

Stitch Fix Company Fact Sheet



About Stitch Fix

Stitch Fix is the world's leading online personal styling service. We blend the art of expert personal styling with the science of algorithms to deliver apparel and accessories selected to fit our clients' unique tastes, lifestyles and budgets. Our service is highly personalized, available for both women and men, and designed to help all our clients look, feel and be their best selves.

To sign up, Stitch Fix clients fill out a ten-minute online style profile and select a date to receive their first Fix. A Stylist, using a proprietary styling platform and aided by recommendations from Stitch Fix's styling algorithm, selects five items of apparel and accessories for each client. Clients try on each item in the comfort of their own home, buy what they'd like to keep and send back the rest in a pre-paid return bag. Shipping is free both ways and a \$20 styling fee is charged for each shipment, which is then applied towards any purchased product. Clients can share feedback about what they like and do not like to help inform the Stylist and the algorithm so each Fix gets better over time. The Stitch Fix service is available on demand or monthly, bi-monthly or quarterly at a client's preference.

Leadership

Katrina Lake	Founder & CEO Born December 24, 1982
Julie Bornstein	Chief Operating Officer
Lisa Bougie	General Manager, Stitch Fix Women
Eric Colson	Chief Algorithms Officer
Scott Darling	Chief Legal Officer
Cathy Polinsky	Chief Technology Officer
Mike Smith	General Manager, Stitch Fix Men
Margaret Wheeler	Chief People & Culture Officer

Board Members

Steve Anderson	Founder, Baseline Ventures
Bill Gurley	General Partner, Benchmark
Marka Hansen	Former President, Gap North America & Banana Republic

Facts & Figures

Year Founded	February 2011
Total Employees	Over 5,500
Total Stylists	Over 3,400
Total Data Scientists	Over 70
Offices	San Francisco, CA (HQ) Austin, TX Pittsburgh, PA
Warehouses	South San Francisco, CA Indianapolis, IN Dallas, TX Phoenix, AZ Bethlehem, PA

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Key Milestones

2009	Sep - Katrina began Harvard Business School
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2010	Nov - Katrina tested the Stitch Fix concept from her apartment in Cambridge, MA
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2011	May - Katrina graduated from Harvard Business School Jun - Stitch Fix relocated from Cambridge, MA to San Francisco, CA Nov - Launched www.stitchfix.com website
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2012	Feb - Stitch Fix grew to 5 employees Jun - Mike Smith joined Stitch Fix as Chief Operating Officer Aug - Eric Colson joined Stitch Fix as Chief Algorithms Officer
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2013	Feb. - Stitch Fix announced Series A funding for \$4.75M and grew to 49 employees April - Stitch Fix opened South San Francisco warehouse July - Stitch Fix began building and scaling our remote styling team, kick-starting a creative workforce with a flexible, part-time and remote position centered in multiple geographic hubs across the country Oct - Stitch Fix announced Series B funding for \$12M, led by Benchmark
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2014	Feb - Stitch Fix grew to 455 employees
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2015	Mar - Stitch Fix launched Maternity & Petites Apr - Julie Bornstein joined as Chief Operating Officer Jun - Opened Dallas, TX warehouse Oct - Launched Stitch Fix mobile app Nov - Opened Phoenix, AZ warehouse
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2016	Mar - Launched shoes & announced beta of Stitch Fix Men Mar - Debuted Style Tips blog & Ask a Stylist—hired Meggan Crum, former InStyle Accessories Director as Stitch Fix’s first Fashion Editor Mar - Launched vendor partnerships with Splendid, Rails, Trina Turk, LNA, Equipment, Ella Moss, Joie and Toms, with plans for many new additional brand partnerships Apr - Opened warehouse in Bethlehem, PA Aug - Grew to more than 5,000 employees company-wide Sep - Launched Stitch Fix Men, run by Mike Smith
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2017	Jan - Launched national brand campaign Feb - Launched Stitch Fix Plus, includes sizes 14W-24W, 1X-3X
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