

Fashion's Broken Promise — Sizing Designed to Trap Us and how Tellar.co.uk is fixing it.

Some brands run small, others run large — and no two sizing charts are truly the same. It's not a glitch; it's strategy. Try the game changing free tech solution:<https://www.tellar.co.uk/>

Tellar

Find your size in 1,500+ brands real-time.



Effingham, Surrey Aug 13, 2025 ([Issuewire.com](https://www.issuewire.com)) - Tech is truly fighting back a free new solution for consumers has just been launch in 2025, enter : www.Tellar.co.uk. The UK's Leading Free Clothes Sizing Tool, built with the consumer in mind.

Why do we need it?

By flattering shoppers with a smaller size label or maintaining a fit only their regular customers can trust, brands lock in loyalty. The result? People stick to a handful of “safe” labels, avoid trying new ones, and returns spiral.

cost is staggering. Research from Fytted and Arizona State University shows vanity sizing boosts loyalty but drives waste. In the UK, online apparel returns hit 40% in 2022, costing £7 billion (Vogue Business). Globally, return losses reached \$890 billion in 2024 (Techstyle Edit). Many of those items are never resold — they’re destroyed or dumped, undermining sustainability commitments.

Why sizing feels like a gamble

A size 10 in Zara might be a 12 in M&S or an 8 in H&M. Premium labels often cut smaller for a “tailored” feel, while some high-street chains size up to deliver the buzz of going down a number. That lack of standardisation makes stepping outside familiar brands risky — especially online.

And size charts don’t fix it. Most shoppers don’t know their exact measurements, and even if they do, mapping them across every brand’s unique chart is slow, confusing, and often inaccurate. The uncertainty keeps people shopping where they feel safe.

Two types of sizing solutions

- **For retailers** — Embedded fit tools that live on a single brand’s website can reduce returns, but they keep all the sizing insight locked inside that brand’s ecosystem.
- **For consumers (Direct to consumer platforms)** — **SizeCharter** offers cross-brand size comparisons but has limited brand coverage. **Tellar.co.uk** is The UK’s Leading Free Clothes Sizing Tool and it covers over 1,500 brands in real time, giving shoppers a far more complete and accurate view of what will fit across the market.

Tellar.co.uk: fit without the guesswork

Covering more than 1,500 brands, **Tellar.co.uk** delivers instant, independent size recommendations based either on body measurements (with its free printable measuring tape) or by converting a size you already know from another brand. It’s free, browser-based, brand-neutral, and operates without sponsorship or affiliate bias.

“Vanity sizing isn’t just about flattering the shopper — it’s about keeping them from looking elsewhere,” says **Ella Blake**, founder of **Tellar.co.uk**. “We give people the confidence to shop any brand knowing exactly what will fit.”

Why it’s time to change

Accurate, independent sizing means fewer costly returns for retailers, more choice for shoppers, and less waste for the planet. Breaking the loyalty lock-in lets consumers explore new brands without the risk — and helps the industry move from churn to confidence.

Tools like **Tellar.co.uk** aren’t just solving a shopping frustration; they’re tackling one of fashion’s most expensive, wasteful, and avoidable problems.

Website: <https://www.tellar.co.uk>



Tellar.co.uk



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