

PRESS RELEASE

LANCERTO Partners With Fit Analytics to Solve Sizing for Polish Shoppers

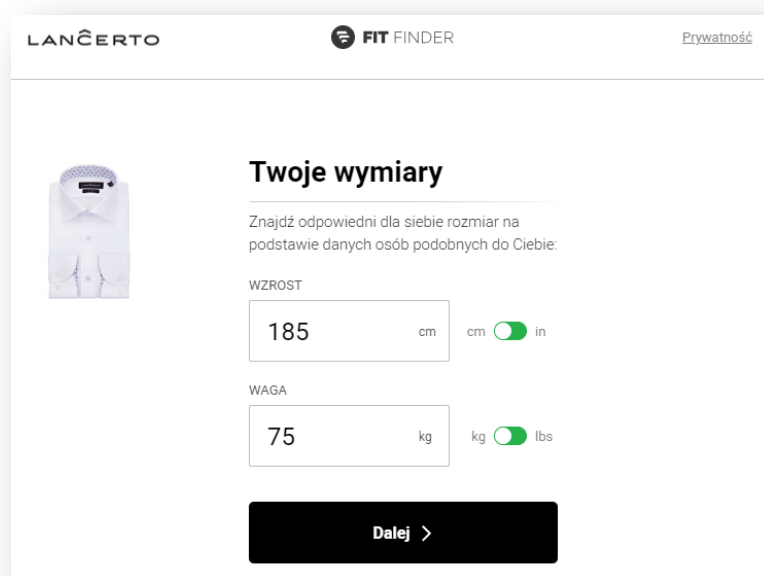
Poland's leading menswear label launches Fit Finder size advisor to improve customer experience and boost online conversions.

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Poland's leading menswear lifestyle brand today announced the launch of Fit Finder on its online store LANCERTO.com. The online size advisor from Fit Analytics is now available for upper-body, lower-body, and shoe items across the site and offers shoppers a simple and reliable way of finding the right fit when purchasing online:

"Customer experience is a huge priority for us and having Fit Finder available helps us give online shoppers the same level of care they're used to offline in our retail stores." - Mariusz Serafin, Director of Marketing & E-Commerce at LANCERTO

Founded in 2008, LANCERTO enjoys an outstanding reputation for elegant menswear and the quality of hand-crafted apparel produced locally by more than 200 tailors in its famous Łańcut garment factory. Fit has also always been a focus, LANCERTO offers 52 sizes in contrast to the 26 sizes typically offered by menswear brands.



The screenshot shows the LANCERTO FIT FINDER interface. At the top, there is a navigation bar with the LANCERTO logo, the FIT FINDER logo, and a link for 'Prywatność'. Below the navigation bar, there is a section titled 'Twoje wymiary' (Your measurements) with a sub-header 'Znajdź odpowiedni dla siebie rozmiar na podstawie danych osób podobnych do Ciebie' (Find the right size for you based on the data of people similar to you). To the left of the form is a small image of a white dress shirt. The form contains two input fields: 'WZROST' (Height) with a value of 185 and units 'cm' and 'in' (with a toggle switch for 'in' selected), and 'WAGA' (Weight) with a value of 75 and units 'kg' and 'lbs' (with a toggle switch for 'lbs' selected). At the bottom of the form is a black button with the text 'Dalej >' (Next >).

Though its roots lie in traditional high-end apparel manufacturing, LANCERTO also takes pride in its agile, tech-forward approach and was keen to take advantage of the power of machine learning to improve UX and boost online conversions.

Mariusz Serafin said, *"Fit Finder's machine-learning approach gives us a significant UX and business intelligence advantage over local rivals while keeping us competitive against foreign brands. As a tech-focused company, we were particularly impressed by how straightforward integration was, with no extra work required on our side."*

Fit Analytics CEO Sebastian Schulze commented: *"Our commitment to emerging markets such as Poland is strong and we've seen Fit Finder drive particularly impressive results for brands and retailers across Eastern Europe to date. As one of the the first Polish stores to take advantage of our sizing platform, LANCERTO is in an excellent position to maintain their well-deserved market lead for many years to come and we look forward to helping them do so."*

About Fit Analytics

The world's best apparel brands and retailers trust [Fit Analytics' machine-learning platform](#) to help them solve sizing, sell smarter, and turn data into actionable insight.

Our [Fit Finder size advisor](#) supplies more than 250 million unbeatably accurate sizing recommendations worldwide per month, is fully localized in over 20 languages, and has coverage of over 10 million apparel items across more than 17,000 brands.

Our platform also enables a range of additional data-driven e-commerce solutions including [Fit Connect](#), [Fit Intelligence](#), and [Fit Source](#).

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