



OUTFITTERY

# 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](http://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.

Outfittery GmbH  
Leuschnerdamm 31  
D 10999 Berlin

[www.outfittery.com](http://www.outfittery.com)

 **OUTFITTERY**

<b>BRANCH</b>	Curated Shopping, Personalised Shopping, E-Commerce
<b>LAUNCH</b>	January 2012, online since April 13th, 2012
<b>CEO</b>	Julia Bösch
<b>FOUNDERS</b>	Anna Alex and Julia Bösch
<b>INVESTORS</b>	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
<b>EMPLOYEES</b>	ca. 300
<b>CUSTOMERS</b>	approx. 600'000 men

<b>COUNTRIES</b>	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)
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<b>AWARDS</b>	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 (statista & brand eins Wissen)
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<b>BRANDS</b>	Around 100 brands including Strellson, Gant, Tommy Hilfiger, Lee, Scotch & Soda, G-Star or SuperDry
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## 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 overwhelming choice of online shops. The personal styling service is free and focuses on the individual needs and desires of each customer.

More information and picture material  
[www.outfittery.com/press](http://www.outfittery.com/press)



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