

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.

BRANCH

Curated Shopping, E-Commerce, Fashion

LAUNCH

January 2012, online since April 13th, 2012

FOUNDERS + CEOs

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 and Octopus Ventures.

EMPLOYEES

300 - including 150 stylists

CUSTOMERS

approx. 500'000
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
German Service Award 2017 in the category Online Shopping
Forum-Award by TextilWirtschaft 2017
Innovator 2017 (statista & brand eins Wissen)

BRANDS

More than 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. Clients get perfectly matched, individual outfits sent to their homes, without the hassle of looking for new clothes in crowded stores or being left alone with the overwhelming choice of online shops. The personal styling service is free and focuses on the individual needs and desires of each customer. OUTFITTERY is the first online fashion provider to offer their style service also via WhatsApp.



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

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