



Alley33.it

Italian Luxury Stock

CASE STUDY

Retailer profile

Alley33 Stockhouse, a boutique with 30 years of heritage in Civita Castellana, has quietly reimaged accessible luxury. With a seamless expansion into the digital space, it has not only grown but subtly redefined modern luxury landscape, blending tradition with contemporary innovation.

The challenge

Alley33's online growth led to higher return rates, a common issue for e-commerce retailers as customers can't try on items before purchase. To address this, Alley33 partnered with YouFit to analyze returns. They discovered that a significant portion of returns were due to sizing issues, including "size bracketing," where customers order multiple sizes and return those that don't fit.



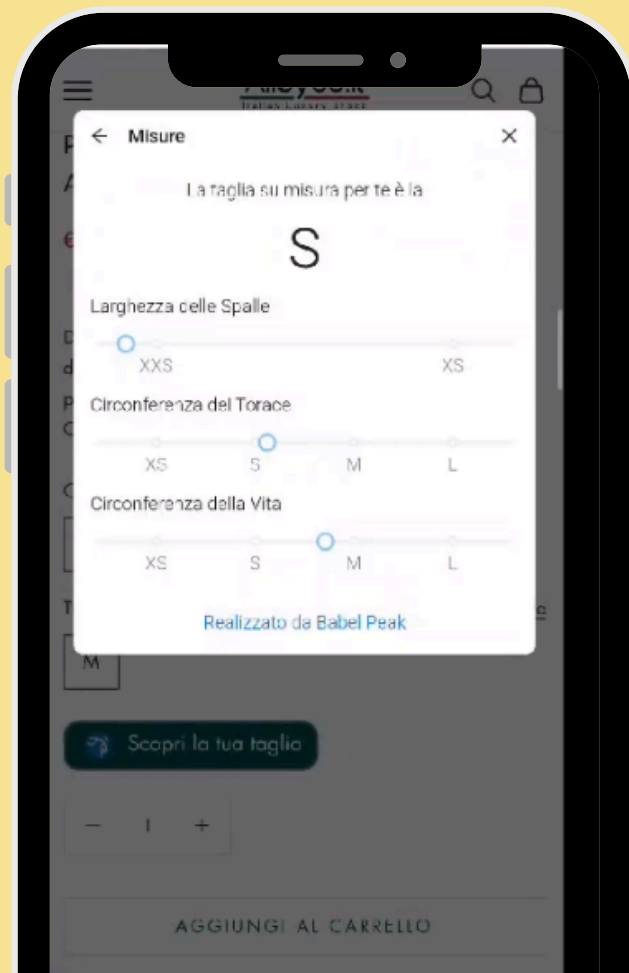
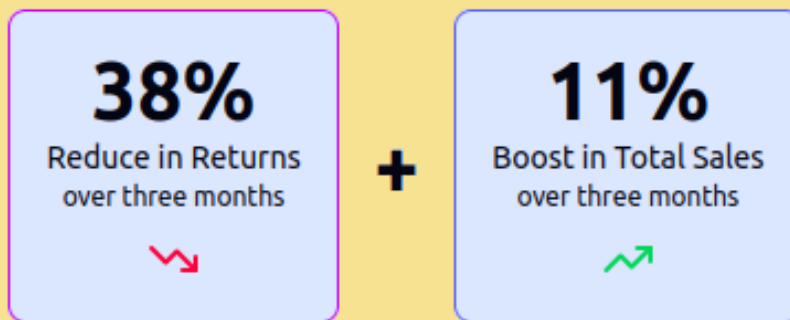
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THE SOLUTION FITTED FOR THEM

To address the return problem, Alley33 implemented YouFit's AI solution to provide **accurate size recommendations**.

When a shopper viewed a product, the user experience prompted them to use YouFit "Find Your Size" button. By doing so, YouFit was able to pair individual **body measurements** with its extensive database of over **25k size charts** to recommend the best fit for unsure customers.



Together with YouFit, Alley33 was able to make impactful changes to their online shopping experience that contributed to lower return rates, improved customer experiences, and ultimately, higher revenue due to customer confidence and lesser returns.