

DIGITAL — EXECUTIVE BRIEFING

Returns and Fit Briefing

Where the returns are, and which of them are a specification problem

DOCUMENT	PREPARED	OWNER	PAGES	STATUS
RFB-27-041	August 2027	Digital — Trading	6	Illustrative sample

The read

Fit returns concentrate in eleven styles and nine of them share one grading rule. This is a specification problem wearing a returns complaint, and it is fixable at the tech pack rather than at the product page.

II Styles carrying disproportionate fit returns	9 Sharing one grading rule	34% Of fit returns from those eleven	3% Of the catalogue they represent
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THE DATA SUPPORTS

- 01 A common grading rule across nine of eleven styles.
- 02 Return reasons clustering on one measurement.
- 03 The pattern holding across two suppliers.

IT DOES NOT SUPPORT

- 01 Size-guide wording as the cause.
- 02 A model-imagery explanation — the pattern holds regardless of imagery.



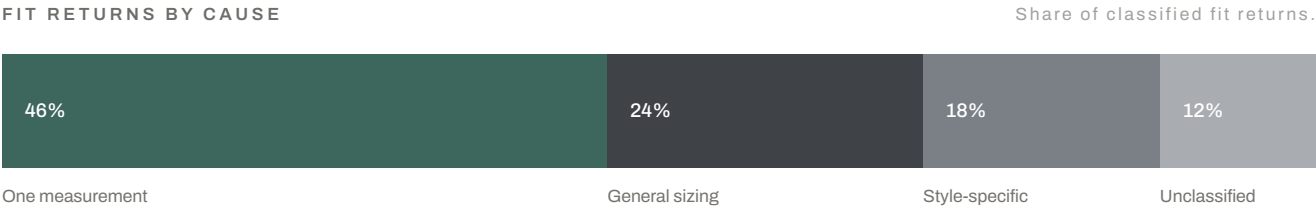
What a customer sees first.

THE IMAGE · MCLEUKER HOUSE SET

SO WHAT

Three per cent of the catalogue is producing a third of fit returns, and nine of the eleven share a grading rule. That is a specification fault, not a customer-communication one.

Where they concentrate



THE ELEVEN

	STYLES	SHARE OF CATALOGUE	SHARE OF FIT RETURNSCOMMON FACTOR
Group A	9	2.4%	28%Shared grading rule
Group B	2	0.6%	6%Different supplier, same measurement
Everything else	5,509	97%	66%No pattern



Where the sale is won or lost.

THE PAGE · MCLEUKER HOUSE SET

SO WHAT

Two styles from a different supplier show the same measurement issue. That rules out a single factory as the cause and points at the rule we issued.



One image, one page and one decision, repeated several thousand times a day.

MCLEUKER HOUSE SET

What to change

THE RULE

Where it lives	Our own grading standard, applied across nine styles
What it sets	The increment on one measurement across the size run
Effect	Correct at the base size, progressively out at the extremes
Evidence	Returns cluster at the largest two and smallest two sizes
Not assessed	Whether the base size itself is correct — outside this review

OPTIONS

OPTION	EFFECT	COST	SPEED
Amend the grading rule	Corrects at source	Re-grade nine styles	Next season
Adjust the size guide	Communicates the issue	Low	Immediate
Both	Corrects and communicates	Combined	Both
Do neither	34% of fit returns continue	Ongoing	n/a

SO WHAT Amending the rule fixes it next season; the size guide reduces it this season. They are not alternatives, and treating them as alternatives is how only the cheap one gets done.

Decisions

DECISIONS ARISING FROM THIS BRIEFING

DECISION	OWNER	BY	IF IT IS NOT TAKEN
Amend the grading rule for the nine affected styles	Head of Product Development	29 Aug	The fault is re-issued next season
Update the size guide on all eleven now	Digital Director	15 Aug	This season's returns continue at the same rate
Re-check returns on the two other-supplier styles after amendment	Trading Manager	30 Nov	The rule fix is not evidenced
Review whether the base size is correct	Head of Product Development	30 Sep	A second cause stays unexamined

SOURCES AND BASIS

Return reasons — our own returns data, trailing twelve months, as classified at receipt.
Grading rules — our own grading standard, as issued.
Style-supplier mapping — our own production records.

ILLUSTRATIVE SAMPLE

This document is a rendered SAMPLE of the Returns and Fit Briefing template, produced to show its structure, exhibit inventory and register. The figures in it are illustrative and are not market intelligence. A real run of this template researches and cites its figures with an as-of year for each, or marks them as modelled and states the basis — the rule the template itself carries.