

# Stitch Fix Company Fact Sheet

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## The Stitch Fix Story

Stitch Fix was founded by Chief Executive Officer, Katrina Lake, in 2011. Katrina recognized that traditional retail was broken, despite the fact that many people wanted to buy clothes online, no one was offering an easy way to discover new brands or navigate the overwhelming number of options available. While attending Harvard Business School, Katrina saw an opportunity to combine data science with human stylists to completely reinvent the retail space and deliver an unparalleled, personalized experience. She shipped the first Fixes out of her apartment in Cambridge, MA. In 2017, Katrina became the youngest female CEO at age 34, to take a company public when she led the company's listing on the NASDAQ under [SFIX](#).

Since then, Stitch Fix has grown to serve 3.2 million clients in just eight short years. Today, Stitch Fix serves Men's (including Big & Tall), Women's (including Maternity, Plus, Petite), Kids, and as of May 2019 Men's and Women's in the U.K. Price points range from \$25 an item, up to \$600. Algorithms are core to Stitch Fix and they are used in every aspect of the business from operations, styling, inventory management, allocation, to client and stylist matching. Stitch Fix works with more than 1,000 brands including Equipment, Frame, Kate Spade, Levi Strauss & Co, Rag & Bone, Theory and Tommy Hilfiger. Additionally, Stitch Fix has eight Exclusive Brands for women and ten Exclusive Brands for men. In addition to apparel, Stitch Fix carries shoes, accessories, underwear, socks and shapewear.

\*last updated 1/6/2020

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## Leadership

<b>Katrina Lake</b>	Founder & CEO Born December 24, 1982
<b>Mike Smith</b>	President & Chief Operating Officer
<b>Eric Colson</b>	Chief Algorithms Officer Emeritus
<b>Scott Darling</b>	Chief Legal Officer
<b>Cathy Polinsky</b>	Chief Technology Officer
<b>Brad Klingenberg</b>	Chief Algorithms Officer
<b>Jevan Soo</b>	Chief People and Culture Officer

## Board Members

<b>Katrina Lake</b>	Founder & CEO, Stitch Fix
<b>Steve Anderson</b>	Founder, Baseline Ventures
<b>Bill Gurley</b>	General Partner, Benchmark
<b>Marka Hansen</b>	Former President, Gap North America & Banana Republic
<b>Sharon McCollam</b>	Former EVP, CFO and Chief Administrative Officer of Best Buy Co.
<b>Kirsten Lynch</b>	Chief Marketing Officer and Executive President of Vail Resorts, Inc.
<b>Mikkel Svane</b>	Founder & CEO, Zendesk
<b>Liz Williams</b>	President, Taco Bell International

## Facts & Figures

<b>Year Founded</b>	February 2011
<b>Total Employees</b>	More than 6,600
<b>Total Stylists</b>	More than 5,100
<b>Total Data Scientists</b>	More than 125
<b>Offices</b>	San Francisco, CA (HQ) Austin, TX Pittsburgh, PA London, UK
<b>Warehouses</b>	South San Francisco, CA Indianapolis, IN Dallas, TX Phoenix, AZ Bethlehem, PA Atlanta, GA

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## Key Milestones

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<b>2009</b>	<b>Sep</b> - Katrina began Harvard Business School
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<b>2010</b>	<b>Nov</b> - Katrina tested the Stitch Fix concept from her apartment in Cambridge, MA
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<b>2011</b>	<b>Feb</b> - Katrina received first term sheet from Steve Anderson of Baseline <b>May</b> - Katrina graduated from Harvard Business School <b>Jun</b> - Stitch Fix relocated from Cambridge, MA to San Francisco, CA <b>Nov</b> - Launched <a href="http://www.stitchfix.com">www.stitchfix.com</a> website
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<b>2012</b>	<b>Feb</b> - Stitch Fix grew to 5 employees
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<b>2013</b>	<b>Feb</b> - Stitch Fix announced Series A funding for \$4.75M and grew to 49 employees <b>Apr</b> - Stitch Fix opened South San Francisco warehouse <b>Jul</b> - Stitch Fix began building and scaling our remote styling team, kick-starting a creative workforce with a flexible, part-time position <b>Oct</b> - Stitch Fix announced Series B funding for \$12M, led by Benchmark <b>Oct</b> - Marka Hansen joined Board of Directors
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<b>2014</b>	<b>Feb</b> - Stitch Fix grew to 455 employees
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<b>2015</b>	<b>Mar</b> - Stitch Fix launched Maternity & Petites <b>Jun</b> - Opened Dallas, TX warehouse <b>Oct</b> - Launched Stitch Fix mobile app <b>Nov</b> - Opened Phoenix, AZ warehouse
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<b>2016</b>	<b>Mar</b> - Launched shoes & announced beta of Stitch Fix Men <b>Apr</b> - Opened warehouse in Bethlehem, PA <b>Aug</b> - Grew to more than 5,000 employees company-wide <b>Sep</b> - Launched Stitch Fix Men <b>Nov</b> - Sharon McCollam joined Board of Directors
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**2017**

- Feb** - Stitch Fix added Plus Sizes
- Aug** - Stitch Fix Launched Premium Brand Offering for Men & Women. Brands include Kate Spade, Paige Denim, Rebecca Minkoff and Theory
- Oct** - S-1 Filing Becomes Public
- Nov** - Stitch Fix went public on the NASDAQ

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**2018**

- Feb** - Stitch Fix announced Extras for Women
- Mar** - Kristen Lynch, CMO of Vail Resorts joins Board of Directors
- Jul** - Stitch Fix expanded to Kids, serving the entire household
- Sept** - Stitch Fix added Extras for Men and Big & Tall for Men

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**2019**

- May** - Launched Stitch Fix UK
- Aug** - Opened warehouse in Atlanta, GA

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WE HAVE RICH, MEANINGFUL AND  
HIGHLY ACTIONABLE DATA

CLIENT DATA	MERCHANDISE DATA	FEEDBACK DATA
<p>Fort Worth, Texas</p> <p>Pays \$50-75 for button-up shirts</p> <p>Daniel Age: 32</p> <p>Body type: Slim</p> <p>Wears business formal 1-2 times per week</p> <p>Pant legs often too tight</p> 	<p>Brand</p> <p>Price</p> <p>Button height</p> <p>Color</p> <p>Pattern</p> <p>Sleeve opening</p> <p>Style</p> <p>Length</p> 	<p>Comments</p> <p>Return</p> <p>Keep</p> <p>Style</p> <p>Size</p> <p><b>\$72</b> <b>KNOWLEDGE COTTON...</b> Gregory Textured Tee</p> <p>RETURN <b>KEEP</b></p> 

DATA THAT MATTERS

Proprietary and Confidential

\*last updated 1/6/2020

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