

TECHNOLOGY PARTNER · SIZESUTRA



Frictionless Sizing Intelligence for Fashion & Retail Brands

How advance2global's partnership with SizeSutra helps brands cut size-related returns and convert with confidence.

Sizing, not shipping, is fashion's biggest return problem: 40–50% of online fashion returns industry-wide are caused by sizing issues, and unclear sizing causes many shoppers to lose confidence and abandon a purchase altogether. Every one of those returns also carries a cost beyond the refund — returns are estimated to generate around 15% of retail emissions, at roughly 1.2 kg of CO2 per return.

advance2global partners with SizeSutra, an AI-powered sizing platform, to fix this at the point of purchase. Shoppers get a personalized size recommendation from their phone camera in under 30 seconds — no measuring tape, no guesswork — matched against each brand's own size chart and fabric behavior, with no photos or videos ever stored.

93%

conversion rate SizeSutra's AI sizing tool achieved in a live pre-order campaign with WAERE, a German sustainable fashion brand — full results on the next page.

SizeSutra's implementation is customized to each brand it works with. Here's how it comes together.

01 Brand Onboarding & Model Training

02 Website Integration

03 Customer Size Recommendation

— WAERE Campaign Results

70 customers used the size finder

65 orders placed

93% conversion rate

<30s average measurement time

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As we work to reduce returns through our pre-order model, we needed a partner that tackles the real reason returns happen: wrong size or fit. SizeSutra gives our customers more confidence in choosing the right size, and helps us deliver a better experience with fewer returns.

— Dajana Eder, Founder, WAERE

— Built for Any Storefront

Frictionless Fit in <30s

Shoppers stand in front of their phone or laptop to get an instant size — no measuring or forms.

Fit Intelligence API

Matches shopper data to each brand's own size chart, future-ready for SKU-level precision.

Plug-and-Play Widget

Live on Shopify and easily integrable with other ecommerce platforms and website builders.

Privacy-First

No photos or videos are ever stored — only anonymous size data is used to make the match.

Why advance2global + SizeSutra

advance2global brings SizeSutra's AI sizing intelligence to fashion and retail brands looking to cut returns and convert with confidence — scoping the fit, managing the integration, and supporting the rollout from pilot to full launch.

[Talk to advance2global About SizeSutra →](#)