

The image features two women in athletic attire performing lunges against a solid light purple background. The woman on the left is wearing a blue sleeveless top and light purple leggings with a dark purple geometric pattern on the lower leg. She is holding a black dumbbell with both hands. The woman on the right is wearing a magenta sleeveless top and matching magenta leggings, holding a grey dumbbell. Both women are smiling and looking towards the right. The text 'Utilizing Multiple Forms of Research to Understand the Plus Size Customer' is overlaid in the center in a large, white, sans-serif font.

Utilizing Multiple Forms of Research to Understand the Plus Size Customer

Agenda

Fabletics Overview

What we learned

What we did

Recap





History

Co-founded in 2013 by

Kate Hudson

Fabletics is a subscription-based, global active-lifestyle brand, designed with you in mind.

We excite and empower all women and men by crafting high-quality designs at feel-good prices.



Where we started with Plus



In **2017** we began offering sizes **1x – 3x**, but it only represented **3%** of our monthly buys.

We had ***no plus size influencers*** or targeted marketing.

Our team saw a great opportunity.

Our research timeline



Fabletics decides to **focus on plus sizes**

20 exploratory **phone interviews** with plus size VIPs

Deep dive into **data analytics** & competitor analysis

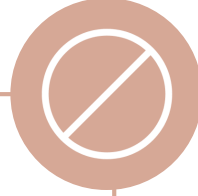
Plus-focused **shop alongs & focus group** in Texas

Created **Fabletics Feedback Collective** & plus survey

Plus size **focus group** at HQ

What we learned

Don't Assume



Qualitative research doesn't have to be expensive or time consuming



It's important to integrate data into consumer insights



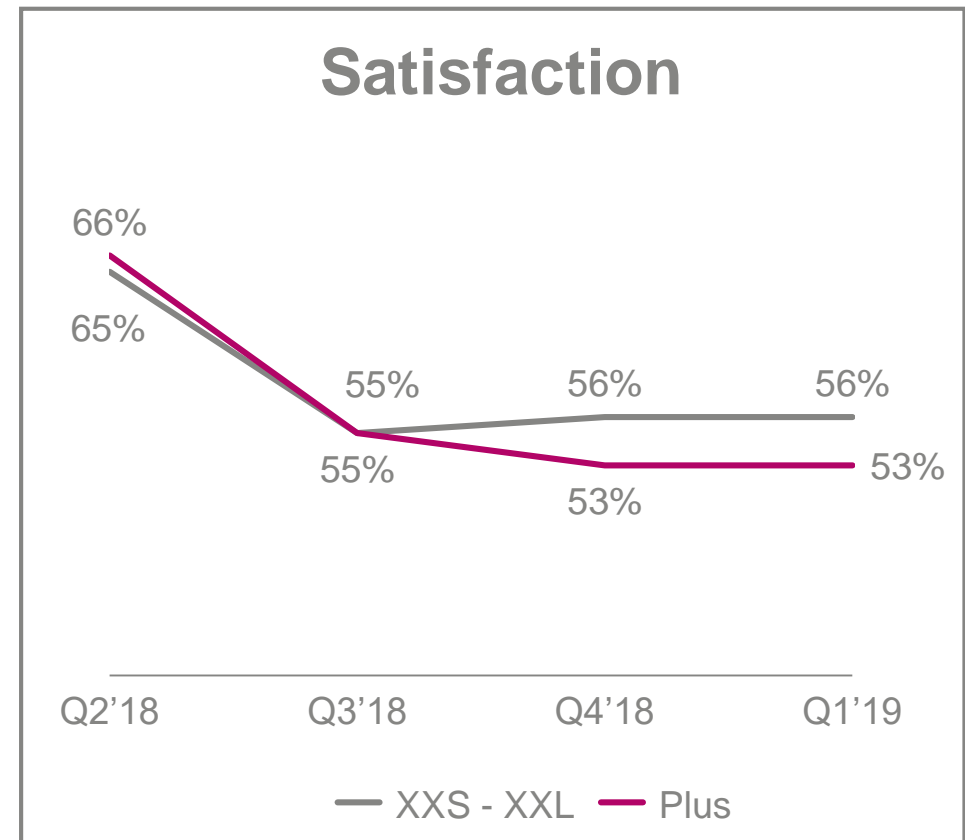
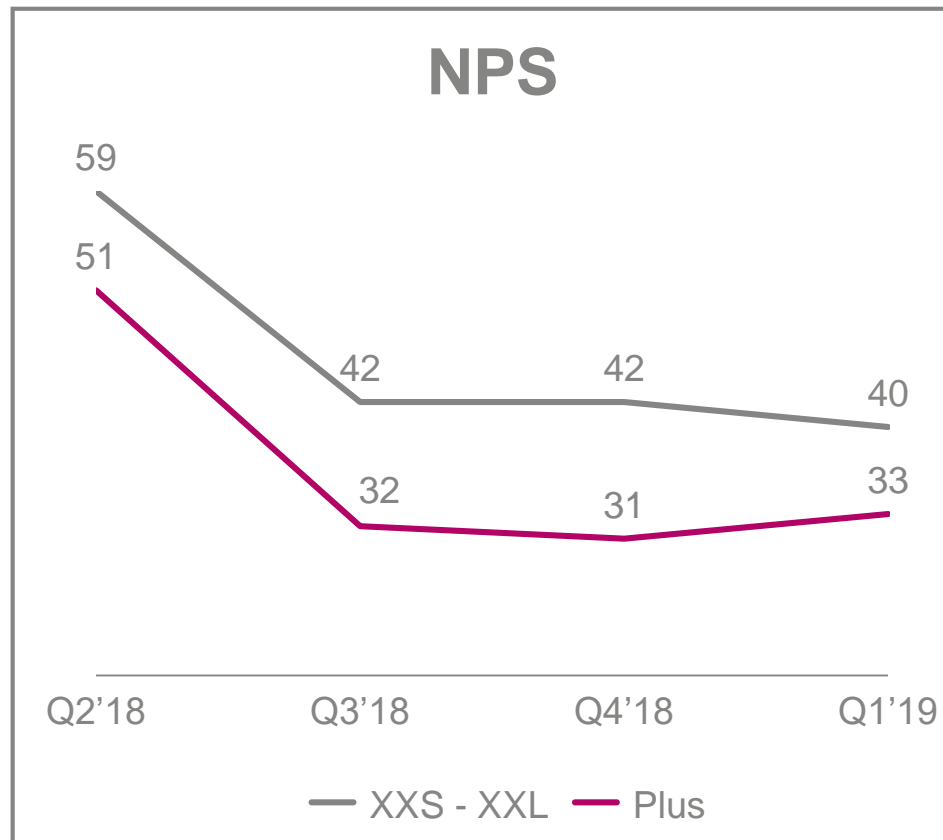
Research doesn't have to be one-off



Don't Assume

What we knew going in

Plus customers are **less satisfied & less likely to recommend** Fabletics.



What we assumed

She didn't like our product selection

We'd have to completely revamp the plus product assortment

20 interviews w/ Plus VIP's

What we discovered

She loves our products & that we offer plus sizes

She wants to purchase more but her size sells out too quickly

She can't purchase many outfits (but wants to!)



**Qualitative research doesn't
have to be expensive or
time consuming**



Our qualitative research

Phone Interviews



Shop Alongs

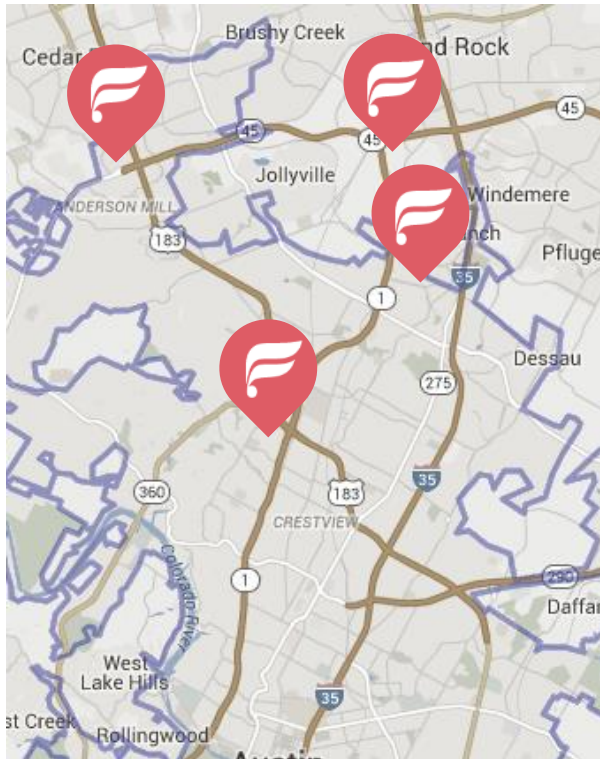


Focus Groups



Shop alongs

4 Austin-based VIPs



8 Different Stores Visited



4 Topics Focused On

Shopping Experience

Product Preferences

Competitor Comparisons

Customer Service Experience



Plus Meet the Member
Brunch & Chat in Austin, TX

Focus groups

Plus Meet the Member
Workout & Chat at HQ



Meet the Member workout & chat @ HQ



Conversation with our
VP of Design and
Plus fit model



Followed by a wearest
workout with a local
trainer in our studio



Wrapped up with small
focus groups with VIP
members and Fabletics
team



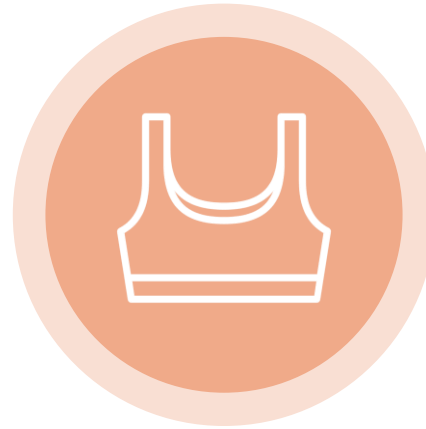
What's your favorite
Fabletics style?

What we learned from qualitative research



Her Size Is Never In Stock

Sizes 1X – 3X sell out too quickly and she is rarely able to purchase outfits



She Doesn't Like Our Sports Bras

Our sports don't work for her, and she doesn't have a go-to sports bra brand, which is an opportunity for us



She Wants An Inclusive Experience

She's tired of shopping in the back of retail stores and wants to have the same variety and product options as XXS - XL

**Integrate data into
customer insights**

The data we used

Existing Data

- Sales reports
- Product reviews

New Data from Plus Survey

- NPS & Satisfaction
- Brands & retailers shopped
- Shopping in-store vs online
- Preferred colors & patterns
- Marketing image preferences

FABLETICS FEEDBACK COLLECTIVE

* 35. When shopping in-store, which shopping experience do you prefer?

- Having a separate plus section
- Having my sizes integrated with all sizes
- I do not have a preference

* 36. When shopping online, which shopping experience do you prefer?

- Having a separate plus section
- Having my sizes integrated with all sizes
- I do not have a preference

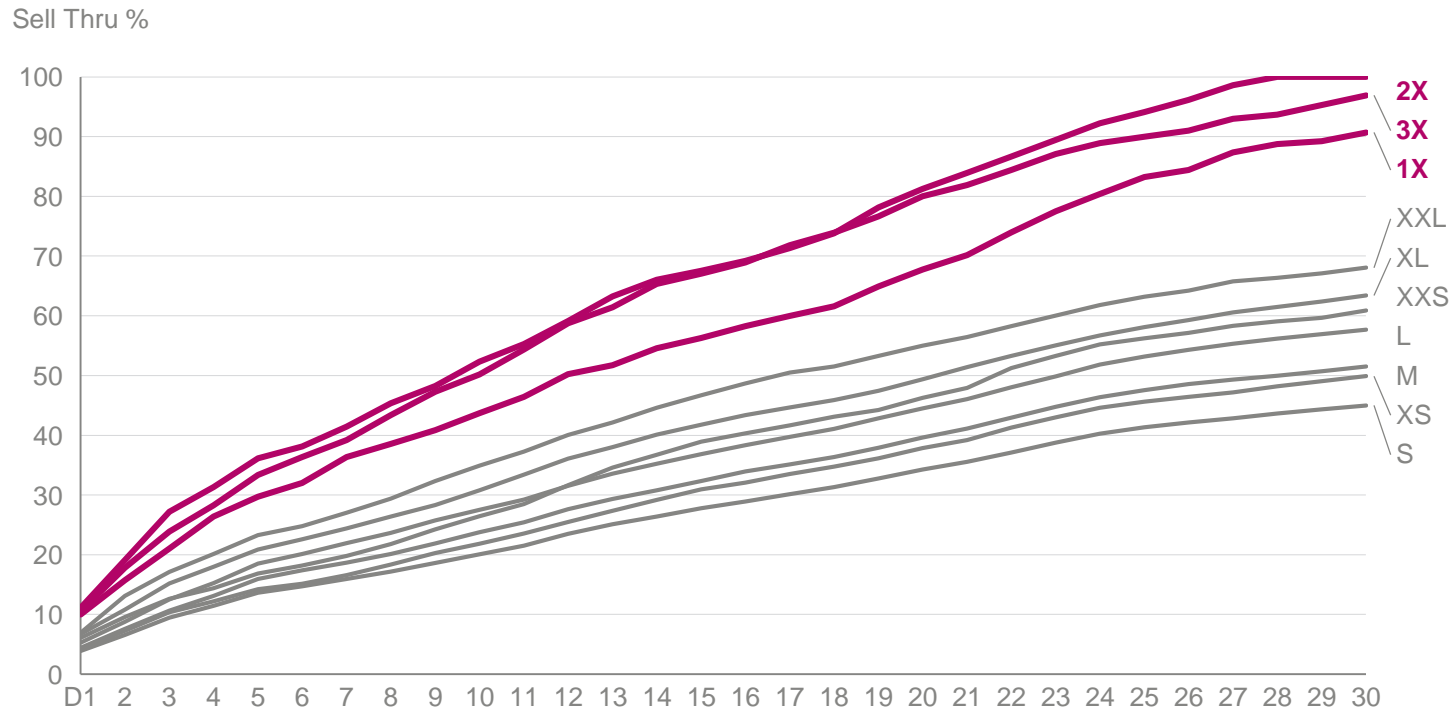
* 37. When shopping online from a retailer that produces all sizes (XS to plus sizes), which of the following do you do?

- Filter by size
- Go straight to the plus size section
- I equally do both

Our Plus survey data confirmed what our sales data showed: her size sells out too quickly

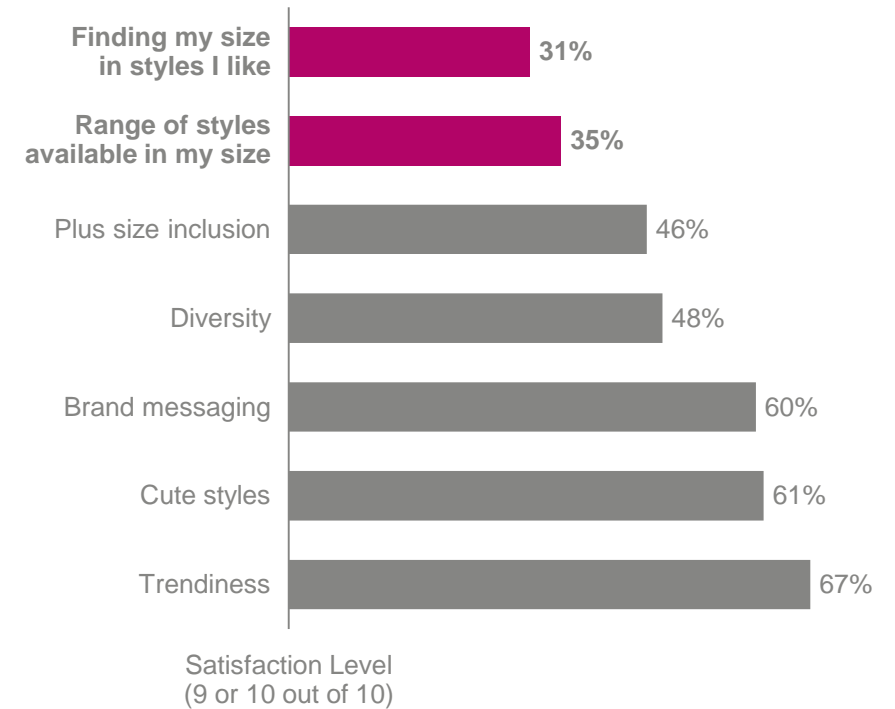
Sales Data:

“My size sells out too fast!”



Survey Data:

“I can't find my size!”



Plus customers have tried Fabletics sports bras, but didn't like them

Sales Data:

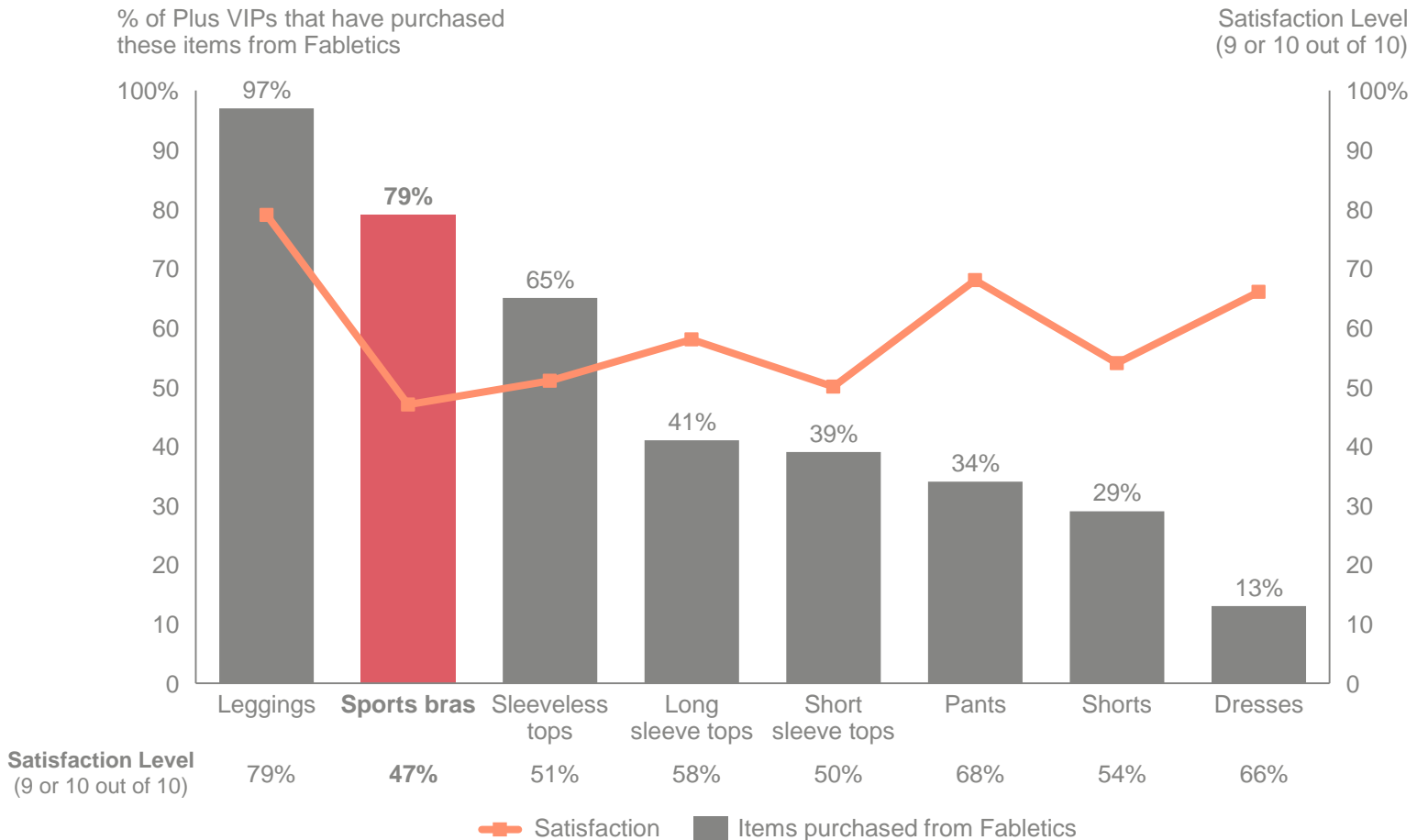


The average star rating for bras was **lower** among Plus customers



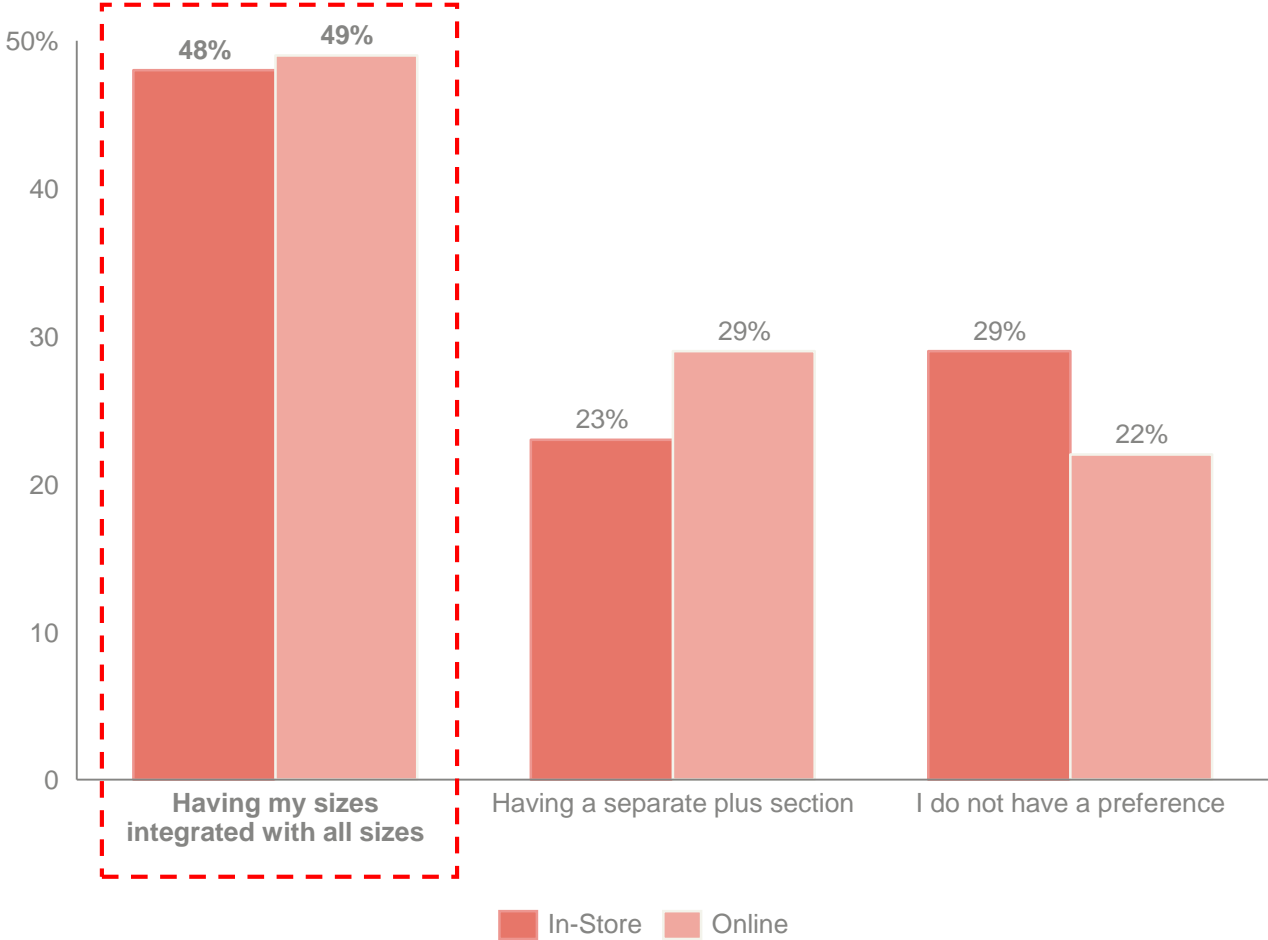
The percent of people who recommended our bras was **lower** among Plus customers

Survey Data:

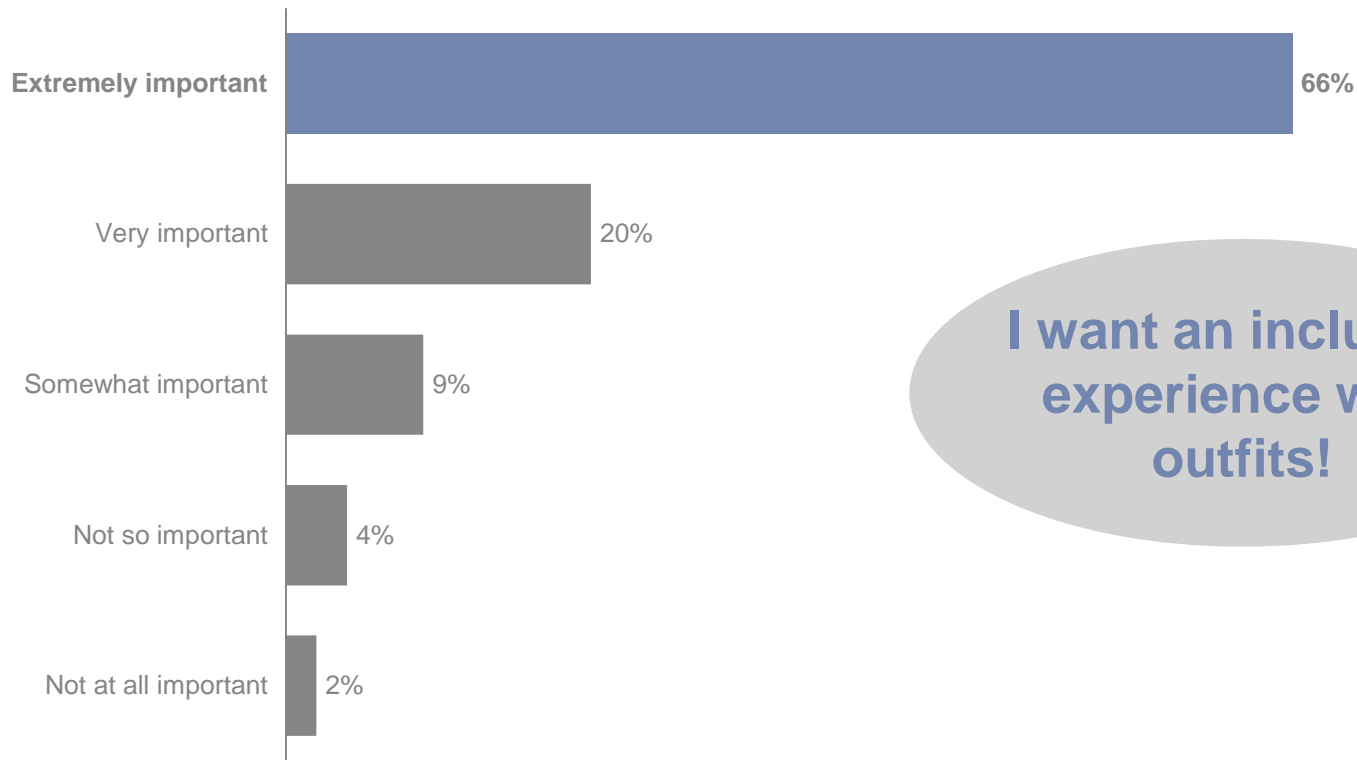




An inclusive shopping experience is preferred in-store and online



Plus customers find it extremely important to have the same choices as XS-XL



I want an inclusive experience with outfits!

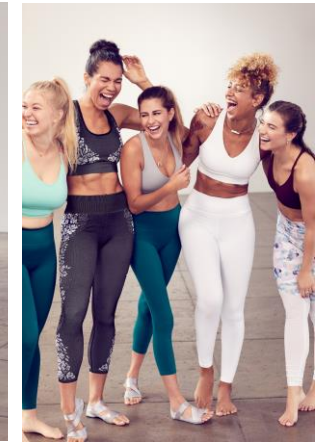
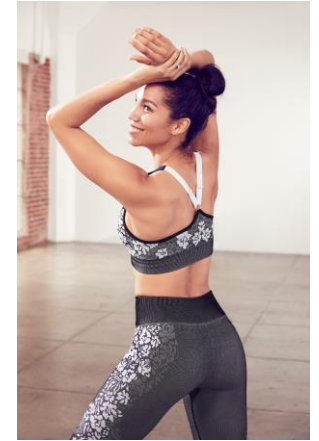


The majority of Plus customers want to see body diversity in pictures

61%



I want an inclusive experience in marketing!



**Research doesn't have
to be one-off**

Fabletics Feedback Collective



The Collective has **1,500** Plus VIP Members in **all 50 states**, from sizes **XXL – 4X**

It has served as a great marketing and research tool, as these VIPs are highly involved and participate in:

Surveys • Product Testing • Focus Groups • Phone Interviews

What Fabletics did with our research

Added Plus to retail stores



We tested Plus in 5 retail stores & are **rolling out to all other stores** along with Plus mannequins

Increased the Plus merchandise buy



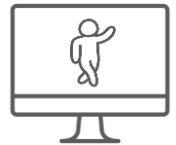
We have been increasing our Plus buy from **3% of total assortment to an eventual goal of 10%** in 2022 and have added more Plus outfit options

Hired designers dedicated to Plus



We **expanded to 4x** and will be focusing on creating better Plus sports bras


Created dedicated Plus marketing



We are **adding Plus models** to all creative content online and in stores

Plus is now a part of our **DNA.**


Customers are already noticing the difference

 **Jacqueline Crimmins**
@JacquiCrimmins

@Fabletics just saw your commercial featuring plus size women/sizes...bravo!!! So refreshing to see 🥰

10:09 AM · Dec 14, 2019 · Twitter for iPhone



 **the stahlmans**
@sandydotcom

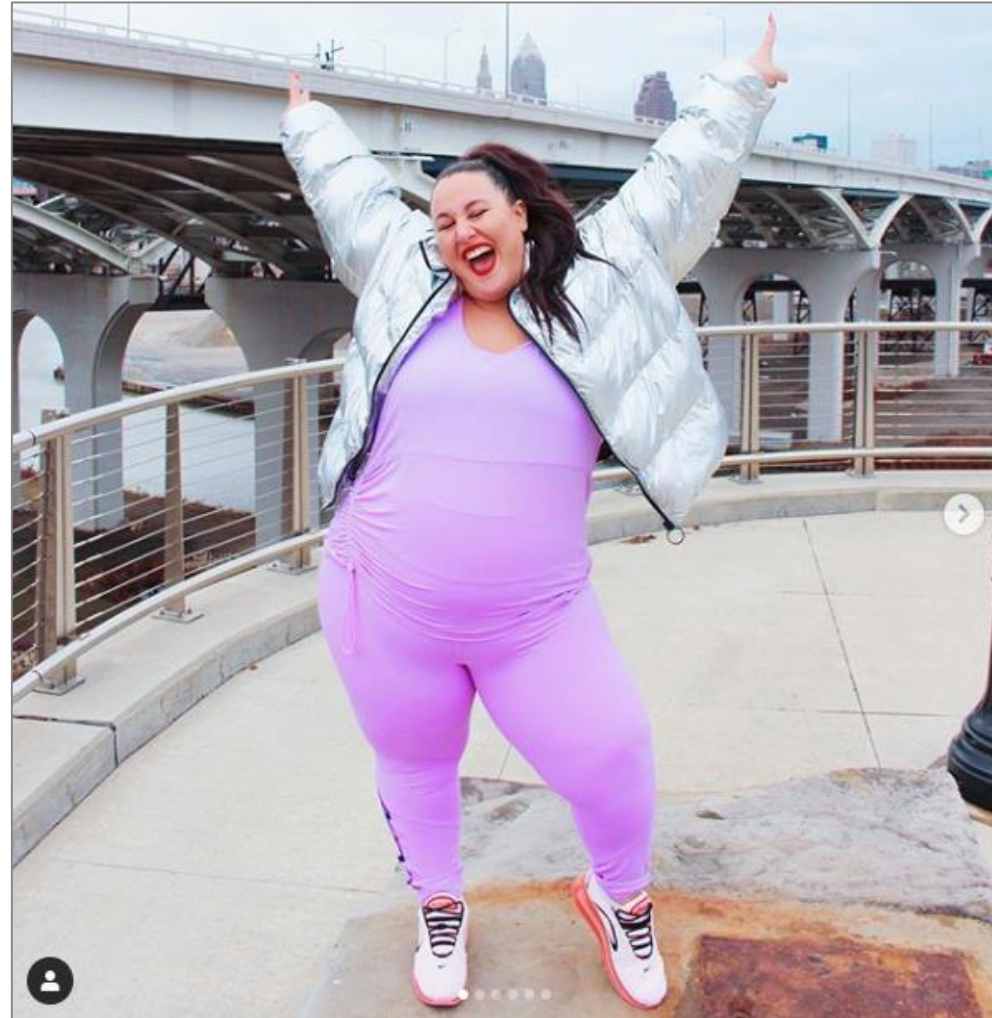
#Fabletics Omg thank you for showing a solid range of body shapes and sizes on your new TV ad and on your .com store! So very important so all women can feel included in athletics, and feel as beautiful as every shape really is!! xoxo! happy holidays! @Fabletics 🙌❄️

8:08 AM · Dec 6, 2019 · Twitter for iPhone

 **Kayla Furr**
@furrbaby2009


Huge thank you to @Fabletics for being one of the only athletic wear companies that offer plus size!!!

10:40 AM · Jan 29, 2020 · Twitter for iPhone



 **fabletics** • Following

4w 5 likes Reply

 **tiulorinda** Everyone deserves cute exercise gear, whatever their size! ❤️

4w 24 likes Reply

— View replies (6)

 **krisierose90** This is actually super amazing of Fabletics. Lots of respect ❤️

4w 13 likes Reply

 **sweatingdiamonds** LOVE how inclusive y'all are! So blessed to be a partner ❤️



Liked by  katydonahue and 14,502 others

JANUARY 7

Add a comment...

Post

To recap



Don't Assume



**Qualitative
research doesn't
have to be
expensive or time
consuming**



**It's important to
integrate data
into consumer
insights**



**Research doesn't
have to be one-off**

Questions?

