



PRESS RELEASE

AMARO Use AI to Reduce Sizing Confusion for Brazilian Shoppers

Brazil's leading fashion brand for digital natives goes live with the Fit Finder size advisor from Fit Analytics to improve customer experience and boost omnichannel conversions.

Berlin | 18-April-2019 | Fit Analytics

Leading Brazilian womenswear brand AMARO today announced the launch of Fit Finder for upper-body, lower-body, and footwear items across all digital sales channels. The intuitive size advisor gives shoppers a simple and reliable way of finding the right fit when purchasing at amaro.com, via AMARO's native app, or in one of its digitally immersive brick-and-mortar Guide Shops.



Founded in 2012, AMARO is a digitally-native fashion brand offering all the latest trends at truly disruptive prices. As all items across its extensive and ever-shifting product range are designed in-house, the company was keen to take advantage of the power of Fit Analytics' machine-learning platform to reduce sizing confusion for Brazilian shoppers.

"Fit Finder gives us a powerful sizing tool that's fully localized for Brazil, removes anxiety about fit, and performs perfectly across all devices. This combination makes it a great omnichannel solution for both our online store and our flagship brick-and mortar Guide Shops." Wellington José da Silva - Head of Customer Experience at AMARO.

Fit Analytics CEO Sebastian Schulze commented: *AMARO's strongly digital-first approach is a perfect match for the power of our machine-learning platform. We're delighted to be working with such an innovative brand and particularly pleased to see the native app and in-store capabilities of Fit Finder already delivering outstanding results for AMARO and Brazilian shoppers in general.*

About Fit Analytics

Latin America'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.

Press Contact

pr@fitanalytics.com