

# ‘ THE GREAT RETURNS RACE ’

ReBOUND  
RESEARCH



Q4 2016

THE FINAL  
QUARTER



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# INTRODUCTION

We're thrilled to bring you the fourth instalment of 'The Great Returns Race' – the only benchmark to monitor the UK's leading brands' international return policies.

Focusing on 141 of fashion's top names, we measure seven core metrics including free returns, choice when it comes to return method, and whether the policy is customised per country, and we collate and report the results to sort the returns ninjas from those with a little more work to do...

In this latest edition of 'The Great Returns Race' we have a few surprises in store, as well as some examples of excellence. But we've still not seen any retailer hit 100% so there's still work to do across the board.

On your marks then, to discover the movers and shakers of the returns world in this instalment of 'The Great Returns Race: The Final Quarter'.

Get set... Go!



If you missed last quarter's benchmark, you can catch up on 'The Great Returns Race' commentary now by viewing the [Q3 benchmark](#) results online



# EXECUTIVE SUMMARY



GRAHAM BEST,  
ReBOUND CEO

“

*Global returns has come of age and nowhere is this more evident than right under our nose. From just a handful of ReBOUND clients two years ago, we now have 100s of brands using ReBOUND, located around the world. So, we must be doing something right.*

*This research is right at the heart of the returns movement as we take an honest and impartial view of the fashion industry by benchmarking some of the UK's leading brands against one-another.*

*This benchmark marks the fourth in-house report of 2016 and we're starting to see significant trends. For the first time ever, for example, over half of the brands are offering free returns in at least one international market.*

*We need to look beyond the logistics process now and talk global strategy and policy with “customer experience” as the focal point of every decision, not just cost. Our responsibility as market-leaders is to provide a roadmap for your success and to help you achieve a competitive edge in this critical area.*

*We're committed to producing high quality information for you, which can help you to do business better, and we'll be expanding our focus to include specific research about UK returns in the near future. The “Great Returns Race” never stands still and as CEO I invite you to join us...*

# RESEARCH RECAP

Our research focuses on **seven core metrics** to assess the international return offering of the UK's top brands within the clothing sector. These key areas can be measured from the information published on the retailers' **online return policy**, so reflect the **cross-border consumer return experience** from the point at which it is first communicated to the customer.

We've used the most recent IRUK Top 500 database as our starting point, filtering out any brands that are not of UK origin, that don't sell apparel products and that don't sell cross-border, leaving **141 retailers**.

We've scored the retailers using a points system attributed to each of the seven key metrics from 0-50 (maximum 350 points in total). In the instance of a varied returns offering for different markets, we've grouped retailers according to their most favourable proposition under each metric, choosing to **reward points** for where steps have been made **to improve the returns experience** rather than to penalise.

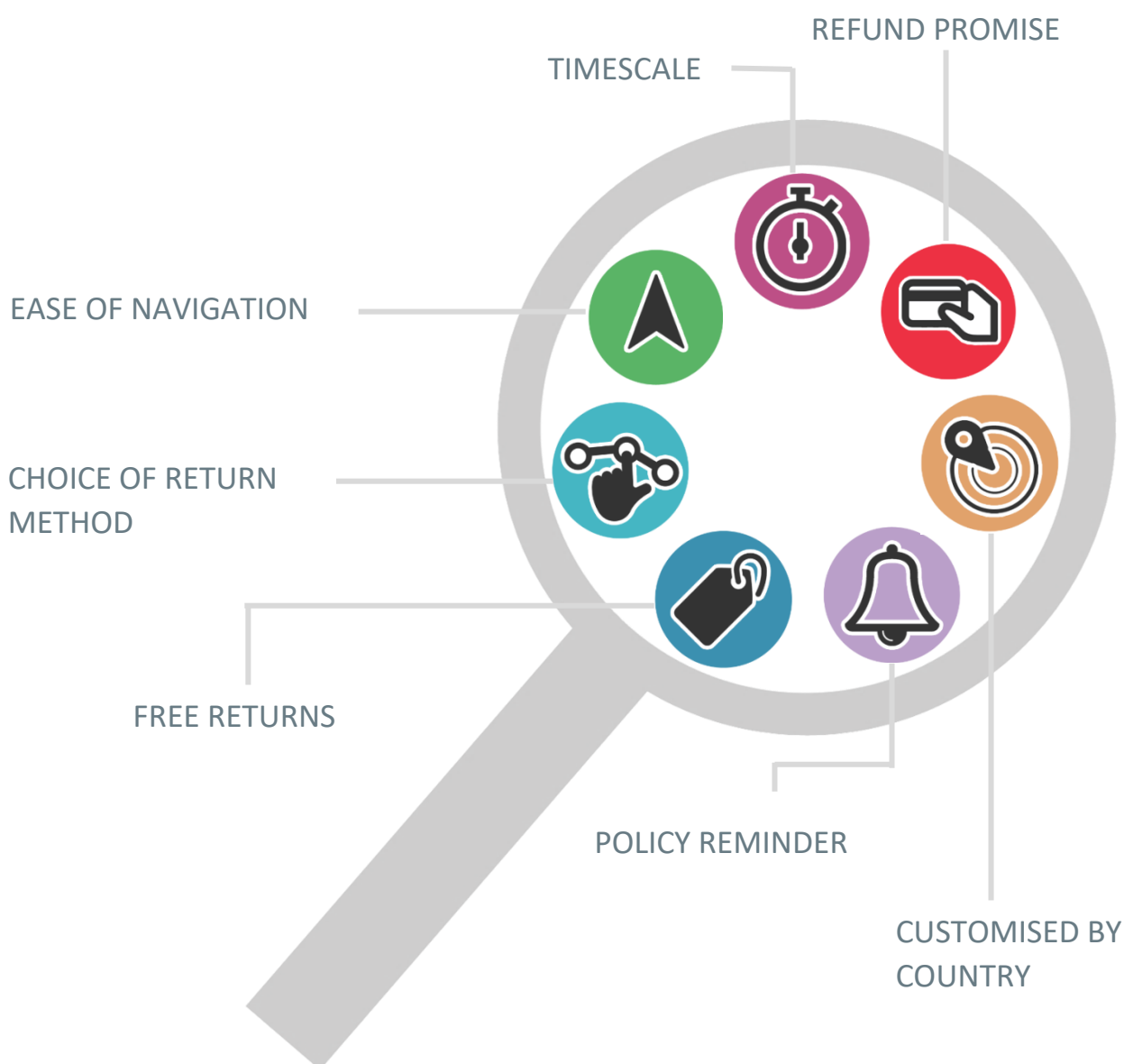
By attributing points to each metric, we can present a blended view across all metrics. These combined scores have then been converted into a percentage to give them their **ReBOUND Index Values**. Keeping with our theme, these index values correspond with the following positions:

Leaders (60%+)  
Runners Up (50%)  
Challengers (40%)  
Picking Up Pace (30%)  
Lagging Behind (20%)  
On The Starting Grid (10%)

# WHAT HAVE WE MEASURED?

## THERE'S MORE TO A RETURN POLICY THAT MEETS THE EYE

All of these metrics are relevant in making the returns experience as seamless as possible for international purchases...



\*Research was carried out between 13<sup>th</sup> December 2016 and 23<sup>rd</sup> January 2017, so all findings in this report reflect the retailers' online policies and web-shop layout within this period\*

## KEY FINDINGS AT A GLANCE



**Mobile Navigation** has **improved** this quarter **by 6%**



**Just 15%** of brands **do not advertise their refund promise** anywhere on their site.  
(An improvement from 20% in Q3)



For the second quarter running, **over half (55%)** of brands now **offer free returns** in at least one international market. (A rise from 54% in Q3)



**Four more brands** have **dropped** into the bottom category as they offer customers a shorter **return window of 14 days**



The number of brands reinforcing the returns message in **all three stages** measured has almost **doubled in Q4**, from 10 to **19 brands**

# METRIC 1

## EASE OF NAVIGATION







## HIGHLIGHTS

- **16%** of retailers' policies **take two moves** on average to get from the landing page to the return policy
- And **13%** of retailers' policies take **two moves** for the same journey on a mobile device
- It takes **five or more moves** on average across all devices to navigate to the international return policy on **five brands'** websites (All Saints, Lipsy, Matchesfashion.com, Paul Smith and Superdry)
- Mobile navigation is still slower than desktop as it takes **five or more moves** to navigate to the policy on **38 of the 141 brands' websites**, compared to **just four on desktop**
- One brand, **Fred Perry**, has demonstrated significant improvement in site navigation, as they've **halved the average number of moves** it takes to find the policy from **six to three moves**.



### RECAP METHODOLOGY

- Quickest route to International policy wins
- Measuring no. of clicks and scrolls across multiple devices.

For the full picture, take a look at where it all began in the first ever benchmark...[see full methodology](#)





# EASE OF NAVIGATION

## MOBILE NAVIGATION LEADERBOARD

TOP

NAVIGATE  
IN 2 MOVES



Arco  
Cath Kidston  
Charles Clinkard  
Coggles  
Cotswold Outdoor  
Dune London  
Ellis Brigham Sports  
GO Outdoors  
Karen Millen  
Mountain Warehouse

Myprotein  
Next  
Rapha  
Reiss  
Secretsales.com  
The Hut  
Thomas Pink  
White Stuff  
Wynsors World of Shoes

NAVIGATE  
IN 3 MOVES



Agent Provocateur  
Boux Avenue  
Bravissimo  
Charles Tyrwhitt  
Cloggs  
Cotton Traders  
Crew Clothing  
Debenhams  
Doc Martens  
East  
Everything5pounds.com  
Fred Perry  
French Connection

George at Asda  
Hotter  
Jacques Vert  
Jaeger  
Jimmy Choo  
JoJo Maman Bébé  
JOY  
Kitbag  
Lands' End  
Liberty  
Long Tall Sally  
Marisota  
Missguided

Mothercare  
Mr Porter  
Oliver Bonas  
Peacocks  
Rohan  
Route One  
Selfridges  
Snow + Rock  
Sweaty Betty  
Ted Baker  
The White Company

NAVIGATE  
IN 4 MOVES



ASOS  
Blue Inc.  
Bonmarché  
Boohoo.com  
Burberry  
Clarks  
Coast  
Direct Golf  
Dorothy Perkins  
Edinburgh Woollen Mill  
END.  
Farfetch  
Fat Face  
Field & Trek  
Fingleaves.com  
Flannels

Foot Asylum  
Get The Label  
Harvey Nichols  
House of Fraser  
Jigsaw  
Kurt Geiger  
M&Co  
M&M Direct  
Mainline Menswear  
Mint Velvet  
Miss Selfridge  
Monsoon  
Mulberry Company  
New Look  
Oasis  
Office

Pavers  
Phase Eight  
Pretty Green  
PrettyLittleThing  
Quiz  
Schuh  
Simply Be  
Size?  
Sport Pursuit  
SportsDirect.com  
Sportsshoes.com  
Surfdome  
The Outnet  
Toast  
Warehouse Fashion

NAVIGATE  
IN 5 MOVES



Ann Summers  
Blacks Outdoor  
Boden  
Burton  
Evans  
Hackett London  
Harrods  
Hobbs  
Jack Wills  
JD Sports  
Joe Browns  
John Lewis  
Joules Clothing  
Laura Ashley  
LK Bennett  
Lyle & Scott

M&S  
Mamas & Papas  
Millets  
Moss Bros  
Net-A-Porter  
QVC  
Radley  
River Island  
Roman Originals  
TM Lewin  
Topman  
Topshop  
Whistles  
Wiggle  
Yours Clothing

NAVIGATE  
IN 6 MOVES



All Saints  
Hawes & Curtis  
Lipsy  
Matchesfashion.com  
Paul Smith  
Superdry  
Wallis

BOTTOM



# EASE OF NAVIGATION

## 'EASE OF NAVIGATION' LEADERBOARD

TOP

NAVIGATE  
IN 2 MOVES



Agent Provocateur  
Cath Kidston  
Charles Clinkard  
Coggles  
Cotswold Outdoor  
Crew Clothing  
Dune London  
Ellis Brigham Sports  
French Connection  
Karen Millen  
Mothercare  
Myprotein

Next  
Oliver Bonas  
Rapha  
Reiss  
Rohan  
Secretsales.com  
Snow + Rock  
The Hut  
Thomas Pink  
White Stuff  
Wynsors World of Shoes

NAVIGATE  
IN 3 MOVES



Arco  
ASOS  
Blacks Outdoor  
Blue Inc.  
Boohoo.com  
Boux Avenue  
Bravissimo  
Charles Tyrwhitt  
Clarks  
Cloggs  
Debenhams  
Direct Golf  
Doc Martens  
East  
END.  
Everything5pounds.com  
Farfetch  
Fat Face  
Field & Trek  
Fingleaves.com  
Flannels  
Foot Asylum  
Fred Perry

George at Asda  
GO Outdoors  
Harvey Nichols  
Hotter  
House of Fraser  
Jacques Vert  
Jaeger  
Jimmy Choo  
JoJo Maman Bébé  
Joules Clothing  
JOY  
Kitbag  
Kurt Geiger  
Lands' End  
Liberty  
Long Tall Sally  
M&Co  
M&M Direct  
Mainline Menswear  
Marisota  
Millets  
Mint Velvet  
Missguided

Monsoon  
Mountain Warehouse  
Mr Porter  
Mulberry Company  
Net-A-Porter  
Office  
Pavers  
Peacocks  
Pretty Green  
PrettyLittleThing  
Route One  
Schuh  
Selfridges  
Size?  
Sport Pursuit  
SportsDirect.com  
Sportsshoes.com  
Surfdome  
Sweaty Betty  
Ted Baker  
The Outnet  
The White Company  
Topman

NAVIGATE  
IN 4 MOVES



Ann Summers  
Boden  
Bonmarché  
Burberry  
Burton  
Coast  
Cotton Traders  
Dorothy Perkins  
Edinburgh Woollen Mill  
Evans  
Get The Label  
Hackett London  
Harrods  
Hawes & Curtis  
Hobbs

Jack Wills  
JD Sports  
Jigsaw  
Joe Browns  
John Lewis  
Laura Ashley  
LK Bennett  
Lyle & Scott  
M&S  
Mamas & Papas  
Miss Selfridge  
Moss Bros  
New Look  
Oasis  
Phase Eight

Quiz  
QVC  
Radley  
River Island  
Roman Originals  
Simply Be  
TM Lewin  
Toast  
Topshop  
Wallis  
Warehouse Fashion  
Whistles  
Wiggle  
Yours Clothing

NAVIGATE  
IN 5 MOVES



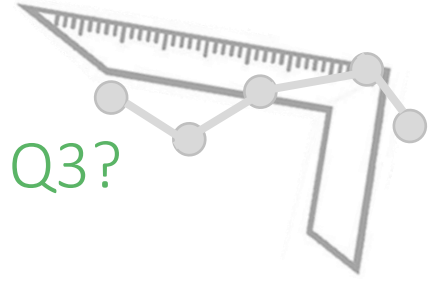
All Saints  
Matchesfashion.com  
Paul Smith  
Superdry

NAVIGATE  
IN 6 MOVES



Lipsy

BOTTOM



## HOW DOES THIS COMPARE TO Q3?

The results from this third quarter have revealed that, overall, ease of navigation has improved across multiple devices since Q3. Now, only five brands take five or more moves on average across all devices to reach the return policy, which has more than halved since Q3.

It's disappointing to see that there's been no change when we consider the top bracket in mobile navigation for this quarter, as the number of brands taking the shortest route in just two moves has stayed the same at 13%. However, if we look at what we consider to be the industry average of three or less moves on a mobile device, this has improved by 6%, showing that a handful are actively starting to optimise their mobile sites, but that there is still more work that needs to be done.

Around \*40% of customers shopped online using a mobile device this Christmas, and our research suggests that if they can't locate returns information easily before they purchase, then they can get frustrated and this might be a contributing factor to checkout abandonment.

*\*Adobe Digital Index, 2017*

# METRIC 2

## TIMESCALE





## HIGHLIGHTS:

- **Two retailers** continue to offer unbeatable **unlimited returns** (Rohan and Lands' End) to their customers worldwide
- **74%** of brands now offer more than the industry standard of **14 days to return** items
- Just **over half of brands (54%)** offered an **extended return window** over the festive period
- **Only 4%** of brands advertise **different return periods** to account for longer transit times in markets further afield, which is a sharp decline from a much healthier 9% in Q3.



### RECAP METHODOLOGY

- Most generous return period wins
- Timeframes for customers in different international markets were measured and ranked by longest return period on offer.

For the full picture, take a look at where it all began in the first ever benchmark...[see full methodology](#)



# TIMESCALE

## 'TIMESCALE' LEADERBOARD

TOP

60+ DAYS



Boden  
Charles Tyrwhitt  
Clarks  
George at Asda  
Hawes & Curtis  
Hotter  
John Lewis

Lands' End  
Rapha  
Rohan  
Route One  
Schuh  
Wiggle

31+ DAYS  
(or 1 month+)



Charles Clinkard  
Crew Clothing  
Fingleaves.com

Hobbs  
M&S  
Warehouse Fashion

30+ DAYS



All Saints  
Ann Summers  
Arco  
Blacks Outdoor  
Blue Inc.  
Boohoo.com  
Burberry  
Cotswold Outdoor  
Doc Martens  
Fat Face  
French Connection  
GO Outdoors  
Jigsaw  
Jimmy Choo  
Kitbag  
Long Tall Sally  
Mamas & Papas

Monsoon  
Moss Bros  
Mothercare  
Mountain Warehouse  
Oasis  
Oliver Bonas  
QVC  
Radley  
Roman Originals  
Simply Be  
Snow + Rock  
Surfdome  
Sweaty Betty  
The White Company  
TM Lewin  
Topshop  
White Stuff

28+ DAYS



ASOS  
Bonmarché  
Boux Avenue  
Bravissimo  
Cath Kidston  
Coast  
Debenhams  
Dune London  
East  
Edinburgh Woolen Mill  
Fred Perry  
Hackett London  
House of Fraser  
Jack Wills  
Jacques Vert  
JD Sports

JoJo Maman Bébé  
Joules Clothing  
Karen Millen  
Laura Ashley  
LK Bennett  
Lyle & Scott  
M&Co  
M&M Direct  
Matchesfashion.com  
Milleto  
Mint Velvet  
Missguided  
Mr Porter  
Mulberry Company  
Net-A-Porter  
New Look

Next  
Office  
Paul Smith  
Peacocks  
Phase Eight  
PrettyLittleThing  
Reiss  
Selfridges  
Size?  
Superdry  
Ted Baker  
The Outnet  
Thomas Pink  
Whistles

21+ DAYS



Ellis Brigham Sports  
Get the Label  
Lipsy  
Yours Clothing

14 DAYS

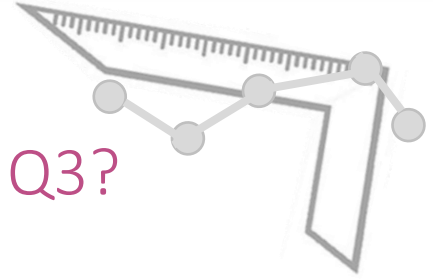


Agent Provocateur  
Burton  
Cloggs  
Coggles  
Cotton Traders  
Direct Golf  
Dorothy Perkins  
END.  
Evans  
Everything5pounds.com  
Farfetch  
Field & Trek  
Flannels

Foot Asylum  
Harrods  
Harvey Nichols  
Jaeger  
Joe Browns  
JOY  
Kurt Geiger  
Liberty  
Mainline Menswear  
Marisota  
Miss Selfridge  
Myprotein  
Pavers

Pretty Green  
Quiz  
River Island  
Secretsales.com  
Sport Pursuit  
SportsDirect.com  
Sportsshoes.com  
The Hut  
Toast  
Topman  
Wallis  
Wynsors World of Shoes

BOTTOM



## HOW DOES THIS COMPARE TO Q3?

Both Lands' End and Rohan stay at the top of the pack with their unbeatable offering of unlimited returns. They're followed closely behind by 11 brands who offer customers a very lenient period of 60+ days, which is one less than last quarter due to TM Lewin reducing their return window to 30 days.

The number of brands offering more than the industry standard 14 days to return has dropped slightly to 74%, with six brands falling down the rankings and another two brands climbing up due to extending their policy to a much healthier 28 days.

## SEASONAL PEAKS

Due to the timing of Q4, we could measure the impact the festive season had on retailers' return policies. We found that over half of brands (54%) advertised an extended return policy, which is a sharp 21% increase from when we measured this same sub-metric back in Q1 of 2016. Of these brands, 15% allow returns up until the end of January to account for unwanted gifts, with one brand (Ellis Brigham Mountain Sports) offering returns to the end of February and The White Company offering an even more generous time-scale up until the end of March.



# METRIC 3

## REFUND PROMISE





## HIGHLIGHTS

- **No brands** offer **instant refunds** yet (after the intent to return is advised online)
- **15%** of retailers **don't state their refund promise** anywhere on their site
- **34%** advise a refund time of 14 days+ upon receipt of goods. (This was **35%** in Q3)
- One brand, **Boux Avenue**, has **jumped up the rankings** by offering a **2-day refund** to customers – a much shorter time-frame than the 10 days they offered previously
- **On average**, across these 141 brands it takes **10 days to process a refund**.



### RECAP METHODOLOGY

- Brands were ranked from quickest refund time to longest
- Some brands have multiple refund times in different markets. These were ranked according to the shortest advertised time.

For the full picture, take a look at where it all began in the first ever benchmark...[see full methodology](#)



# REFUND PROMISE

## 'REFUND PROMISE' LEADERBOARD

TOP

< 3 DAYS  
UPON RECEIPT



All Saints  
ASOS  
Boux Avenue  
Charles Tyrwhitt  
Coggles  
Dune London  
East  
Ellis Brigham Sports  
END.  
JD Sports

Lands' End  
Mainline Menswear  
Moss Bros  
Mulberry Company  
Next  
Office  
Schuh  
Snow + Rock  
Sweaty Betty  
The Hut

< 5 DAYS  
UPON RECEIPT



Clarks  
Cloggs  
Crew Clothing  
Debenhams  
Everything5pounds.com  
Get The Label  
GO Outdoors

Jaeger  
M&M Direct  
New Look  
Route One  
The White Company  
TM Lewin  
Yours Clothing

< 10 DAYS  
UPON RECEIPT



Ann Summers  
Burberry  
Burton  
Cath Kidston  
Cotswold Outdoor  
Doc Martens  
Fingleaves.com  
Foot Asylum  
French Connection  
Hackett London  
Harrods  
Hawes & Curtis  
Hobbs

Jack Wills  
Jacques Vert  
Jigsaw  
Karen Millen  
Lipsy  
LK Bennett  
Matchesfashion.com  
Miss Selfridge  
Missguided  
Myprotein  
Peacocks  
Pretty Green  
Quiz

SportsDirect.com  
Sportsshoes.com  
Superdry  
Surfdome  
Ted Baker  
The Outnet  
Toast  
Topman  
Topshop  
Wallis  
Whistles

< 14 DAYS  
UPON RECEIPT



Agent Provocateur  
Blacks Outdoor  
Boohoo.com  
Charles Clinkard  
Direct Golf  
Farfetch  
Field & Trek  
Fred Perry  
Hotter  
House of Fraser

Joe Browns  
John Lewis  
JoJo Maman Bébé  
JOY  
Kitbag  
Laura Ashley  
Liberty  
Long Tall Sally  
M&S  
Mamas & Papas

Millets  
Monsoon  
Mountain Warehouse  
Oasis  
Pavers  
QVC  
Selfridges  
Sport Pursuit  
Warehouse Fashion  
White Stuff

< 30 DAYS  
UPON RECEIPT



Boden  
Coast  
Evans  
Fat Face  
Flannels  
Harvey Nichols  
Joules Clothing  
Lyle & Scott  
M&Co

Mint Velvet  
Mothercare  
Phase Eight  
PrettyLittleThing  
Radley  
River Island  
Roman Originals  
Secretsales.com  
Wiggle

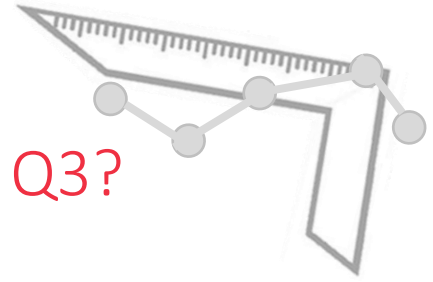
NO CLEAR  
REFUND  
TIME ADVISED



Arco  
Blue Inc.  
Bonmarché  
Bravissimo  
Cotton Traders  
Dorothy Perkins  
Edinburgh Woollen Mill  
George at Asda  
Jimmy Choo  
Kurt Geiger  
Marisota

Mr Porter  
Net-A-Porter  
Oliver Bonas  
Paul Smith  
Rapha  
Reiss  
Rohan  
Simply Be  
Size?  
Thomas Pink  
Wynsors World of Shoes

BOTTOM



## HOW DOES THIS COMPARE TO Q3?

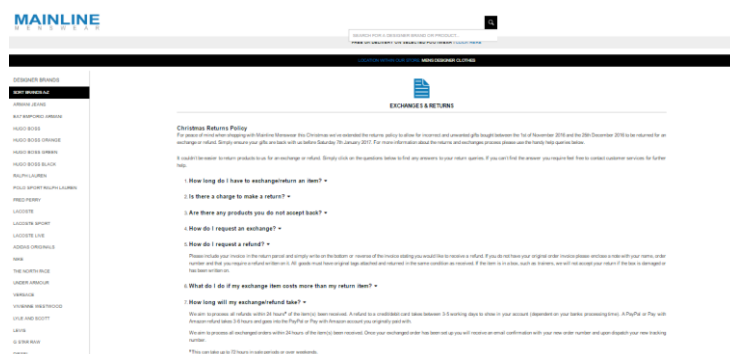
This is the metric which reveals the biggest variance between brands. There seems to be no industry standard for a refund promise, with many brands focusing their advice on how long it will take the bank to process the refund rather than how long it will take them operationally to process the return once it's been received, which is how we have defined this

The number of brands deciding not to advertise their refund promise anywhere on their site has decreased since Q3, to the lowest it has been all year at 15% (just 22 brands). On the other hand, there is a consistent trend when analysing the number of brands who promise to refund customers in the quickest time – a very speedy three days – staying the same at 14%

We've found that these brands take on average 10 days to process refunds, which is slightly shorter time-frame than in Q3, and a great trend to set going forward.

## EXAMPLE OF BEST PRACTICE...

CLEAR PROMISE  
24HRS UPON RECEIPT



### 7. How long will my exchange/refund take? ▼

We aim to process all refunds within 24 hours\* of the item(s) been received. A refund to a credit/debit card takes between 3-5 working days to show in your account (dependent on your banks processing time). A PayPal or Pay with Amazon refund takes 3-6 hours and goes into the PayPal or Pay with Amazon account you originally paid with.

# METRIC 4

## POLICY REMINDER





## POLICY REMINDER


### HIGHLIGHTS:

- 24% of the top fashion brands do not remind customers of their returns policy at any of the three key stages of purchase. (Product page, Basket page and Checkout page), compared to 23% in Q3...
- However...13% of brands signpost customers to their return policy at all three stages measured (a big jump from 7%, and an increase of nine brands)
- 71% have a returns policy reminder within each product page, 25% enforced their policy in the basket stage, and 20% of brands reinforced the message at checkout to encourage customers to complete their purchase.



### RECAP METHODOLOGY

- Three key stages were measured: Product page, Basket stage and Checkout
- Retailers were ranked highest if they included the returns message on each of the three pages, as these are key touch points in the shoppers' buying decision.

For the full picture, take a look at where it all began in the first ever benchmark...[see full methodology](#) 



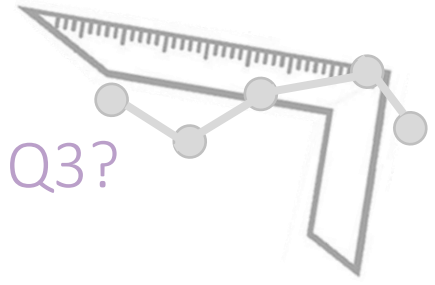
# POLICY REMINDER

## 'POLICY REMINDER' LEADERBOARD

3 REMINDERS		ASOS Burberry Cotswold Outdoor Cotton Traders Doc Martens Harrods House of Fraser Jimmy Choo Lands' End M&S	<div>TOP</div> Matchesfashion.com Millets Net-A-Porter Pavers Quiz Route One Sweaty Betty Ted Baker The Outnet
2 REMINDERS		Ann Summers Blacks Outdoor Boux Avenue Crew Clothing Ellis Brigham Sports Evans Farfetch Fat Face Get The Label Harvey Nichols	Hobbs Jaeger Karen Millen Liberty Mr Porter Pretty Green River Island Superdry The White Company
1 REMINDER		Agent Provocateur All Saints Arco Blue Inc. Boden Boohoo.com Charles Clinkard Charles Tyrwhitt Clarks Cloggs Coggles Debenhams Direct Golf Dorothy Perkins Dune London END. Field & Trek Figueaves.com Flannels Fred Perry French Connection George at Asda GO Outdoors	<div>             Hackett London              Hawes &amp; Curtis              Jacques Vert              JD Sports              Jigsaw              John Lewis              JoJo Maman Bébé              Joules Clothing              Kurt Geiger              Laura Ashley              Lipsy              Long Tall Sally              Lyle &amp; Scott              M&amp;M Direct              Mamas &amp; Papas              Mint Velvet              Missguided              Monsoon              Mothercare              Mountain Warehouse              Mulberry Company              Oasis              Office           </div> <div>             Oliver Bonas              Paul Smith              Phase Eight              PrettyLittleThing              Radley              Rapha              Reiss              Roman Originals              Schuh              Selfridges              Simply Be              Size?              Snow + Rock              SportsDirect.com              The Hut              TM Lewin              Topman              Warehouse Fashion              Whistles              White Stuff              Wiggle              Wynsors World of Shoes           </div>
NO REMINDERS		Bonmarché Bravissimo Burton Cath Kidston Coast East Edinburgh Woollen Mill Everything5pounds.com Foot Asylum Hotter Jack Wills Joe Browns	<div>             JOY              Kitbag              LK Bennett              M&amp;Co              Mainline Menswear              Marisota              Miss Selfridge              Moss Bros              Myprotein              New Look              Next              Peacocks           </div> <div>             QVC              Rohan              Secretsales.com              Sport Pursuit              Sportsshoes.com              Surfdome              Thomas Pink              Toast              Topshop              Wallis              Yours Clothing           </div> <div>BOTTOM</div>



## POLICY REMINDER



### HOW DOES THIS COMPARE TO Q3?

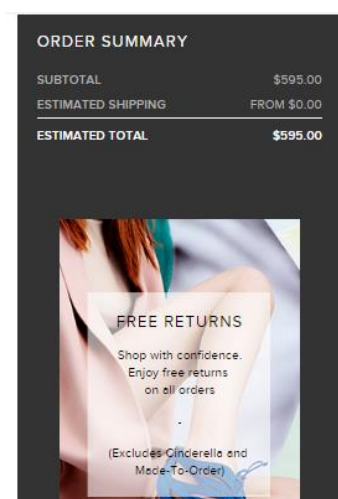
There has been a 7% improvement in the number of brands reinforcing a returns reminder in each of the three stages measured in the Q4 benchmark (Product page, Basket stage and Checkout), and now stands at 13%. To recap, what constitutes as a 'policy reminder' could be a simple 'one-liner' or a hyperlink through to the returns policy. However, we have seen an increase in the number of brands who have chosen not to include a reminder at any stage of the purchase journey (up 1%).

We found that the Product page was the most popular place for brands to include a reminder to the policy (71%) followed by the Basket stage (25%) and finally at Checkout, where just 20% included a returns message (but a jump from 12% in Q3).

Four brands have shot up in the rankings this quarter to join the 'Leaders' category as they start to reinforce their policy in all three key stages measured. These brands, Doc Martens, House of Fraser, Pavers and The Outnet previously had only one signpost to their policy.

### EXAMPLE OF BEST PRACTICE...

#### SUBTLE RETURNS REMINDER



BASKET



# METRIC 5

## CHOICE OF RETURN METHOD





# RETURN METHOD

## HIGHLIGHTS:

- The option to return to a **local store** is now most popular, with **31%** of brands offering this method, followed by **courier collection (30%)** and **local address (30%)**
- **Four brands** now offer shoppers the ability to **return using a parcel locker** (Debenhams, JD Sports, New Look and Get The Label)
- **60%** of brands now offer a **local choice of return method** in at least **one international market** (this is the same as Q3)
- One Brand, **Next**, has **doubled** the amount of local **return methods** to four (in-store, parcel-shop, courier collection and local address).



## RECAP METHODOLOGY

- Retailers were measured on the choice of return methods offered to customers
- The highest possible score for this metric was five options: PUDO, courier collection, in-store, parcel lockers, and postage to local address.

For the full picture, take a look at where it all began in the first ever benchmark...[see full methodology](#)



# RETURN METHOD

## 'CHOICE OF RETURN METHOD' LEADERBOARD

TOP

4 RETURN  
METHODS  
OFFERED



All Saints  
Charles Tyrwhitt  
Clarks  
Fred Perry

French Connection  
Lands' End  
Long Tall Sally  
Next

3 RETURN  
METHODS  
OFFERED



ASOS  
Boohoo.com  
Debenhams  
Harvey Nichols  
House of Fraser  
JD Sports  
Karen Millen  
Laura Ashley  
LK Bennett  
M&S

Mamas & Papas  
Missguided  
Moss Bros  
Net-A-Porter  
QVC  
Rapha  
Reiss  
Surfdome  
Topman

2 RETURN  
METHODS  
OFFERED



Boden  
Burberry  
Doc Martens  
Farfetch  
Hobbs  
Jack Wills  
Jimmy Choo  
Joe Browns  
M&M Direct  
Monsoon  
Mothercare  
Mr Porter

Mulberry Company  
New Look  
Office  
Radley  
River Island  
Schuh  
Simply Be  
Superdry  
Sweaty Betty  
Ted Baker  
Topshop  
Warehouse Fashion

1 RETURN  
METHOD  
OFFERED



Agent Provocateur  
Arco  
Burton  
Dorothy Perkins  
Ellis Brigham Sports  
Evans  
Fat Face  
Fingleaves.com  
Get The Label  
Hackett London  
Harrods  
Hawes & Curtis

Hotter  
Jigsaw  
JoJo Maman Bébé  
Joules Clothing  
Kitbag  
Matchesfashion.com  
Mint Velvet  
Miss Selfridge  
Mountain Warehouse  
Paul Smith  
Pavers  
Phase Eight

PrettyLittleThing  
Roman Originals  
Selfridges  
Sport Pursuit  
The Outnet  
The White Company  
Thomas Pink  
Wallis  
Wiggle  
Yours Clothing

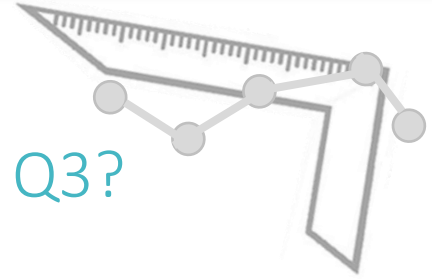
NO RETURN METHODS  
OFFERED (BEYOND POST  
TO UK ADDRESS)

Ann Summers  
Blacks Outdoor  
Blue Inc.  
Bonmarché  
Boux Avenue  
Bravissimo  
Cath Kidston  
Charles Clinkard  
Cloggs  
Coast  
Coggles  
Cotswold Outdoor  
Cotton Traders  
Crew Clothing  
Direct Golf  
Dune London  
East  
Edinburgh Woollen Mill  
END.

Everything5pounds.com  
Field & Trek  
Flannels  
Foot Asylum  
George at Asda  
GO Outdoors  
Jacques Vert  
Jaeger  
John Lewis  
JOY  
Kurt Geiger  
Liberty  
Lipsy  
Lyle & Scott  
M&Co  
Mainline Menswear  
Marisota  
Millets  
Myprotein

Oasis  
Oliver Bonas  
Peacocks  
Pretty Green  
Quiz  
Rohan  
Route One  
Secretsales.com  
Size?  
Snow + Rock  
SportsDirect.com  
Sportsshoes.com  
The Hut  
TM Lewin  
Toast  
Whistles  
White Stuff  
Wynsors World of Shoes

BOTTOM



## HOW DOES THIS COMPARE TO Q3?

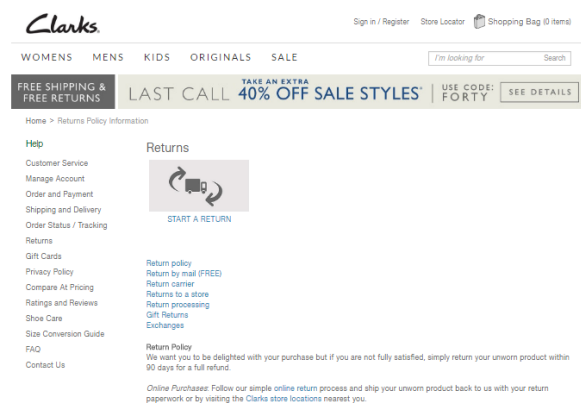
In this metric, the criteria around what we define as a 'return method' consists only of local return options and we've discounted any mention of returning back to a UK address as we see this as a necessity rather than a choice. Our results have stayed consistent this quarter as more than half (60%) of brands offer international shoppers a choice of how to return their purchase beyond a standard postal return to the UK.

We found that returning items to the nearest store has now taken the lead as the most popular option with 31% of brands offering this method – which is a surprise as our benchmark does include several pureplay brands – closely followed by courier collection and local address (30% respectively). Not far behind are PUDOs (26%), whilst parcel lockers are still a largely under-used return option internationally at only 3%. Only four brands now offer lockers and all four of these are through Parcel Motel in Ireland.

Once again no brand scored the maximum amount of points by offering all five methods (PUDO, parcel locker, courier collection, local address, and in-store). However, one brand, Next, has doubled their number of return options to four, and now offers return to local store in the Czech Republic, as well as local address, PUDO and courier collection in the USA.

## EXAMPLE OF BEST PRACTICE...

MULTIPLE  
OPTIONS  
CLEARLY  
OUTLINED



# METRIC 6

## FREE RETURNS





## HIGHLIGHTS:

- 55% of the top 141 retailers offer free returns in at least one international market (1% increase from Q3)
- 6% offer free returns to all markets worldwide
- 37% of brands offer free returns in Ireland, 30% in the Germany and 28% in the USA
- One brand, Charles Tyrwhitt, has extended their free returns offering over the past year from just two markets in Q1 to over 27 countries by Q4.



## RECAP METHODOLOGY

- Retailers were measured on whether they offered free international returns as common practice
- Brands who advertise free returns in the most number of countries win.

For the full picture, take a look at where it all began in the first ever benchmark...[see full methodology](#)





## 'FREE RETURNS' LEADERBOARD

TOP

FREE RETURNS  
WORLDWIDE



Burberry  
Farfetch  
Hackett London  
Mr Porter

Mulberry Company  
Net-A-Porter  
Selfridges  
The Outnet

FREE RETURNS  
AVAILABLE IN  
50+ COUNTRIES



Jimmy Choo  
Mint Velvet

FREE RETURNS  
AVAILABLE IN  
5+ COUNTRIES



Agent Provocateur  
ASOS  
Charles Tyrwhitt  
Clarks  
Dune London  
French Connection  
JD Sports  
Karen Millen

M&S  
Matchesfashion.com  
Oasis  
Paul Smith  
River Island  
Superdry  
Thomas Pink

FREE RETURNS  
AVAILABLE IN  
2+ COUNTRIES



All Saints  
Boden  
Debenhams  
Dorothy Perkins  
Evans  
Fred Perry  
Harvey Nichols  
Hawes & Curtis  
Hotter  
Joe Browns  
Lands' End  
Laura Ashley

Long Tall Sally  
Mamas & Papas  
Missguided  
New Look  
Next  
Office  
Sweaty Betty  
Ted Baker  
Topshop  
Warehouse Fashion  
Wiggle

FREE RETURNS  
AVAILABLE IN 1  
COUNTRY  
(BEYOND UK)



Ann Summers  
Arco  
Boohoo.com  
Burton  
Fat Face  
House of Fraser  
Jack Wills  
Jigsaw  
JoJo Maman Bébé  
Joules Clothing  
LK Bennett  
M&M Direct  
Miss Selfridge  
Monsoon  
Mothercare

Mountain Warehouse  
Pavers  
Phase Eight  
PrettyLittleThing  
QVC  
Radley  
Rapha  
Reiss  
Roman Originals  
Schuh  
Simply Be  
The White Company  
Wallis  
Warehouse Fashion

FREE RETURNS ARE  
NOT OFFERED TO ANY  
INTERNATIONAL MARKETS

Blacks Outdoor  
Blue Inc.  
Bonmarché  
Boux Avenue  
Bravissimo  
Cath Kidston  
Charles Clinkard  
Cloggs  
Coast  
Coggles  
Cotswold Outdoor  
Cotton Traders  
Crew Clothing  
Direct Golf  
Doc Martens  
East  
Edinburgh Woollen Mill  
Ellis Brigham Sports  
END.  
Everything5pounds.com  
Field & Trek  
Fingleaves.com

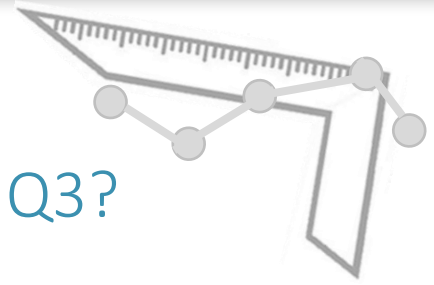
Flannels  
Foot Asylum  
George at Asda  
Get The Label  
GO Outdoors  
Harrods  
Hobbs  
Jacques Vert  
Jaeger  
John Lewis  
JOY  
Kitbag  
Kurt Geiger  
Liberty  
Lipsy  
Lyle & Scott  
M&Co  
Mainline Menswear  
Marisota  
Millets  
Moss Bros  
Myprotein

Oliver Bonas  
Peacocks  
Pretty Green  
Quiz  
Rohan  
Route One  
Secretsales.com  
Size?  
Snow + Rock  
Sport Pursuit  
SportsDirect.com  
Sportsshoes.com  
Surfdome  
The Hut  
TM Lewin  
Toast  
Whistles  
White Stuff  
Wynsors World of Shoes  
Yours Clothing

BOTTOM



## FREE RETURNS



### HOW DOES THIS COMPARE TO Q3?

More brands than ever are now offering free returns in at least one International market, as they feel the pressure from customers to compete alongside their market peers. The number of brands offering this incentive has risen from 54% to 55%, and although this increase is only small, it is significantly higher than the 48% of brands who offered complimentary returns in Q1. We can only expect this upward trend to continue.

We now have eight brands smashing the returns space and offering free returns WORLDWIDE, one more brand since Q1 (with the addition of Selfridges). This handful of retailers all have one thing in common – they all sell high-end luxury goods, where the product margin is high, so there's a strong business case for offering complimentary returns to customers with higher basket values where loyalty is more critical.

The three most popular markets are Ireland, USA and Germany, where the majority of brands have a physical store presence so customers have the added advantage to return to their local store for free.

### EXAMPLE OF BEST PRACTICE...

#### FREE RETURNS WORLDWIDE

All that's left to do now is to send your return back to us. We'll collect your item(s) for free using the delivery option that you selected when placing your order.

1. **DHL:** Visit [dhl.com](http://dhl.com) and choose your country to find the telephone number you need. Remember to quote our account number, which you can find under Section 2 of the return air waybill.

#### CUSTOMER SERVICE

Delivery  
Exchanges & Returns  
Payment & Site Security  
Size Help  
Orders  
Creating An Account  
Gift Cards  
Clearance & Promotions  
FAQs

#### CONTACT US

Our Customer Care Team  
The OUTNET Premier Team  
Other Teams

#### THE OUTNET

#### HELP

English ▼

#### EXCHANGES & RETURNS

##### HOW TO EXCHANGE OR RETURN AN ITEM

Need to return or exchange your purchase for a different size? No problem!

You've got 28 days from when you received your order to have your items sent back to us. Here's how:

1. Sign in to your account, go to [View Orders](#) and select the order number with the items you would like to exchange or return.
2. Click **CREATE EXCHANGE/RETURN** and follow the steps.
3. Check the box to agree with our Returns Policy.
4. We'll send you an email containing all of the information you need next.

All that's left to do now is to send your return back to us. We'll collect your item(s) for free using the delivery option that you selected when placing your order.

1. **DHL:** Visit [dhl.com](http://dhl.com) and choose your country to find the telephone number you need. Remember to quote our account number, which you can find under Section 2 of the return air waybill.
2. **Premier:** If you've used THE OUTNET Premier delivery service, we'll be in touch by email and text message within 48 hours to confirm your two-hour collection window.



# METRIC 7

## CUSTOMISED FOR EACH COUNTRY





## CUSTOMISED BY COUNTRY

### HIGHLIGHTS:

- **Two brands** now have a tailored returns policy for **each country worldwide** (Matchesfashion.com and ASOS)
- There's more emphasis on a customised policy for the US market above any other, as **41%** have a specific **policy tailored just for the USA**
- **37%** of the top UK fashion brands simply have a **blanket return policy** for their International customers without distinguishing between different markets, which is less than in Q3
- **Paul Smith** has joined the **Leaders** category when it comes to tailored policies, **offering more than 20** to international customers.



### RECAP METHODOLOGY

- Brands have been ranked in order of how many different markets their policies address (highest number ranking top - lowest number ranking bottom)
- If the retailer has a different returns message for different parts of the world, we have counted how many different markets they directly address.

For the full picture, take a look at where it all began in the first ever benchmark...[see full methodology](#)





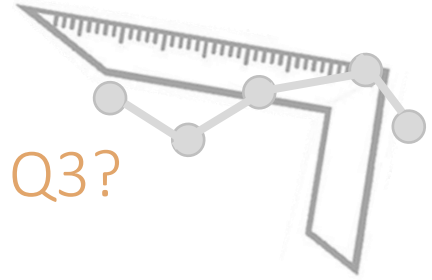
# CUSTOMISED BY COUNTRY

## 'CUSTOMIZED FOR EACH COUNTRY' LEADERBOARD

20+ TAILORED POLICIES		ASOS Matchesfashion.com Paul Smith	TOP
10+ TAILORED POLICIES		Boohoo.com Karen Millen M&S Wiggle	
5+ TAILORED POLICIES		All Saints Boden Clarks Dorothy Perkins Evans French Connection JD Sports Joe Browns John Lewis Lands' End Laura Ashley Long Tall Sally M&M Direct Miss Selfridge Missguided Monsoon Mountain Warehouse Next Oasis QVC Rapha Superdry Surfdome Ted Baker Topman Topshop Wallis Warehouse Fashion	
2 TAILORED POLICIES		Agent Provocateur Arco Burberry Burton Charles Tyrwhitt Coast Cotswold Outdoor Debenhams Doc Martens Dune London Ellis Brigham Sports Farfetch Fat Face Fingleaves.com Fred Perry Get the Label Harvey Nichols Hawes & Curtis Hobbs Hotter House of Fraser Jack Wills Jigsaw Jimmy Choo JoJo Maman Bébé Joules Clothing Kitbag LK Bennett Lyle & Scott Mamas & Papas Mint Velvet Moss Bros Mothercare Mr Porter Mulberry Company Net-A-Porter New Look Office Phase Eight PrettyLittleThing Radley Reiss River Island Route One Schuh Selfridges Simply Be Sport Pursuit Sweaty Betty The Outnet The White Company Thomas Pink Yours Clothing	
1 TAILORED POLICY		Marisota	
BLANKET POLICY FOR ALL INTERNATIONAL MARKETS (NO TAILORED POLICIES)		Ann Summers Blacks Outdoor Blue Inc. Bonmarché Boux Avenue Bravissimo Cath Kidston Charles Clinkard Cloggs Coggles Cotton Traders Crew Clothing Direct Golf East Edinburgh Woollen Mill END. Everything5pounds.com Field & Trek Flannels Foot Asylum George at Asda GO Outdoors Hackett London Harrods Jacques Vert Jaeger JOY Kurt Geiger Liberty Lipsy M&Co Mainline Menswear Millies Myprotein Oliver Bonas Pavers Peacocks Pretty Green Quiz Rohan Roman Originals Secretsales.com Size? Snow + Rock SportsDirect.com Sportsshoes.com The Hut TM Lewin Toast Whistles White Stuff Wynsors World of Shoes	
			BOTTOM



## CUSTOMISED BY COUNTRY



### HOW DOES THIS COMPARE TO Q3?

37% of brands now issue a blanket policy for international customers, and this number has gradually decreased as the year has gone by. For example, in Q1, 44% of brands had a blanket policy without distinguishing between different markets, so we look forward to seeing if this trend continues.

The USA still stands out as a market where a bespoke message is offered with under half of brands tailoring US returns advice (41%). Other key countries that are also popular when tailoring policies are Ireland (33%), Germany (31%), France (24%) and Australia (24%).

ASOS have joined Matchesfashion.com in the lead as the only brands who customise policies for every country worldwide. ASOS increased their number of policies from an already commendable 32 to every country worldwide using a simple drop-down menu in the returns policy.

### EXAMPLE OF BEST PRACTICE...

#### POLICY PER MARKET IN DROP-DOWN MENU

ASOS  
discover fashion online

Search ASOS

Welcome to ASOS. Join | Sign In

Help | My Account | Saved Items | Cart \$0.00 (0)

WOMEN UP TO 60% OFF SHOES AND ACCESSORIES MEN

HEY STUDENTS, WIN A DREAM GETAWAY! GET 10% OFF EVERY DAY

### DELIVERY AND RETURNS

See below for information about the delivery & returns options in your country

DELIVERY RETURNS

RETURN FROM: United States CHANGE

**USPS**

- Return through your local USPS post office in over 35,000 locations
- You'll find a pre-paid label on your returns note in your parcel
- Open 7 days a week, early until late

[View More \(1\)](#)

**FREE**

[Create return](#)

# OVERALL RESULTS



TOP

## LEADERS

60% +



All Saints  
ASOS  
Burberry  
Charles Tyrwhitt  
Clarks  
French Connection  
JD Sports

Karen Millen  
Lands' End  
M&S  
Mulberry Company  
Schuh  
Sweaty Betty  
The Outnet

## RUNNERS UP

50% +

Boden  
Boohoo.com  
Debenhams  
Doc Martens  
Dune London  
Farfetch  
Fred Perry  
Hawes & Curtis  
House of Fraser  
Jimmy Choo  
Long Tall Sally  
M&M Direct  
Matchesfashion.com

Missguided  
Mr Porter  
Net-A-Porter  
Next  
Office  
Rapha  
Route One  
Selfridges  
Superdry  
Ted Baker  
The White Company  
Wiggle

## CHALLENGERS

40% +

Agent Provocateur  
Boux Avenue  
Cotswold Outdoor  
Crew Clothing  
Ellis Brigham Sports  
Fat Face  
Figleaves.com  
Get The Label  
Hackett London  
Harvey Nichols  
Hobbs  
Hotter

Jigsaw  
John Lewis  
JoJo Maman Bébé  
Laura Ashley  
Mamas & Papas  
Mint Velvet  
Monsoon  
Moss Bros  
Mothercare  
Mountain Warehouse  
New Look  
Oasis

Paul Smith  
QVC  
Radley  
Reiss  
River Island  
Snow + Rock  
Surfdome  
Topman  
Topshop  
Warehouse Fashion

## PICKING UP PACE

30% +

Ann Summers  
Arco  
Blacks Outdoor  
Charles Clinkard  
Coggles  
Dorothy Perkins  
END.  
Evans  
George at Asda  
GO Outdoors

Harrods  
Jack Wills  
Jacques Vert  
Jaeger  
Joe Browns  
Joules Clothing  
Kitbag  
LK Bennett  
Millets  
Pavers

Phase Eight  
PrettyLittleThing  
Roman Originals  
Simply Be  
The Hut  
Thomas Pink  
TM Lewin  
White Stuff

## LAGGING BEHIND

20% +

Blue Inc.  
Burton  
Cath Kidston  
Cloggs  
Coast  
Cotton Traders  
Direct Golf  
East  
Everything5pounds.com  
Field & Trek

Flannels  
Liberty  
Lipsy  
Lyle & Scott  
Mainline Menswear  
Miss Selfridge  
Myprotein  
Oliver Bonas  
Peacocks  
Pretty Green

Quiz  
Rohan  
Size?  
Sport Pursuit  
SportsDirect.com  
Wallis  
Whistles  
Wynsors World of Shoes  
Yours Clothing

## ON THE STARTING GRID

10% +

Bonmarché  
Bravissimo  
Edinburgh Woollen Mill  
Foot Asylum  
JOY  
Kurt Geiger

M&Co  
Marisota  
Secretsales.com  
Sportsshoes.com  
Toast

BOTTOM

# WHAT MAKES A LEADING BRAND IN RETURNS?

There's 14 brands sharing winning status this quarter, two more than Q3. Special mention should go to Lands' End, who has taken the crown from previous leaders Clarks. But also to ASOS, Burberry, Charles Tyrwhitt, Karen Millen, M&S, Mulberry Company, French Connection and the Outnet, who have maintained winning status, as well as All Saints, Schuh and Sweaty Betty who have climbed up the rankings to join the Leading category by implementing several key changes to their returns policy.

Here's the lowdown on their ReBOUND index values which show their overall scores...

## ReBOUND INDEX VALUE:

77.14%	Lands' End
74.29%	ASOS
71.43%	Clarks
71.43%	Charles Tyrwhitt
65.71%	M&S
65.71%	French Connection
65.71%	Karen Millen
62.86%	Burberry
62.86%	Mulberry Company
62.86%	Sweaty Betty
60.00%	All Saints
60.00%	JD Sports
60.00%	Schuh
60.00%	The Outnet

## 1<sup>st</sup> Place

77.14%

### Lands' End

It's all change at the top this quarter as Lands' End overtake leaders Clarks to be crowned winner of 'The Great Returns Race'. Lands' End started the year in the Runner's Up category, but has shown great focus with each report as they climbed up the rankings.

They've also shown improvement in the length of time they offer for returns, jumping from just 28 days in Q1 to an unbeatable unlimited return period by Q4.

Between Q3 and Q4, they improved their refund promise from an already commendable five days, to a much better one to two days upon receipt.

As well as this, Lands' End now reinforces the returns message in each of the three key stages measured in the benchmark, which is a vast improvement since Q1 where they didn't include any mention of the returns policy in these areas.

Although Lands' End has smashed the rankings as Leaders at 77.14%, there is still more work that can be done for them to reach their complete potential. They could look at increasing their free returns offering across more of their international markets, as they currently only offer this to customers in the USA, Austria, and Germany.



## 2<sup>nd</sup> Place

74.29%

### ASOS

For the fourth quarter running, ASOS has remained the most consistent player with a current ReBOUND index value of 74.29%, the same since Q2.

There have been some small changes in the ASOS returns information since Q3. The first is the number of moves it takes to navigate to the returns information. This is due to the changes they have made to their policy page which has made it easier for shoppers to select which country they are returning from. Whereas ASOS have made it easier to navigate to the policy on a desktop (three to two moves), the brand's mobile and tablet navigation has worsened, and now takes double the number of moves (two moves to four). This has been closely analysed, and the results show that the number of moves have grown due to the amount of click-throughs it takes to narrow-down a shopper's search to ensure they reach the intended location with the correct information.

On the other hand, ASOS has improved the number of times they reinforce the returns messages during the purchase journey. In Q3, they only reminded shoppers of important returns information on the Product page and at the Basket stage. This has since been expanded to include a returns message at Checkout.

## Joint 3<sup>rd</sup>

71.43%

### Clarks

Clarks have dropped from winners to joint 3<sup>rd</sup> this quarter, but have still scored a very commendable index value of 71.43%.

The only area where they have fallen this quarter is in their return policy reminders. In Q3 they included a policy reminder on all three key stages measured, and this has decreased to just one reminder on the product page by Q4.

To improve further, Clarks need to focus on certain aspects of their policy. For example, the brand boasts decent navigation on a desktop (three moves), and have optimised their site for tablet devices, where shoppers can navigate to the policy in a swift two moves. However, it takes double the amount of moves on a mobile device (four), so this needs to be looked at and improved to better the customers' experience.

Clarks offer a huge 26 countries complimentary returns (all of Europe and the USA), however they only tailor return policies to eight of these countries. To improve further, they could look to expand the number of country policies they customise to include all of those who have the added incentive of free returns for a more localised approach.

## Joint 3<sup>rd</sup>

71.43%

### Charles Tyrwhitt

Once again, Charles Tyrwhitt is in the top bracket of 'The Great Returns Race', and has moved up to join Clarks in Joint 3<sup>rd</sup> place with a ReBOUND index value of 71.43%.

Charles Tyrwhitt has moved up the rankings each quarter, and excels in a number of areas. Most strongly, the brand believes in the quality of their products so much so that they offer a huge six-month window for returns.

As well as this, they advertise a refund promise of 24 hours (one day) in the USA, followed by a still-commendable 5-10 days across the rest of the world. The next step to improve would be to roll out instant refunds.

Charles Tyrwhitt offer four very flexible return methods cross-border – in-store, parcel-shop, courier collection and local address across six countries, as well as offering complimentary returns in 27 countries across Europe, USA, and Australia.

# CONCLUSION

This closing quarter's benchmark has once again thrown a whole mixture of brands together into the top 14, with **only four brands remaining consistent** 'Leaders' throughout the course of the year. Nevertheless, it has still been surprising to see a handful of brands slip down from the top bracket, proving that they can't get complacent in a returns race which doesn't stand still.

The top bracket has been joined by three more brands in Q4 (All Saints, Schuh and Sweaty Betty) as they demonstrate their ongoing commitment to improving their customers' online return experience by altering elements of their policy. We started the year with just five brands in the top tier (ASOS, Charles Tyrwhitt, Clarks, French Connection and Moss Bros), but this has since nearly trebled to 14 brands, proving that these big names are actively making changes to their returns proposition and are really starting to make a big difference.

As we look back at 2016, one of the most commendable changes is the uptake in free returns overseas, with this latest quarter recording that just over half (55%) of the brands offer complimentary returns in at least one of the international markets they sell to. We look forward to seeing if this trend continues throughout the course of the next year or so, as we continue to monitor the next big brand to boss the world of returns...



If you care about returns and would like to get ahead of the game to move up in 'The Great Returns Race', then [get in touch](#) and we'll share some insights into how ReBOUND can support your international shoppers' return experience.

Join in the discussion online through Twitter or send us your comments to [research@reboundreturns.com](mailto:research@reboundreturns.com)

**@ReBOUNDReturns**

**#ReturnsRace**

