

FACTSHEET

SHORT DESCRIPTION

OUTFITTERY's mission is to take the pain out of shopping for men – an online “personal shopping” service. A combination of top brands, style expertise and exceptional customer service form the basis of our concept. Each customer is served and advised personally. Your personal stylist will put together two to three individual outfits according to the needs of the customer, after their registration online and a telephone conversation. The outfits are sent to the customer at home in a chic black and white box. The customer keeps what he loves and returns everything else in the box for free. In order to keep the range constantly up to date, the company is looking for the most interesting men's fashion brands and the best items from popular designers worldwide.

BRANCH

Online-Shopping, E-Commerce, Fashion

LAUNCH

January 2012, online since April 13th, 2012

FOUNDERS

Anna Alex, Julia Bösch

MANAGING DIRECTOR

Julia Bösch (Marketing, Finance)
Anna Alex (Product, Operations)

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 and Octopus Ventures

EMPLOYEES

300 – including 150 stylists

CUSTOMERS

approx. 400.000 (August 2016)
mainly men aged between 30 and 50 years

COUNTRIES

Germany
Austria (since April 2013)
Switzerland (since September 2013)
Netherlands (since March 2014)
Sweden (since August 2014)
Belgium (since August 2014)
Denmark (since August 2014)
Luxemburg (since August 2014)

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

BRANDS

More than 100 Brands including Strellson, Gant, Tommy Hilfiger, Levis, Scotch & Soda, G-Star or Tiger of Sweden.

UNIQUE SELLING POINTS


OUTFITTERY combines the advantages of the stationary fashion trade with the added value of e-commerce: personal, individual consulting and contact; fashion expertise from a stylist; easy and convenient home delivery; a wide selection; and the possibility to try on the styles at home in peace.

The qualified styling consulting is free. The advice is brand-independent and focuses on the needs and desires of the customer.

OUTFITTERY is situated in the premium fashion segment.



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