

Stitch Fix Company Fact Sheet



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 9/22/2020

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Leadership

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

Board Members

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

Facts & Figures

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

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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	Feb - Katrina received first term sheet from Steve Anderson of Baseline 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
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2013	Feb - Stitch Fix announced Series A funding for \$4.75M and grew to 49 employees Apr - Stitch Fix opened South San Francisco warehouse Jul - Stitch Fix began building and scaling our remote styling team, kick-starting a creative workforce with a flexible, part-time position Oct - Stitch Fix announced Series B funding for \$12M, led by Benchmark Oct - Marka Hansen joined Board of Directors
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2014	Feb - Stitch Fix grew to 455 employees
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2015	Mar - Stitch Fix launched Maternity & Petites 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 Apr - Opened warehouse in Bethlehem, PA Aug - Grew to more than 5,000 employees company-wide Sep - Launched Stitch Fix Men Nov - 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

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

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>\$72</p> <p>KNOWLEDGE COTTON... Gregory Textured Tee</p> <p>RETURN KEEP</p> 

DATA THAT MATTERS

Proprietary and Confidential

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