

Stitch Fix

TheCasesolutios.com

Stitch Fix

Stitch Fix is a digital personal shopping service.

What do they offer?

Stitch Fix offers you to do your shopping without you having to leave home.

Where is it?

www.stitchfix.com

What makes it "cool"?

Stitch Fix gives you your own personal stylist without you having to leave home. Go online and fill out a style profile, which Stitch Fix stylist use to curate a selection of five items that are then mailed to you. You pay for what you keep, and return the rest (free of charge) the stuff you don't want. Stitch Fix takes the hassle out of shopping and introduces you to a style that may be a little outside of your comfort zone. The more you use the service, the more the stylist can better curate your monthly fix. On top of everything, if you keep all five items you get 25% off on your purchase.

How did it get started?

Stitch Fix was founded in 2011 by Katrina Lake and David Katz.



Who owns it?

Katrina Lake

Interesting facts about it

Stitch Fix is changing the way that women shop for clothes.

Customers of the first year who kept more than 5 items had a 25% higher return rate than those who kept 1-4 items.

Customers can try on the items at home, then decide whether to keep them or send them back.

Would I work here?

Yes, I would work at Stitch Fix.

More information

Visit our website for more information on our services and how we can help you find the perfect fit for your wardrobe.

Hannah Mansukhani
3/11/15
7th block
finance and Business

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