



Factsheet

Short Description

OUTFITTERY is the biggest personal shopping service for men in Europe. Customers simply answer a few questions about their clothing style and sizes at www.outfittery.com

OUTFITTERY then curates individual outfits which are conveniently shipped to their homes. The outfits are selected by a combination of algorithm and human stylists. The customers then keep whatever they like and send the rest back free of charge. OUTFITTERY's goal is to make shopping for men as convenient as possible and to offer them the perfect choice of clothes through a combination of personal service and intelligent technology.



FACTSHEET

Branch

Curated Shopping,
Personalised Shopping,
E-Commerce

Launch

January 2012.
Online since April 13th, 2012.
Merger with the Curated Shopping
Group in May 2019.

CEO

Julia Bösch

Founders

Anna Alex and Julia Bösch

Investors

Holtzbrinck Ventures
High-Tech Gründerfonds
Mangrove Capital Partners
RI Digital Ventures
VC Fonds Kreativwirtschaft
Berlin (managed by IBB)
Highland Capital Partners
Northzone Capital
U-Start
Octopus Ventures

Employees

ca. 350

Customers

approx. 1 Million

Countries

Germany
Austria (since 04/ 2013)
Switzerland (since 09/ 2013)
Netherlands (since 03/ 2014)
Sweden (since 03/ 2014)
Belgium (since 08/ 2014)
Denmark (since 08/ 2014)
Luxemburg (since 08/ 2014)
France (since 08/2019)

Awards

Start-up of the year 2012
(Gründerszene Deutschland)
Lida Award 2014
Madonna Leading Ladies Award 2015
Social CRM Award 2015
(Universität St. Gallen)
Test Winner Curated Shopping 2016
Digital Masters Award 2016
German Service Award 2017
in the category Online Shopping
Forum-Award by Textil Wirtschaft 2017
Innovator 2017, 2018 & 2019
(statista & brand eins Wissen)

Brands

Around 100 brands including Strellson, Gant, Tommy
Hilfiger, Lee, Scotch & Soda, G-Star or SuperDry

Unique Selling Points

OUTFITTERY combines the best of both online
and offline retail: the personal style consultation
from traditional brick and mortar stores with the
convenience of online shopping. Customers get a
personalised selection of clothes sent to their home
without the hassle of looking for new clothes in
crowded stores or being left alone with the over-
whelming choice of online shops. The personal s
tyling service is free and focuses on the individual
needs and desires of each customer.

More information and picture material
www.outfittery.com/press



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twitter.com/outfittery
instagram.com/outfittery
linkedin.com/company/outfittery