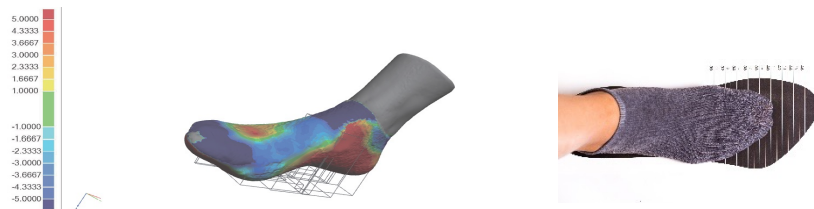
We perform a 3D scan of the shoe to provide the interior dimension in length and circumference. This can be used as a reference for consumers to check with their own feet dimensions.

3D Shoe Scan Model with Heatmap Analysis



B. Virtual fitting evaluation between Shoe's interior and our large human foot database

The scanned 3D image of the footwear's interior and the human feet 3D image from our database are compared and analyzed via our software. The result is then evaluated and reported in 360° angles with the numerical grading from 1-5 indicating the fitting performance.



Advantages of the Test

- Objective evaluation based on statistical human foot database
- 360° fitting demonstration via thermograph
- Diagnose sizing issues at the design and make stage
- Enhance the confidence level that suppliers can meet the varying sizing needs of different markets.
- Reduce product returns due to sizing
- Improve your environmental footprint

Service Coverage

- **Client Focus:** Brands and Retailers (R&D, Sourcing Team and Suppliers)
- **End User Markets:** China, US & EU
- **Service Level:** Regular service (6-7 business days) and Express service (4 business days)

Your Benefits:



Increase Sales



Increase Transaction Value



Reduce Returns



Increase Loyalty



Increase Positive Reviews



Increase Life-Time Value / Repeat Buys

About Us

Bureau Veritas **Consumer Products Services** is one of the world's leaders in providing testing, inspection & audits, certification and advisory services.

We assist businesses in validating and delivering good quality, safe and sustainable products and supply chains; gain faster market access and mitigate the risks of recalls, fines and returns.

Our clients span all consumer and technology product segments with companies the total supply chain including brand/retailer, trading company, manufacturer and mill/supplier.

 **12,000+** Specialists

 **1,000+** Recognitions

 **100+** Labs / Offices

Interested?

Would you like to learn more about our services?

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