

# Amazon offers a smart solution to solve the most painful problem when buying clothes online

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1. 7 unconscious errors are often acquired when buying brand products
2. 15 interesting facts you may not know about Amazon
3. 20 unique products on Amazon that you want to own right away

Until now, when **buying products online** , especially clothing, many of us are always concerned about whether the product fits me or more importantly, is the image and reality the same? .

Amazon, recently upgraded its service for its Prime customers by allowing them to **try on clothes before buying** . This program is included in the **Prime Wardrobe** package - Amazon's newly announced **Prime** wardrobe on Tuesday ( *June 20* ).



This Amazon program is not really new because there are some " *box* " services on the US market like StitchFix or TrunkClub. When using this service, customers will be sent by the company a box of several samples of clothing to try. If any product they can keep and pay at the same time send back products not purchased.

**With Amazon, they give customers 7 days to decide and free 2-way shipping.**

The difference of Amazon is that customers are allowed to place their favorite products in their " *box* " instead of the stylist or algorithm. Customers who buy from 2 to 3 products will receive a 10% discount, while buying 4 or all products in the box will be reduced by 20%. Not only that, customers can also set as many boxes as you want without paying monthly subscription like other similar services.

However, one thing to note is that **not all clothes sold on Amazon can use the Prime Wardrobe service** . The standard products will be attached the Wardrobe logo with the number of more than 1 million samples according to Amazon's promotional videos.



With the new Prime Wardrobe program, Amazon has made it easier to return unwanted clothing to retail stores. The program allows users to use Prime service to select some items that have been sent, free shipping prices, contained in a specially designed box that can be closed. Free international shipping service is also included and customers only pay the cost of the clothes they keep.

Returning products is a big problem in online shopping. Nearly half - **48%** - the number of customers surveyed by retailer Nazar said they returned it when buying products online in the past year.

Clothing products sold by Amazon are free of two-way shipping, a notable incentive from the company that clothing cannot be sold like other online items.



Unlike clothes in most stores, Amazon has one main disadvantage: there is no actual location to return products easily. Customers must print return labels and find a new box if they want to return the product. In particular, for Amazon, 74% of Amazon customers complained about printing labels and 25% of them said they felt uncomfortable because they had to find new boxes or bags, according to Nazar.

However, the **Prime Wardrobe** program eliminates all these problems, creates trust for consumers and eliminates hesitation when clicking "*order - ordering*" without any doubt. With appropriate incentives, customers can keep product items rather than return them.

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Having fun!

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