

# Frequently Asked Questions (FAQ)

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## How did Stitch Fix begin?

Stitch Fix was founded in 2011 by Katrina Lake, while she was attending Harvard Business School.

## Why did Katrina found Stitch Fix?

While working as a retail and restaurant consultant, Katrina was inspired by the level of service in years past and saw the opportunity to combine the science of data with the art of personal styling, to develop a truly personalized shopping experience. She applied to Harvard Business School with the intention of starting a business during her time there and shipped the first Fixes out of her apartment in Cambridge, MA.

Each individual Fix includes:

1. Five personally-selected apparel, accessories or footwear - The selection of items from Stitch Fix can include any combination of tops, bottoms, outerwear, dresses, denim, shoes and accessories. Items are selected based upon the client's style preferences (these are gleaned from Stitch Fix's Style Survey which must be completed prior to your first Fix), previous feedback and specific requests to their Stylist for each Fix.

Clients can add Extras, a selection of wardrobe basics including bras, underwear and socks. We serve women in Maternity, Petites and Plus. Stitch Fix Men launched in September 2016 and Kids launched in 2018. Upon arrival, each item is wrapped in tissue and delicately folded within the Fix.

2. Personalized note from your Stylist - Each client receives a personal, unique note from their Stylist with each shipment, specific to the items selected for each client.

3. Styling cards - Based on what is included in each Fix, each client receives style cards for each item, with images to help illustrate various ways to wear each item and recommendations on how to style it.

## What is the breakdown of employees across the different offices, warehouses and the styling team?

Stitch Fix employs over 8,000 people across the country and the U.K., including 5,100 stylists who are employees of Stitch Fix, and more than 125 data scientists.

## How expensive (on average) is an item in any given Fix?

Prices vary from \$25-\$600 in order to serve a broad range of price and style preferences.

## For Stitch Fix Women, which brands do you carry?

We carry recognizable names like Alice and Olivia, Ella Moss, Equipment, Kate Spade, Joie, Rag and Bone, Rebecca Minkoff, Splendid, Theory and Trina Turk to hundreds of smaller boutique brands. We carry eight Exclusive Brands including, 41 Hawthorn, Brixton Ivy, Fairline, Market & Spruce, Mauvette, Mix by 41 Hawthorn, Pixley and Truly Poppy.

\*last updated 3/26/2020

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## What is Extras?

Extras is our curated collection of basics. For women, we offer seven categories: camisoles, shapewear, underwear, tights, bralettes, bras and socks. For men, we carry a variety of underwear and socks. Brands include Hanky Panky, Free People and Wacoal for women. For men, brands include Everyday by Stitch Fix, Fruit of the Loom, Mack Weldon, Stance and Tommy John.

We serve women's sizes XS - 3X (44DDD is the largest bra size), including options for both Plus and Maternity styles. For men, we carry sizes XS - 3X in Extras. Items available in the women's Extras category range from \$10 - \$60. Men's Extras range from \$12 - \$36.

## For Stitch Fix Men, which brands do you carry?

Our offering for Stitch Fix Men includes a mix of broad-based recognizable and unique, up-and-coming brands including John Varvatos, Penguin, Scotch and Soda and Theory. Similar to our women's line, we carry ten Exclusive Brands including O1.Algo, A-Frame, Alesbury, Bixby Nomad, Even Tide, Fairline, Fairline & Sons, Hawker Rye, Red Ale and Rye.

## How does Stitch Fix leverage data and technology?

The secret to Stitch Fix's success has been creating a unique blend of art and science. Led by Chief Algorithms Officer Eric Colson, a former Vice President of Data Science and Engineering at Netflix, Stitch Fix's Data Science team boasts more than 100 team members, a majority of whom have Ph.D.s in data science or a related field. The Data Science team currently has a patent for their Smart Fix Algorithm (SFA) and many pending. Through the optimized use of machine learning and unique algorithms, Eric and his team enable our Stylists to fine-tune selections for each client, improving accuracy, while still creating a unique, varied and personalized selection for each client. For more information about algorithms at Stitch Fix, visit the [algorithms tour](#) or take a read through the team's blog, [multithreaded](#).

## What are the demographics of Stitch Fix's clients?

Because Stitch Fix provides true personalization to each client, we can serve a wide variety of clients, from college graduates who are entering the workforce, to busy moms and dads, and now kids. We can serve anyone from the fashionista, who might use Stitch Fix as one of her many ways to shop, to clients who don't enjoy shopping at all.

## Who are your Stylists and where are they located?

Our Stylists come from a wide range of backgrounds, including traditional retail, customer service and fashion--and they're tech savvy, but moreover, they truly enjoying creating a delightful client experience. In creating a part-time, flexible position, we're able to tap into a workforce of creativity that might not otherwise exist. Our Stylists are located throughout U.S.

## When did Stitch Fix Men launch?

Stitch Fix Men launched in Sept. 2016. Men's Big & Tall and Men's Extras launched in Sept. 2018.

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When did Plus launch?

Stitch Fix Plus launched in Feb. 2017.

When did Stitch Fix Kids launch?

Stitch Fix Kids launched in July 2018 and offers sizes 2T- 14, which includes ages 2-12. Each Kids Fix includes 8-12 items with average prices ranging from \$10 - \$35 per item. We carry one Exclusive Brand for Kids, Rumi + Ryder.

When did Stitch Fix UK launch?

Stitch Fix launched with Men's and Women's in the U.K. in May 2019

What is Shop Your Looks and when did it launch?

Shop Your Looks launched in February 2020 to all Men's and Women's clients in the United States. Shop Your looks is a highly curated selection of no more than 30-40 items organized into suggested outfits and selected specifically for a client based on their past purchases, available to purchase a la carte. No Fix required.

\*last updated 3/26/2020