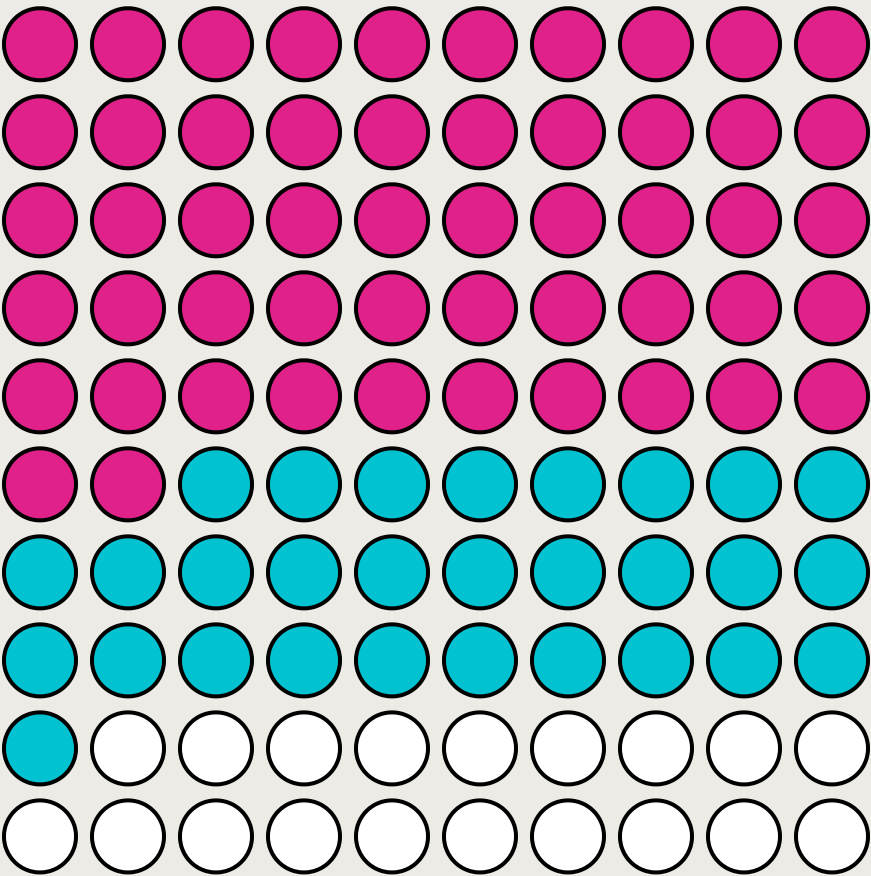


PRODUCT SHOULD REPORT TO CUSTOMER SUPPORT.

Out of every 100 dollars of US returns last year:

- 52 BOUGHT IN A STORE, RETURNED TO A STORE
- 29 BOUGHT ONLINE, RETURNED TO A STORE



81

COME BACK THROUGH A STORE

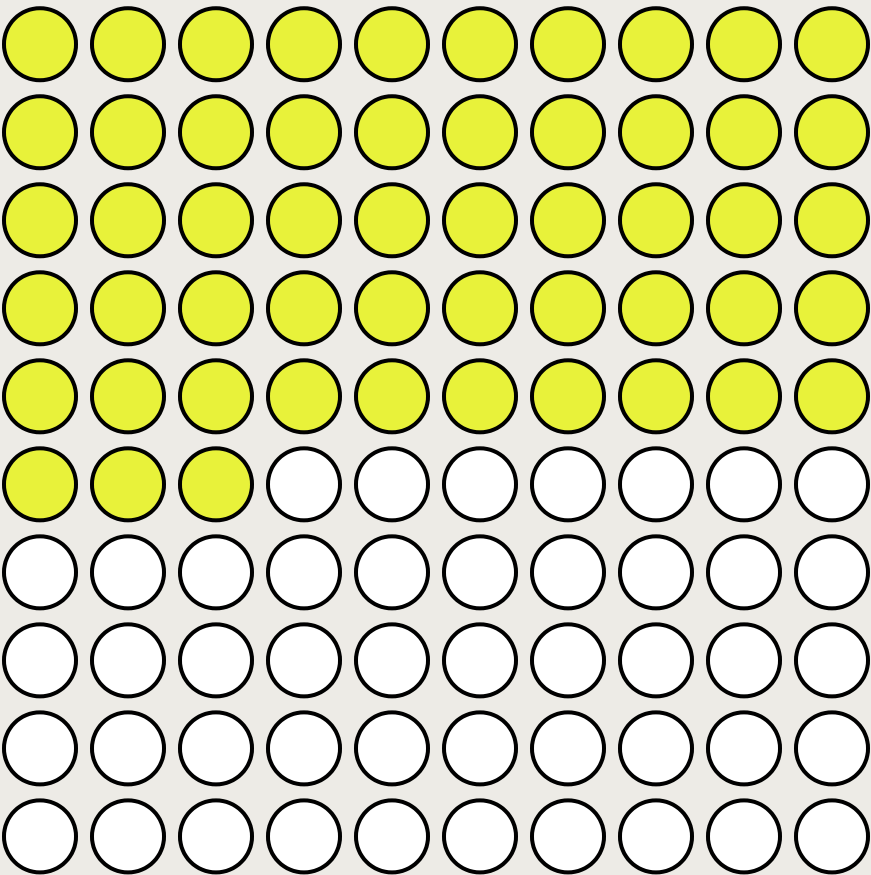
The floor team hears why it didn't work before anyone at head office does.

Appriss Retail, 2026 Total Retail Loss Benchmark Report, Feb 2026 (a vendor survey: Appriss sells returns software): 1,020 US shoppers aged 18+ who made a return, Dec 2025. "In-store returns now account for 81% of all returns."

FIT IS A PRODUCT PROBLEM.

US apparel brands and retailers asked for the top reason online clothes come back:

OUT OF 100, NAMED SIZE AND FIT



53

SIZE AND FIT

Average online apparel
return rate: 24.4%.

Size and fit is decided in the sample room. It gets reported at the returns desk.

Coresight Research, The True Cost of Apparel Returns, 4 Apr 2023, sponsored by 3DLOOK (a sizing technology vendor): a survey of 100 decision-makers at US apparel brands and retailers, Mar 2023. 53% is the share of respondents naming size/fit, not the share of returns.

FLIP THE ORG CHART.

What the store already hears, and who should hear it every week.

	THE RETURNS DESK	every return and the reason → the product team
	THE FITTING ROOM	what went in, what came back out → the buyer
	THE FLOOR	what people asked for that wasn't there → the designer
	THE STOCKROOM	what sold through first, by size → the planner

Then make them answer the floor.