

# Dressed for Success: Adrianna Papell Lowers Returns by 10% with Returnalyze®

 ADRIANNA PABELL

Adrianna Papell® is a global leader in occasion wear, specializing in luxurious, intricately designed dresses for bridal and social events. Since 1980, the brand's mission has been to help women feel beautiful and confident, from weddings to special celebrations.

## CHALLENGE

Operating in social occasion wear – a category with inherently high returns – Adrianna Papell faced return rates exceeding 60% as customers often purchased multiple dresses for events and returned all but one. The brand recognized that even modest improvements in return rates could significantly impact profitability and operational efficiency.

Before Returnalyze, Adrianna Papell lacked:

- Visibility beyond raw return data into specific reasons driving returns
- Ability to distinguish between unprofitable high-return styles and profitable ones
- Insights to optimize product descriptions, size guidance, and category focus
- Data-driven intelligence to inform inventory decisions and assortment strategy

## SOLUTION

Adrianna Papell needed deeper insights to transform return data into actionable business intelligence. They partnered with Returnalyze to understand not just what was being returned, but why, and which actions would have the greatest impact on profitability.

Returnalyze's proprietary algorithms analyze millions of return events, moving beyond simple return codes to surface actionable insights that improve conversion and prevent returns. The platform enabled the merchandising team at Adrianna Papell to:

- Identify sizing and fit issues by product category, price point, and manufacturer
- Distinguish between high-return styles that were unprofitable versus still profitable
- Analyze return patterns across dress categories versus lower-return categories like sportswear
- Make informed decisions on product descriptions, color assortments, and inventory strategy

"Returnalyze gives us the ability to dive deeper into why things were being returned. It isn't just a black-and-white return rate anymore. They help us take action on the reasons for returns and even show us which high-return-rate styles were still profitable."

**Miriam Kessel**  
Director of Merchandising  
Adrianna Papell

## BOTTOM LINE

Returnalyze transformed Adrianna Papell's approach to returns from reactive returns cost management to proactive profit optimization. Adrianna Papell

- Data-driven intelligence that separates profitable high-return styles from problematic ones
- Strategic insights informing inventory, assortment, and category growth decisions
- Improved customer experience through better fit guidance and product information.



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## RESULTS

Within one year of implementation, Returnalyze delivered measurable improvements:

### FEWER RETURNS

Root-cause returns intelligence enabled immediate action across high-impact areas. By adjusting size guidance on product pages, refining descriptions for fit-sensitive styles, and focusing on lower-return colorways, Adrianna Papell achieved a 10% reduction in returns.

### SMARTER INVENTORY AND ASSORTMENT DECISIONS

Returnalyze revealed that a high-volume, high-return dress Adrianna Papell had discontinued was still profitable despite its return rate. This insight enabled them to reintroduce the style, focusing on colors with lower return rates for more profitable management.

### STRATEGIC CATEGORY GROWTH

Return data by category showed sportswear had significantly lower return rates than dress categories. These insights helped Adrianna Papell make strategic decisions about which categories to grow and where to focus resources.

### IMPROVED PRODUCT GUIDANCE

By identifying specific sizing and fit issues driving returns, Adrianna Papell adjusted product descriptions and size guidance, helping customers make better purchase decisions and reducing fit-related returns.

### MANUFACTURER AND PRICE POINT OPTIMIZATION

Analysis across manufacturers and price points revealed patterns that informed sourcing decisions and quality control, enabling more targeted improvements where they mattered most.

Learn how Returnalyze can help your retail business reduce returns and improve customer satisfaction

**Returnalyze.com**