

Returns Product Signal

What customers are sending back, why, and what the product team should look at first.

Period June 1 to 18, 2026 · Source: Loop Returns (live pull, both brands) · auto-generated

TL;DR

- **Fit is the problem, not the product.** Size drives 76% of iHR returns and 76% of INTO THE AM returns. Everything else is a distant second.
- **INTO THE AM Basic Tee is the single biggest signal:** 347 returned items this period, far ahead of any other style. This is the hero product, so a small fit fix is a large dollar move.
- **iHR returns are healthy on outcome** (almost all store credit, very few refunds), so the cost is fit-driven returns volume, not margin leakage.
- **The fix is on the product page.** Better size charts and fit notes on the top-returned styles attack the #1 reason directly, which ties straight into the Website QC project.
- **What product should action first:** the most-returned styles below, starting with Basic Tee fit and the top iHR size offenders.

By brand

iHeartRaves

387 returns · 663 returned items

76%

of returns are Size/fit

387

returns this period

WHY ITEMS COME BACK

Size		507 (76%)
Quality		122 (18%)
Shipping		34 (5%)

TOP DETAILED REASONS

- **Item is too small** · 268
- **Item is too big** · 167
- **Not my style** · 49
- **Don't like the way the fabric feels** · 30
- **Don't like the color/design** · 27
- **Item is too short** · 26

MOST-RETURNED PRODUCTS

PRODUCT	RETURNED	TOP REASON	EXCH %
Afterparty Armor Skirt	12	Size	0%
Hack The System Dress with Sleeves	10	Size	0%
Midnight at the Mojave Maxi Dress	9	Size	0%
Techno Temptation Halter Top	9	Size	0%
Lace Flowerfields Stretch Cowl Top	8	Size	0%
Cosmic Jungle Tie Bodysuit	7	Size	0%
Techno Temptation Mini Skirt	7	Size	0%
Lucy in the Sky Short Overalls	7	Size	0%

Outcome split: credit 379 · refund 8

INTO THE AM

182 returns · 653 returned items

76%

of returns are Size/fit

182

returns this period

WHY ITEMS COME BACK

Size		499 (76%)
Quality		130 (20%)
Shipping		24 (4%)

TOP DETAILED REASONS

- **Item is too big** · 218
- **Item is too small** · 156
- **Item is too long** · 107

- **Don't like the fit** · 40
- **Don't like the way the fabric feels** · 34
- **Not my style** · 29

MOST-RETURNED PRODUCTS

PRODUCT	RETURNED	TOP REASON	EXCH %
Basic Tee	347	Size	36%
All Day Pants	41	Size	32%
Active Tee	37	Size	68%
V-Neck Tee	30	Size	30%
Daily Shorts	29	Size	62%
Legacy Stretch Denim Jeans	14	Size	50%
Polo	10	Size	40%
Pursuit Performance Polo	9	Size	44%

Outcome split: exchange 86 · refund 59 · credit 32 · exchange+credit 4 · exchange+refund 1

What to tell product (1-3-1)

INTO THE AM · start with Basic Tee

Problem: Size/fit is 76% of returns and the Basic Tee alone is 347 returned items, the top style by a wide margin.

Options: (1) audit Basic Tee size chart + fit copy and on-model sizing, (2) review the next tier (All Day Pants, Active Tee, V-Neck Tee) for the same fit gaps, (3) check whether "too small" vs "too big" skews one way and adjust the chart.

Recommend: fix Basic Tee fit guidance first. Highest volume means the biggest return-reduction per hour of work, and it is a clean Website QC pilot candidate.

iHeartRaves · tighten size guidance on the top styles

Problem: Size is 76% of returns, spread across many festival styles rather than one hero item.

Options: (1) add fit notes + accurate charts to the top-returned styles listed above, (2) flag any style returning heavily for "too small" for a pattern review, (3) leave outcome economics alone, they are healthy.

Recommend: push size charts + fit notes onto the top-returned styles via Website QC, then re-measure return rate on those SKUs.

Returns Product Signal · live Loop pull, both brands · staged in the metrics sheet "Return Signal (Auto)" tab · Level 2, Visual Artifact · Generated by Claude