



B2B TORINO FASHION MATCH 2025

**be**  
**ReTailSocial**  
**•com**

transforming the way the world shops™

**Waste: Redressing the cause, not the symptom**

SIMON IDDON • FOUNDER & CEO



# Agenda

1. who · **be Retail Social**
2. why · **problems**
3. what · **opportunities**
4. how · **evolution of Retail**

**Our vision**  
to transform the way the world shops

**Our mission**  
to help shoppers and brands make more informed decisions that reduce returns, increase spend and drive higher conversion

**Our purpose**  
to reduce the impact of returns, over-production and their financial and environmental waste, by helping all shoppers feel represented and make informed, sustainable purchasing decisions

who • **Retail Social**  
fewer returns • more spend • more often

We drive **more informed** and **sustainable buying decisions** by giving shoppers greater **confidence in look and fit**.

While focussing on **reducing online returns**—positively impacting **costs, margins**, and literally un-fuelling environmental **waste**—we also boost **consideration, average spend** and **conversion rates** all from within your own website.

Our SaaS and applied-AI **virtual fitting room** platform champions **diversity and inclusion** by letting shoppers choose who wears the trousers. Our patented technology delivers a differentiated engaging experience through **animated, interactive**, and **personalized** content, featuring patented **consideration** and **virtual fitting room invites** for instant feedback from those who matter the most.



# why · sector problems

**5x more**  
34.5% vs 7.4%

**online vs. instore returns**  
average frequency

Forrester Research  
Financial Times

**8.8 billion**  
16.2% of items sold

**apparel returns**  
1M+ hourly returns  
2,800+ ship containers daily

modelled from Statistica, Forrester  
Research, Financial Times, Maersk

**£242B**  
168B online · 74B instore

**returns refunds**  
in £1.49T global market  
modelled from Statistica,  
Forrester Research, Financial Times

**£112B**  
GM reduces (28.8%)

**returns hard costs**  
processing, instore  
restocking, waste cogs  
modelled from McKinsey, Shopify

**32.5%**  
29–36%

**re-sold discounted**  
due to returns condition,  
seasonality, and space

Statistica, McKinsey

**26%**  
25–30%

**wasted**  
2.3B items, 80-90% clothing

McKinsey, GFA  
Ellen MacArthur Foundation

**92 million tonnes**

**textile waste annually**  
10-30% deadstock  
50-70% clothing:  
5-10% returns

earth.org, Forbes,  
Ellen MacArthur Foundation

**3–5x higher**

**returns carbon footprint**  
reverse logistics, repackaging,  
handling, storage

McKinsey, Environmental  
Protection Agency



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UK Patent granted · other Patents pending



# what · missed opportunities

>80%  
80–85%

of European females are  
not standard model sizes

EURATEX Sizing Survey

~72%  
65–80%

returns due to  
look & fit uncertainty

Statistica, SaleCycle

67%

say it's **important** [that]  
brands represent diversity  
in size, skin tone, body type

Shopify Future of Commerce Report

80%

of Gen Z expect **video-first**  
or **interactive experiences**  
when shopping online

Snapchat AR Retail Report

70%

of consumers  
shop with friends or family  
highlighting the role of social  
interactions

theretailbulletin.com

90%

of shopper's  
trust recommendations  
from friends & family

en.wikipedia.org

~4.5x  
2–7x

shoppers using  
fitting rooms are  
more likely to purchase

NRF, Retail Dive

(50)%  
deadstock  
reduction

overproduction &  
inventory waste reduction  
if using analytics, test & learn,  
virtual fitting tools

McKinsey, Ellen MacArthur  
Foundation, Global Fashion Agenda



## Diversity.

customers choose who wears  
the trousers—by height,  
clothing size, skin tone & more

## Animated.

realistic clothing & model  
movements bring products to  
life and inform decisions

## Interactive.

intuitively swipe through  
the whole online inventory  
of styles and colours

## Feedback.

instant input from friends,  
family, or personal shoppers,  
anywhere, anytime—  
enhancing decision-making

## Informed.

digital test-and-learn allowing  
brands to confidently produce  
only what sells, reducing  
over-production and waste



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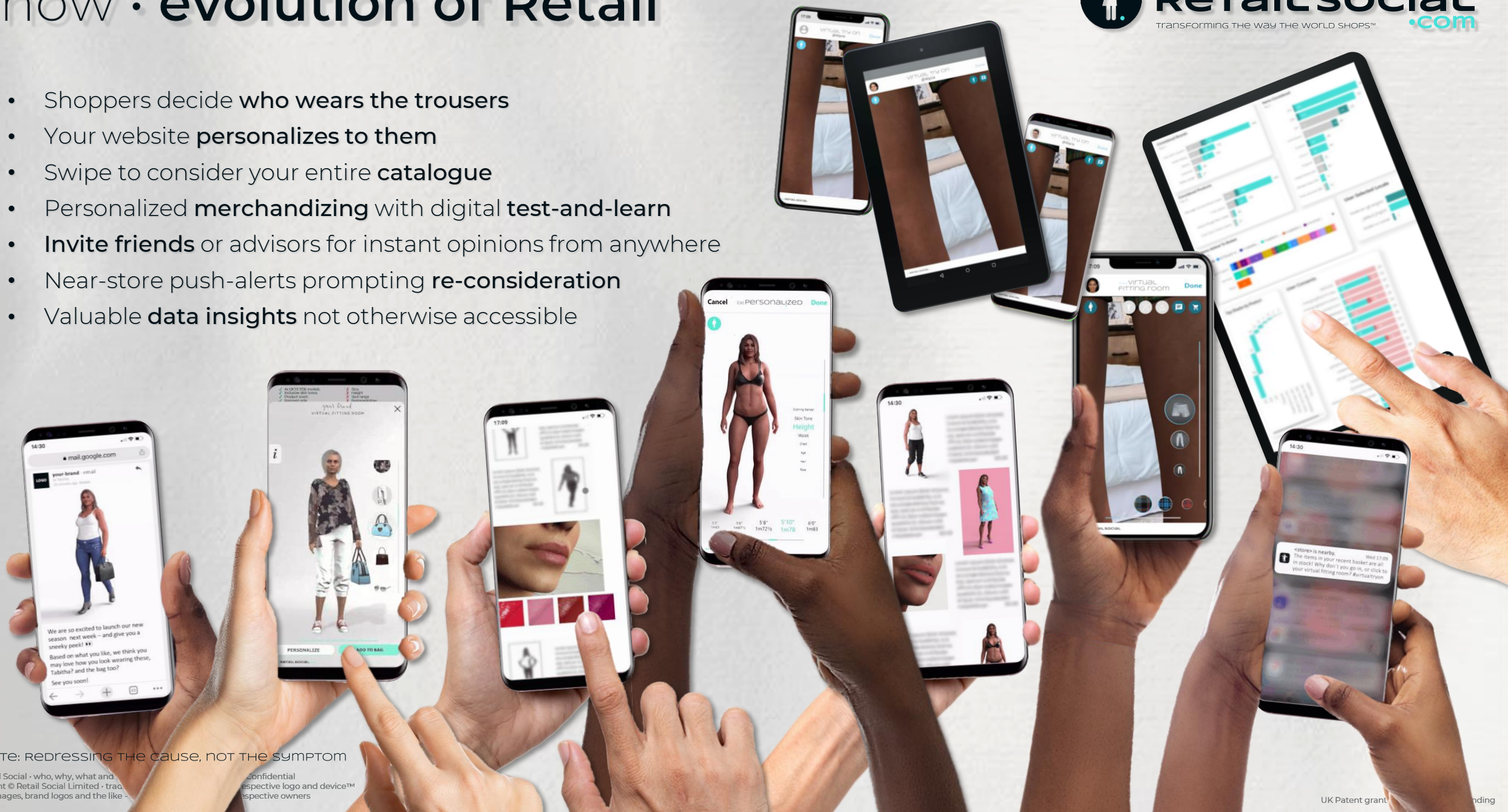
UK Patent granted · other Patents pending

100,000 tonnes/year are wasted · 70% ~ 4.2M items 'informally' dumped - gutters, beaches, wetlands  
on, enn.com, Ellen MacArthur Foundation



# how · evolution of Retail

- Shoppers decide **who wears the trousers**
- Your website **personalizes** to them
- Swipe to consider your entire **catalogue**
- Personalized **merchandizing** with digital **test-and-learn**
- **Invite friends** or advisors for instant opinions from anywhere
- Near-store push-alerts prompting **re-consideration**
- Valuable **data insights** not otherwise accessible

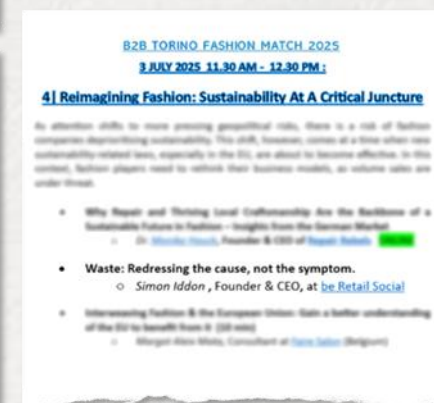
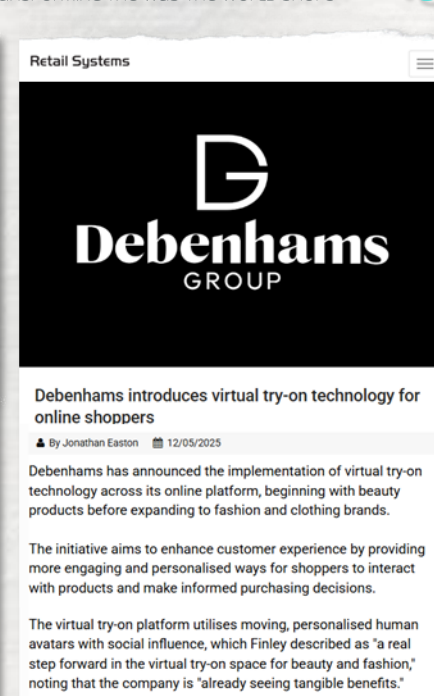
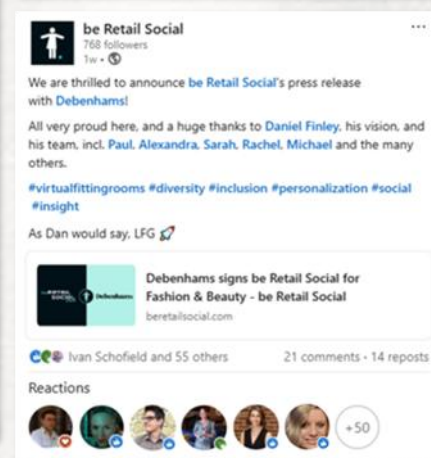
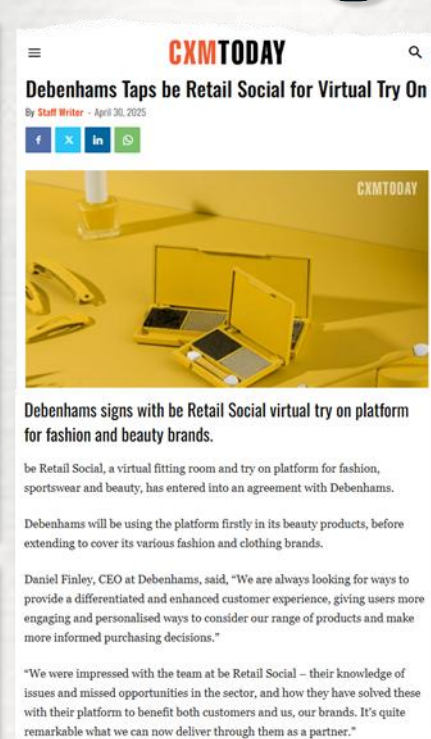
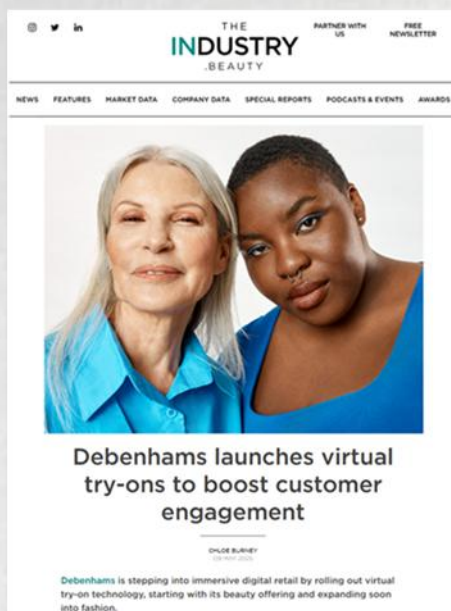
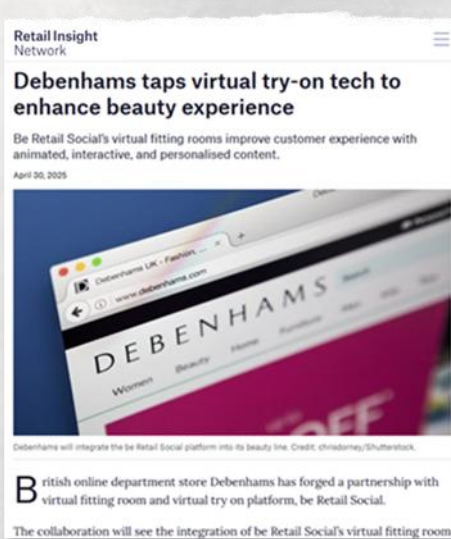
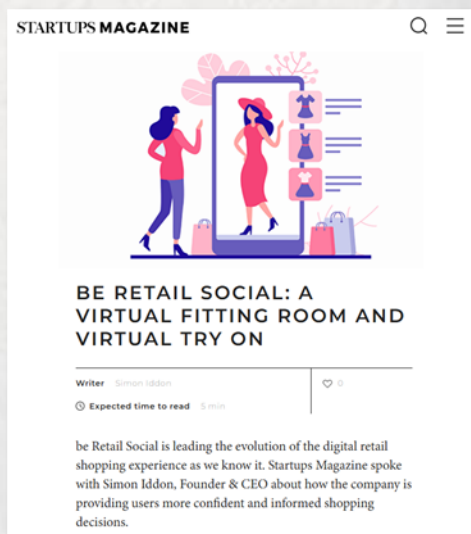
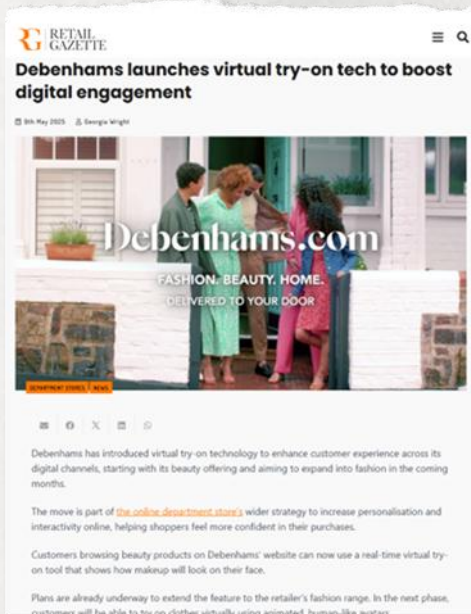
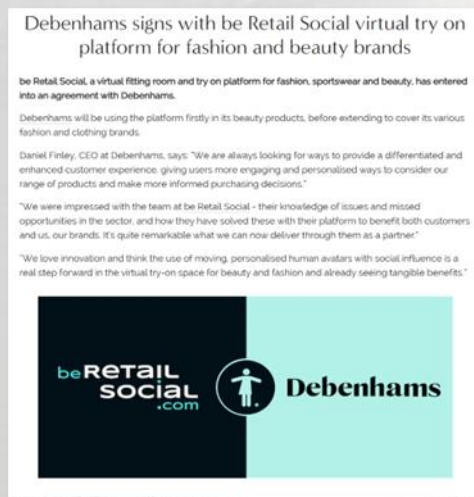
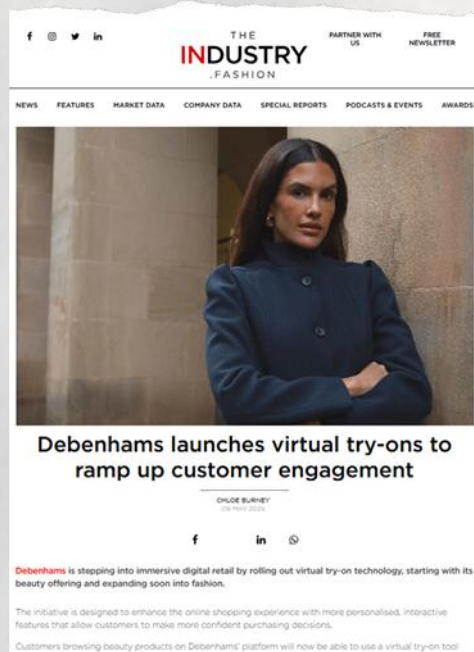


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# In the News



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