



CHECK BREAKDOWN: SFIX

TREND CHECKS

WHY STITCH FIX

Consumers of Stitch Fix like the convenience, variety, and prices of the platform. Customers were also very positive on the recommendations in the Fix Preview.

FIX PREVIEW

Feedback is positive toward Stitch Fix Preview. Respondents who used it self-report buying more items from their fix than respondents who did not use it.

ORDER ACCURACY

The majority of customers indicate that they tend to receive exactly what they order when they use Direct Buy.

SFIX SENTIMENT

Feedback remains positive/constructive toward Stitch Fix. NPS took a step back from highs set in July but remains within historical ranges and is a positive/strong score.

COMPETITIVE DYNAMICS

The percentage of respondents who shop Stitch Fix has been holding steady over the last 5 quarters.

NEW QUESTIONS THIS QUARTER

WHEN YOU SHOP STITCH FIX, WHY DO YOU TYPICALLY CHOOSE TO SHOP THERE INSTEAD OF GOING TO OTHER ONLINE STORES?

This question was posed to all respondents who use Stitch Fix.

"Convenient"

"I hate shopping"

"I like the creativity of their shoppers"

"I like the customized selections."

"I like the personal assistant."

"I like the selection that they have"

"I like the tailored advice and personalized picks."

"Like their clothing and they always have my size"

"I liked receiving different selections to choose from"

"I liked someone helping me pick things I might not have done myself"

"I liked the style and price"

"I love the varieties"

"i'm lazy"

"It's because it's more convenient"

"It's cheap and reasonable"

"It's cool"

"Like being able to try the clothes on before buying them"

"Personal shopper experience"

"The convenience"

"The styling is helpful"

"They have a variety of clothes and accessories to choose from and their products are of great value."

"They have breadth of clothing selection"

"They have the kind of clothes I'm looking for"

"They have what I want in my size"

"They offer wonderful variety and value"

"They provide outfit ideas for you with an item"

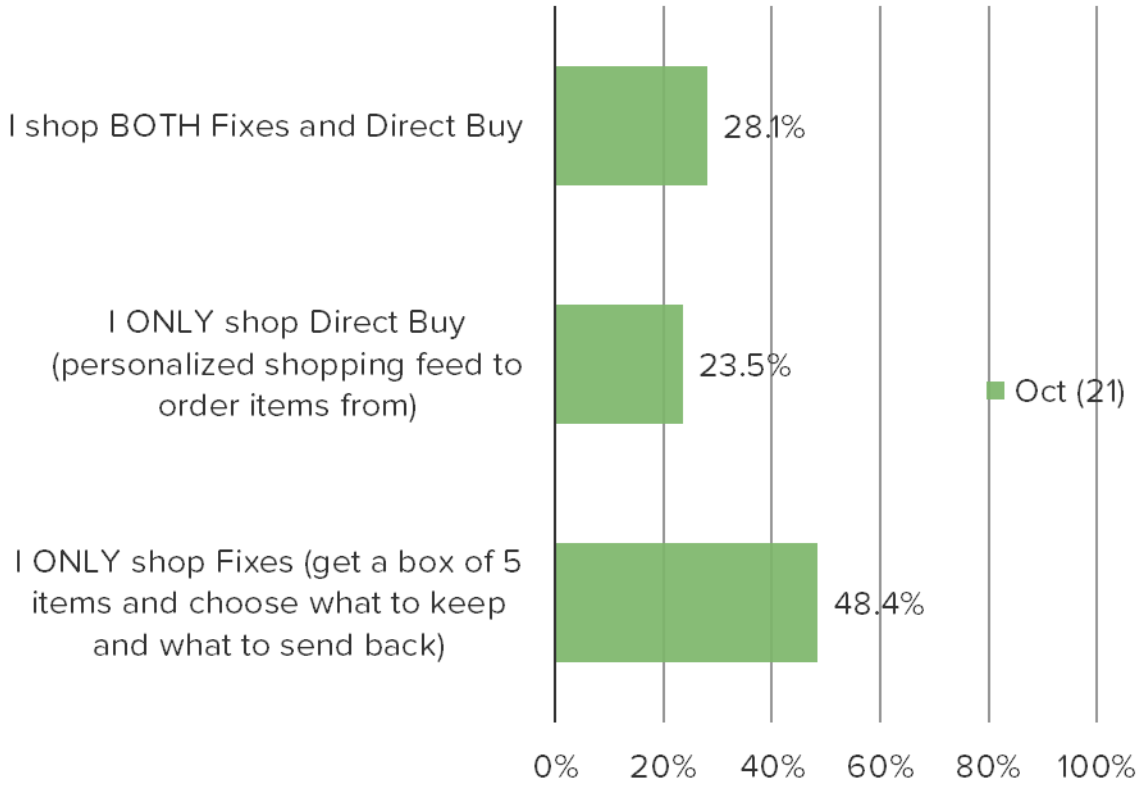
"Unique"

"Unique variety of clothing"

N = 154

HOW DO YOU SHOP STITCH FIX?

This question was posed to all respondents who use Stitch Fix.



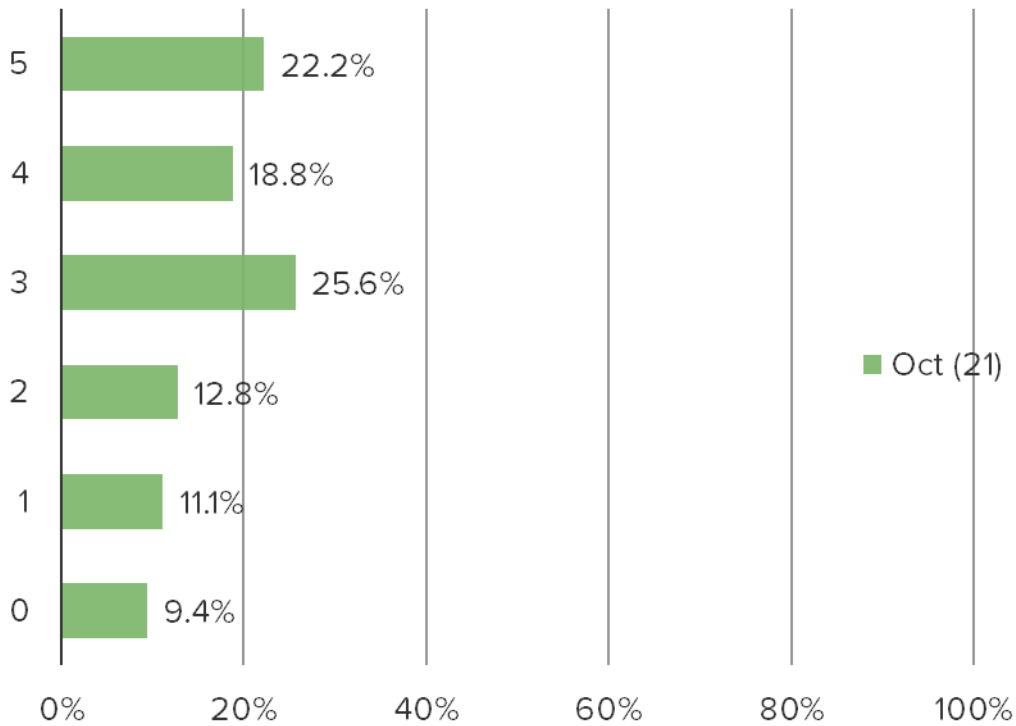
N = 153

Online Personal Styling

Audience: 1,500 US Consumers
Date: October 2021

THINKING ABOUT THE MOST RECENT STITCH FIX BOX YOU ORDERED, HOW MANY OF THE ITEMS FROM THE BOX DID YOU KEEP?

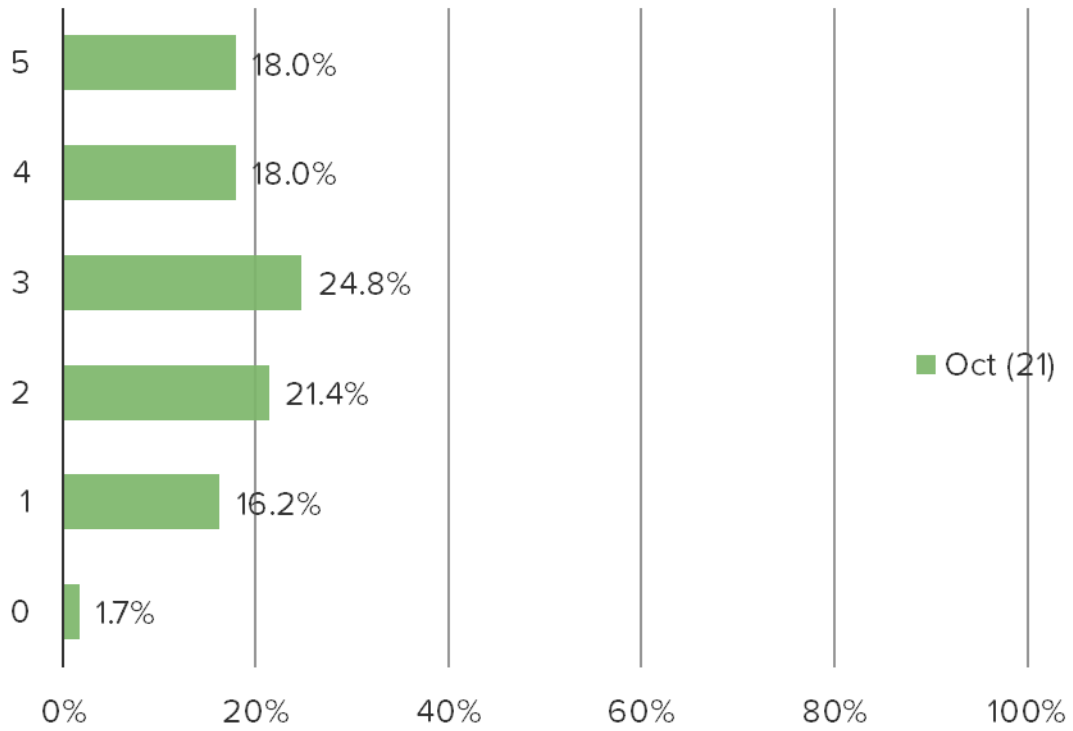
This question was posed to Stitch Fix customers who shop fixes.



N = 117

IN AN AVERAGE STITCH FIX BOX, HOW MANY ITEMS DO YOU TYPICALLY KEEP?

This question was posed to Stitch Fix customers who shop fixes.



N = 117

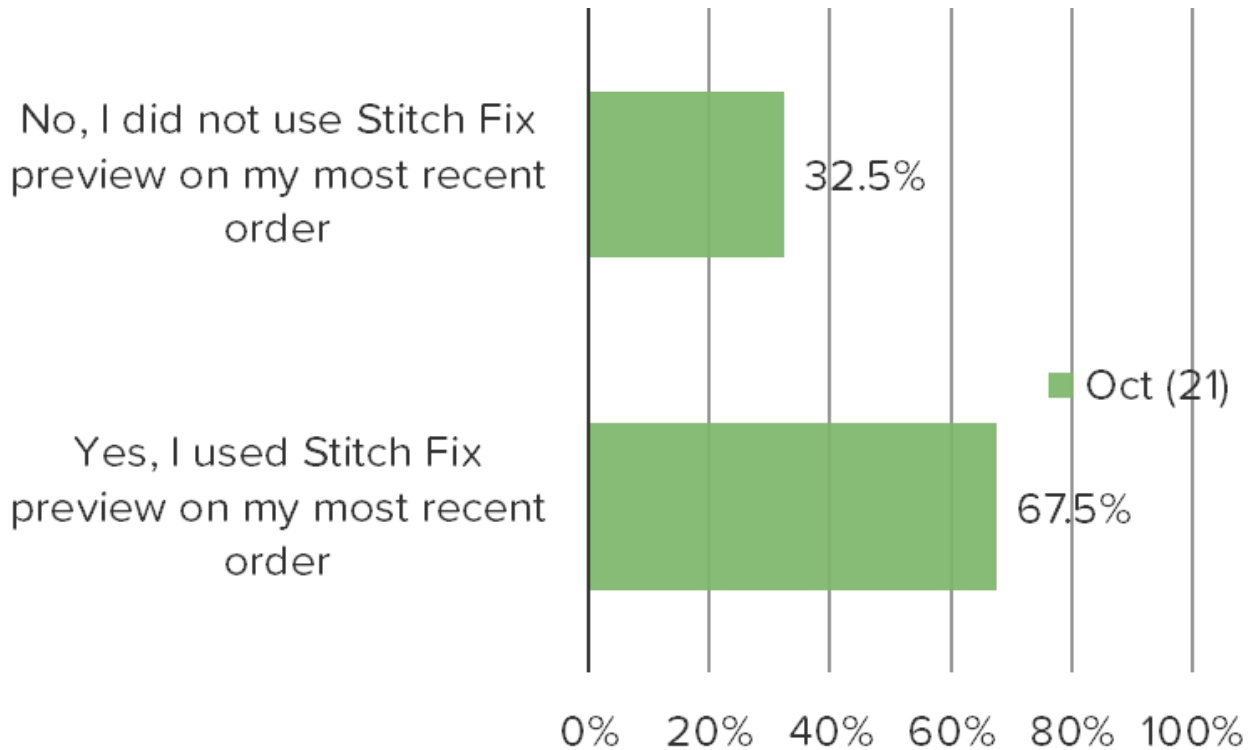
Online Personal Styling

Audience: 1,500 US Consumers

Date: October 2021

THINKING ABOUT YOUR MOST RECENT STITCH FIX BOX THAT YOU ORDERED, DID YOU USE FIX PREVIEW BEFORE GETTING THE BOX? FIX PREVIEW IS A FEATURE THAT ALLOWS CUSTOMERS TO SELECT OR REJECT PROPOSED ITEMS BEFORE THEY ARE SENT TO YOU AS PART OF YOUR 5 ITEM FIX BOX.

This question was posed to Stitch Fix customers who shop fixes.



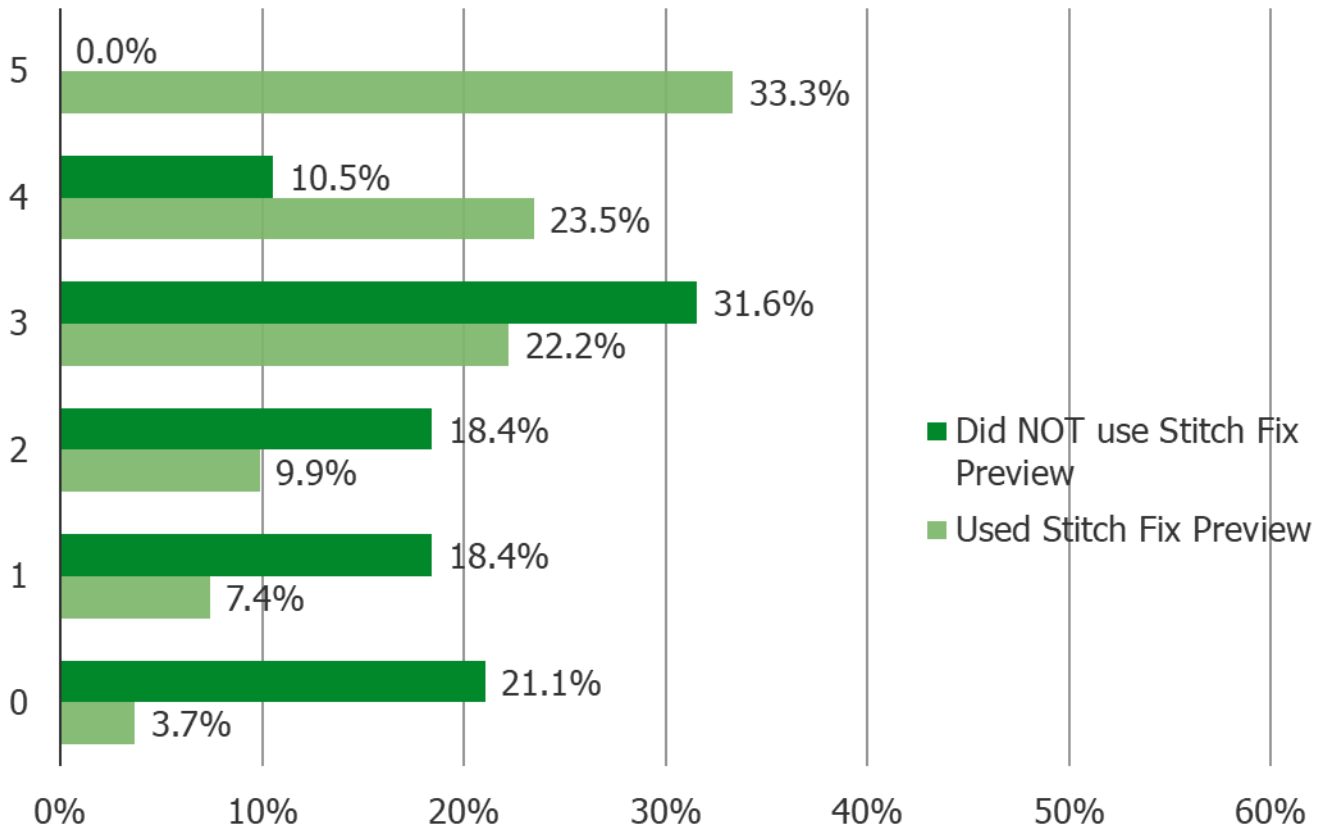
N = 117

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This question was posed to Stitch Fix customers who shop fixes.



Did NOT use Stitch Fix Preview: N = 38

Used Stitch Fix Preview: N = 81

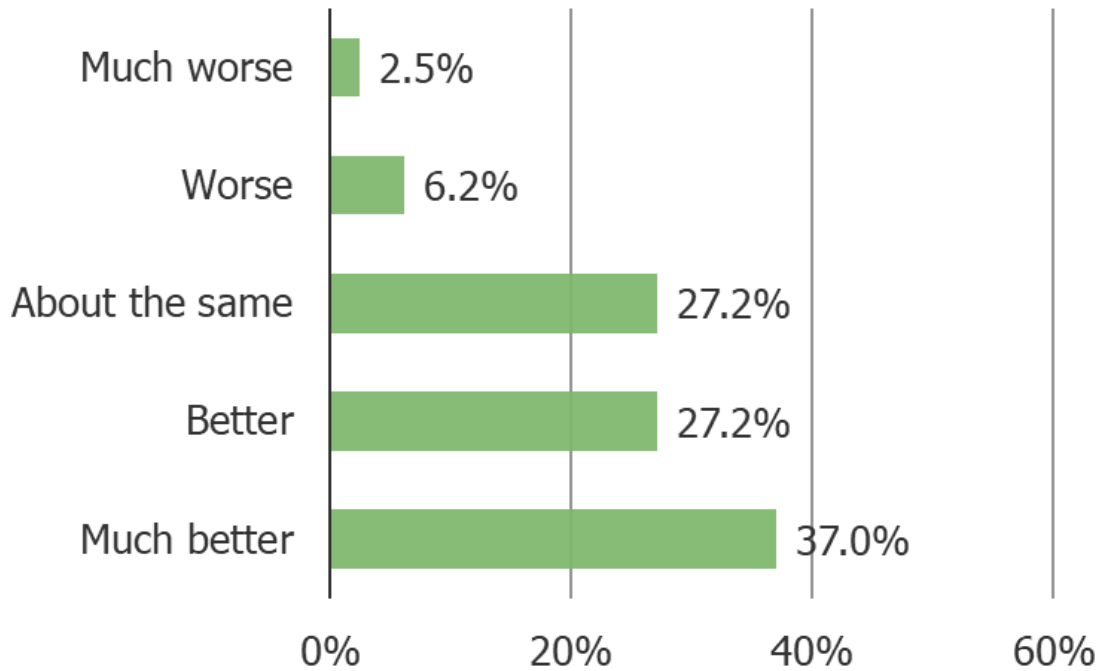
Online Personal Styling

Audience: 1,500 US Consumers

Date: October 2021

WERE THE RECOMMENDATIONS IN THE FIX PREVIEW BETTER OR WORSE THAN THE ITEMS YOU WOULD TYPICALLY RECEIVE IN A FIX WITHOUT PREVIEW?

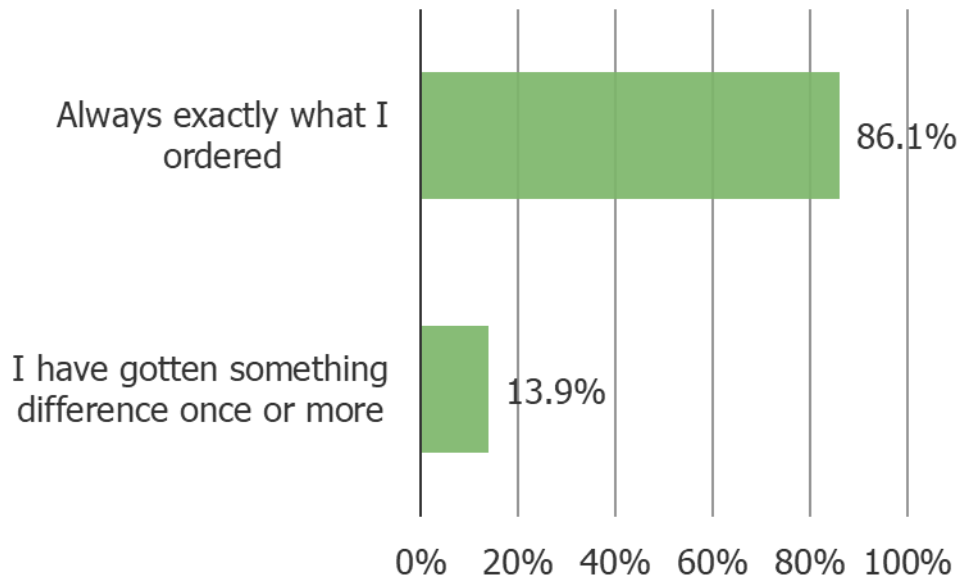
This question was posed to Stitch Fix customers who shop fixes and used preview.



N = 81

WHEN YOU ORDER THROUGH DIRECT BUY, DO YOU ALWAYS GET THE EXACT ITEM YOU ORDERED OR HAVE YOU HAD INSTANCES IN WHICH YOU HAVE GOTTEN SOMETHING SLIGHTLY OR ENTIRELY DIFFERENT?

This question was posed to Stitch Fix customers who shop Direct Buy.

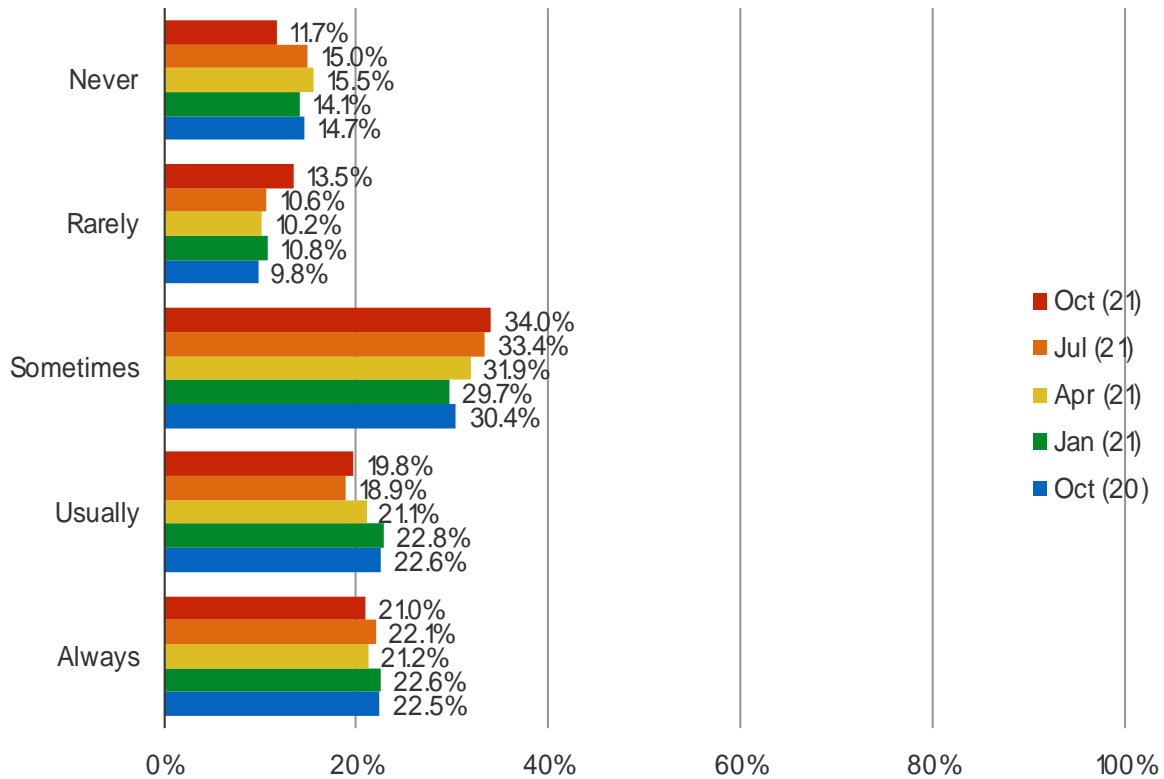


N = 79

STITCH FIX DEEP DIVE

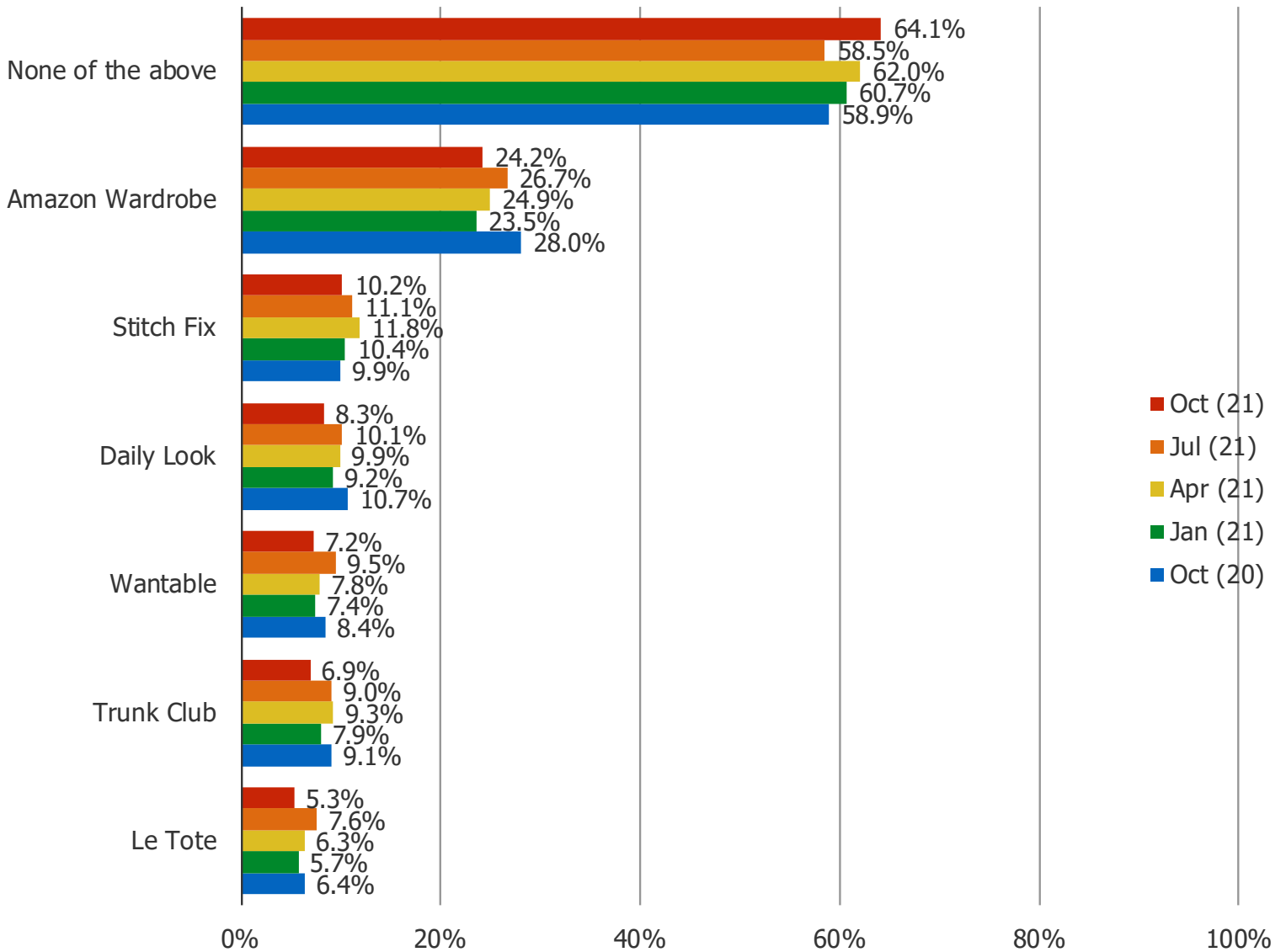
WHEN SHOPPING FOR CLOTHES ONLINE, HOW OFTEN DO YOU CHECK TO SEE IF A PRODUCT YOU LIKE IS AVAILABLE FOR CHEAPER ON OTHER WEBSITES/APPS?

Posed to all respondents.



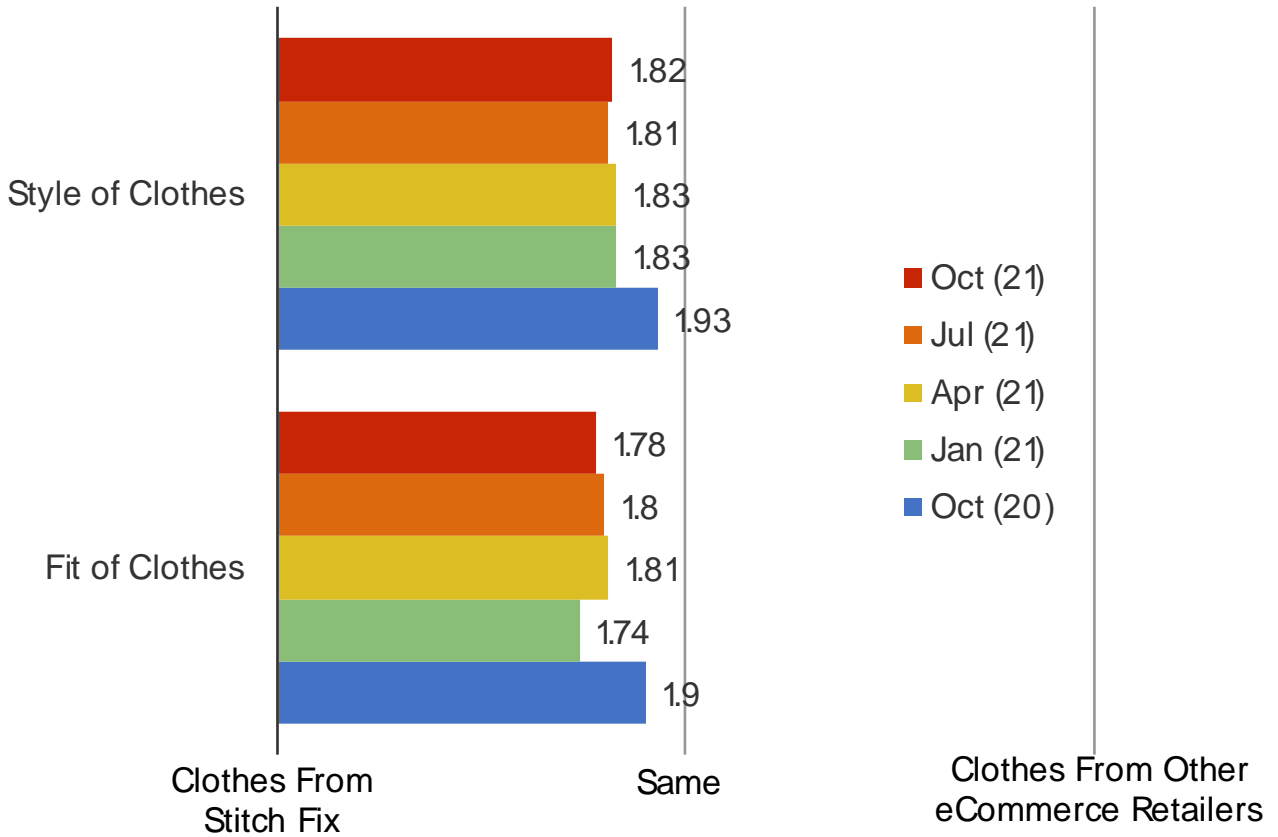
HAVE YOU EVER MADE PURCHASES FROM ANY OF THE FOLLOWING? (SELECT ALL THAT APPLY)

Posed to all respondents.



WHICH DO YOU LIKE BETTER WHEN IT COMES TO:

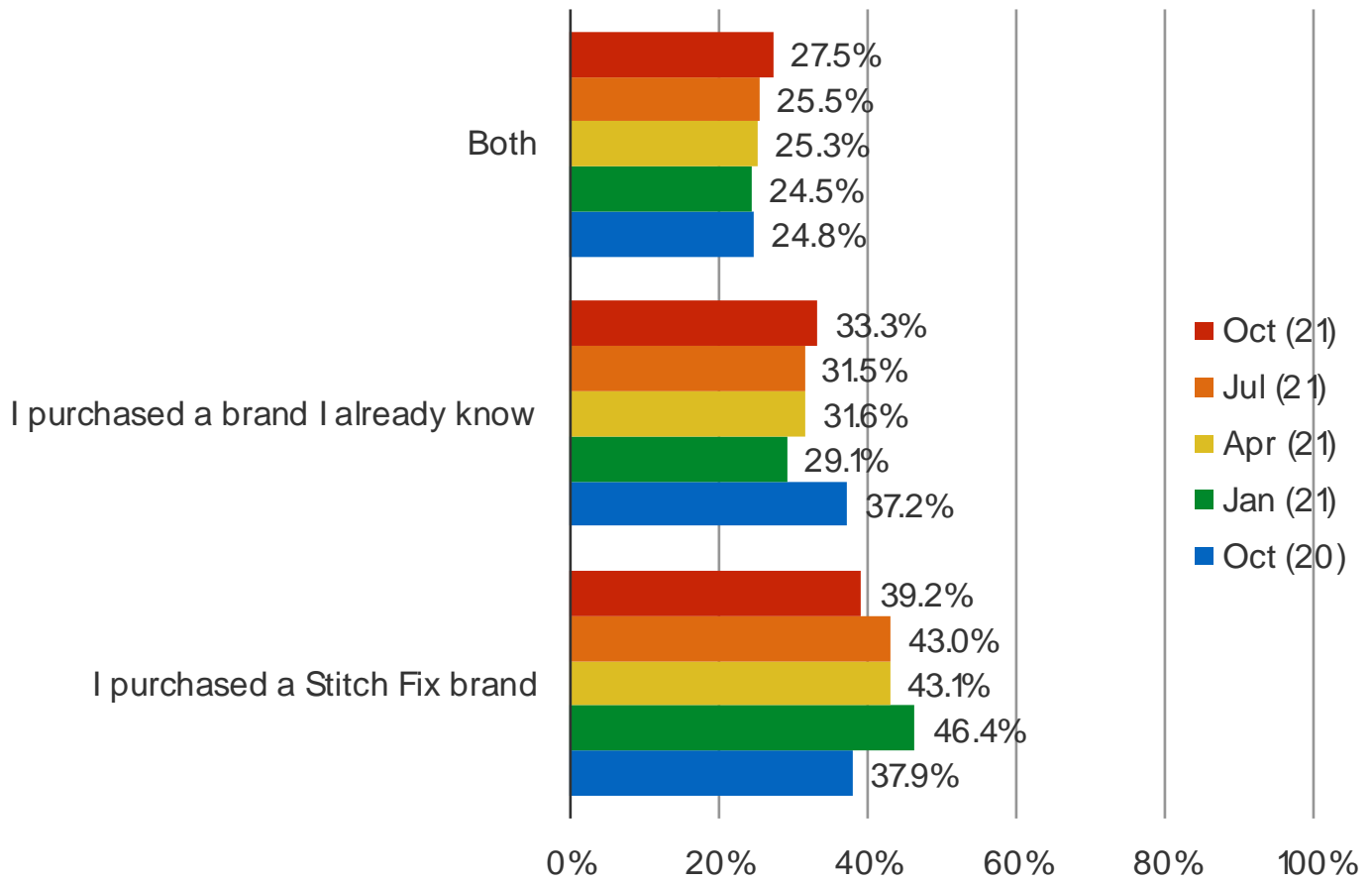
Posed to respondents who have purchased from Stitch Fix.



N = 153

WHEN YOU PURCHASED FROM STITCH FIX, DID YOU PURCHASE A STITCH FIX BRAND OR A BRAND YOU ALREADY KNEW?

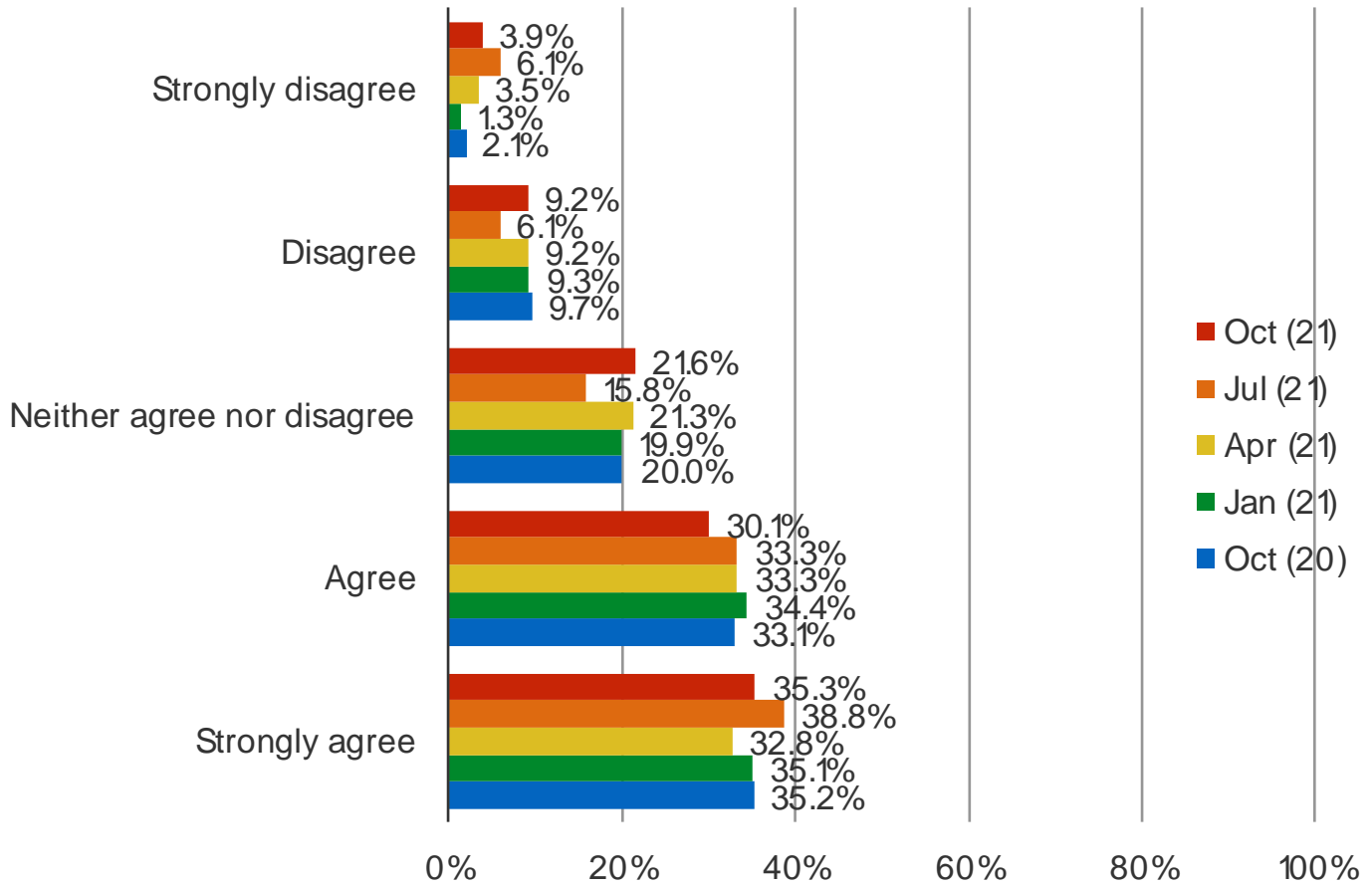
Posed to respondents who have purchased from Stitch Fix.



N = 153

HOW MUCH DO YOU AGREE WITH THE FOLLOWING: "STITCH FIX KNOWS MY STYLE WELL"

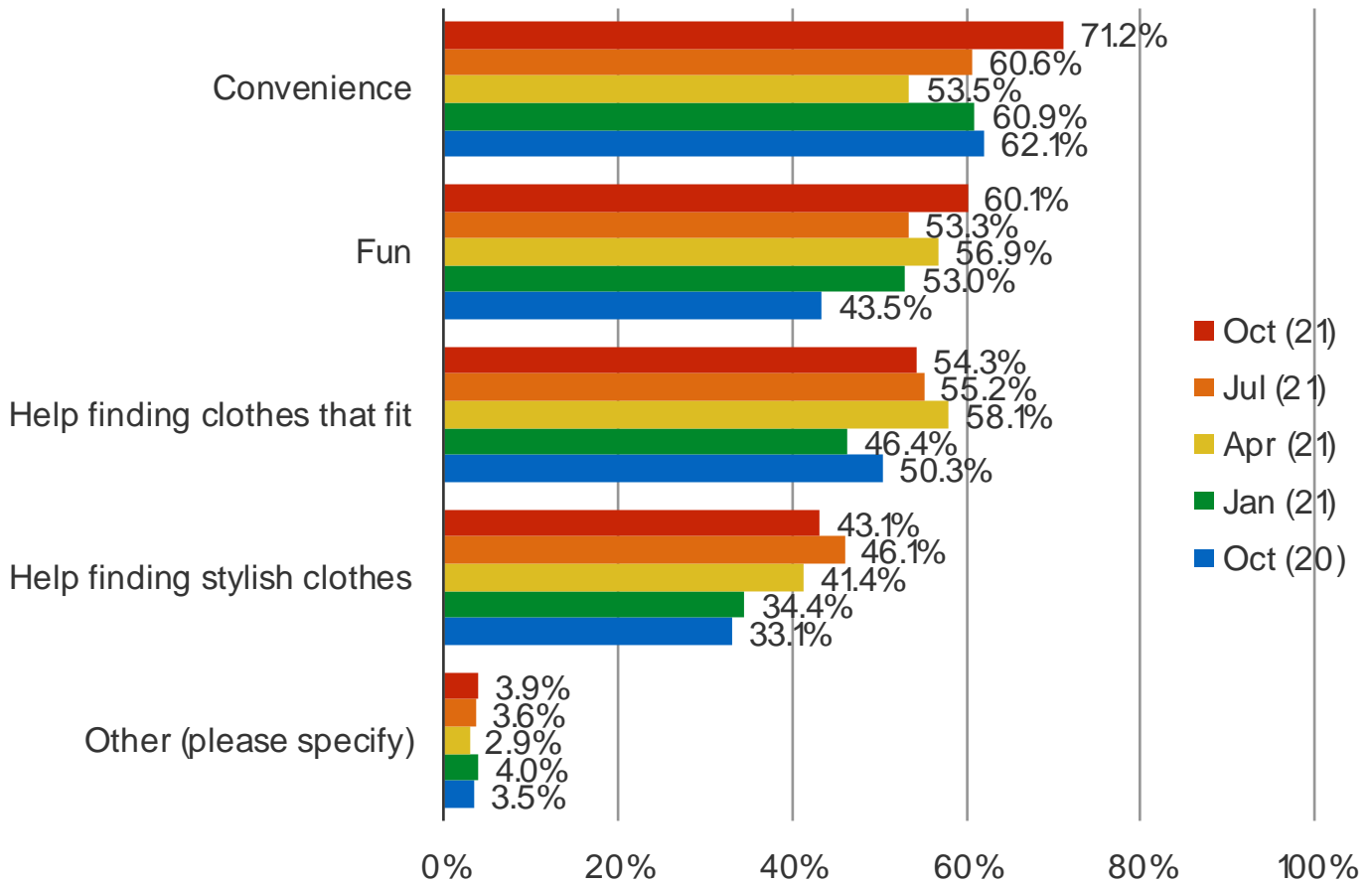
Posed to respondents who have purchased from Stitch Fix.



N = 153

WHY DO YOU USE STITCH FIX? (SELECT ALL THAT APPLY)

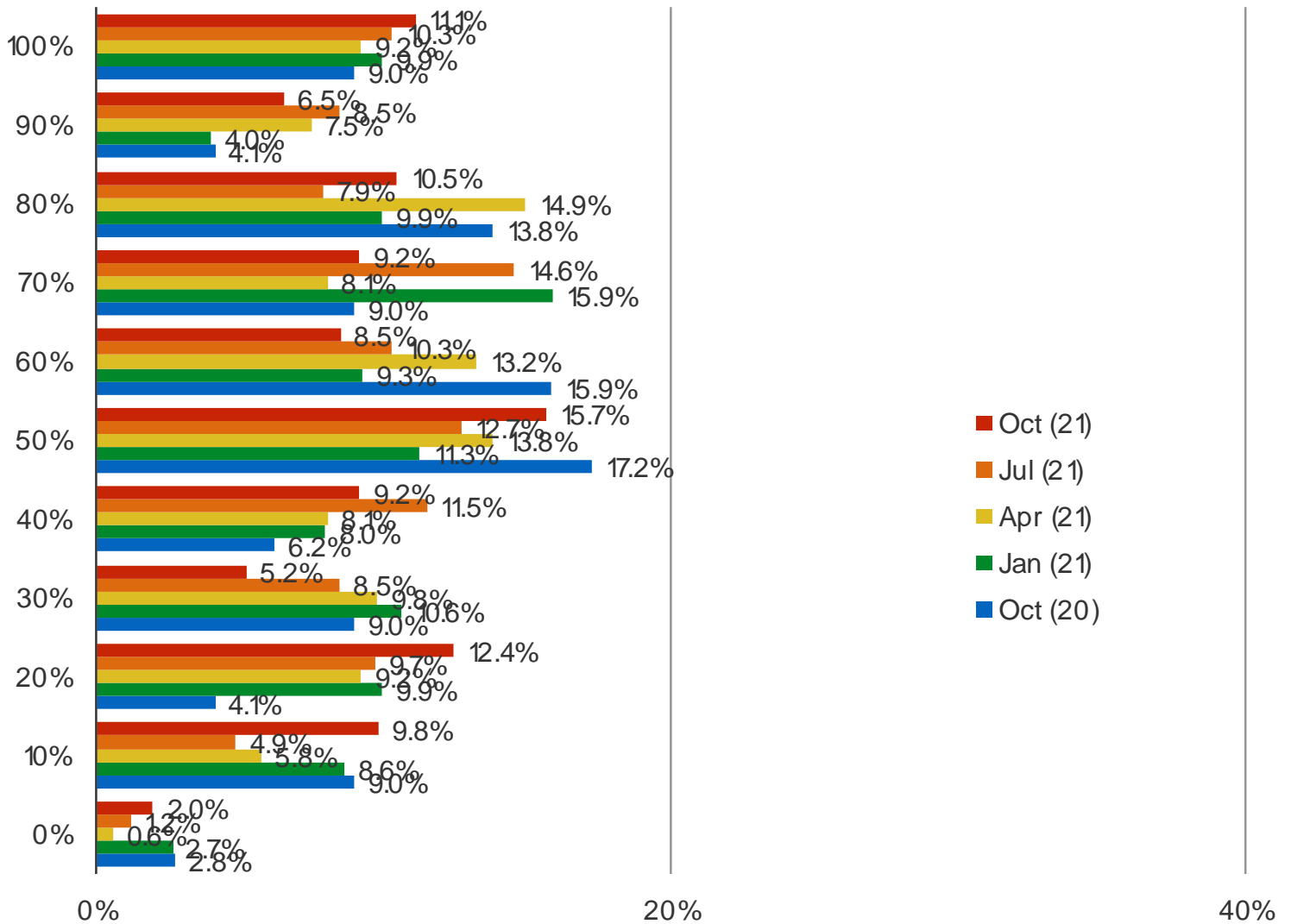
Posed to all respondents who use Stitch Fix.



N = 153

WHAT PERCENTAGE OF ITEMS IN YOUR "FIX" DO YOU TYPICALLY PURCHASE?

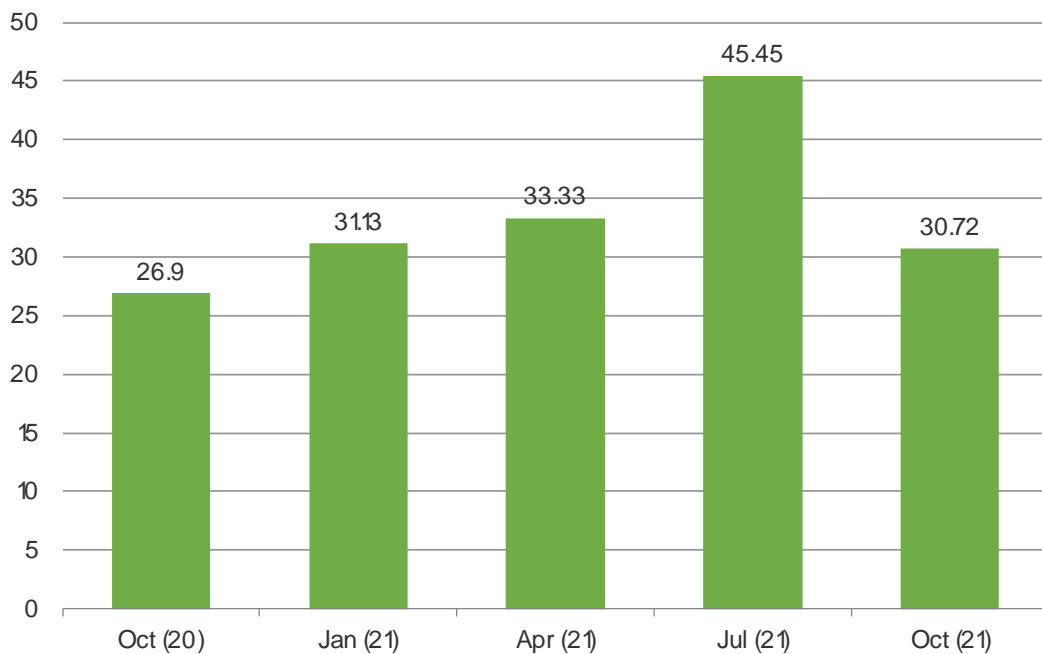
Posed to respondents who have purchased from Stitch Fix.



N = 153

HOW LIKELY IS IT THAT YOU WOULD RECOMMEND STITCH FIX TO A FRIEND OR COLLEAGUE?

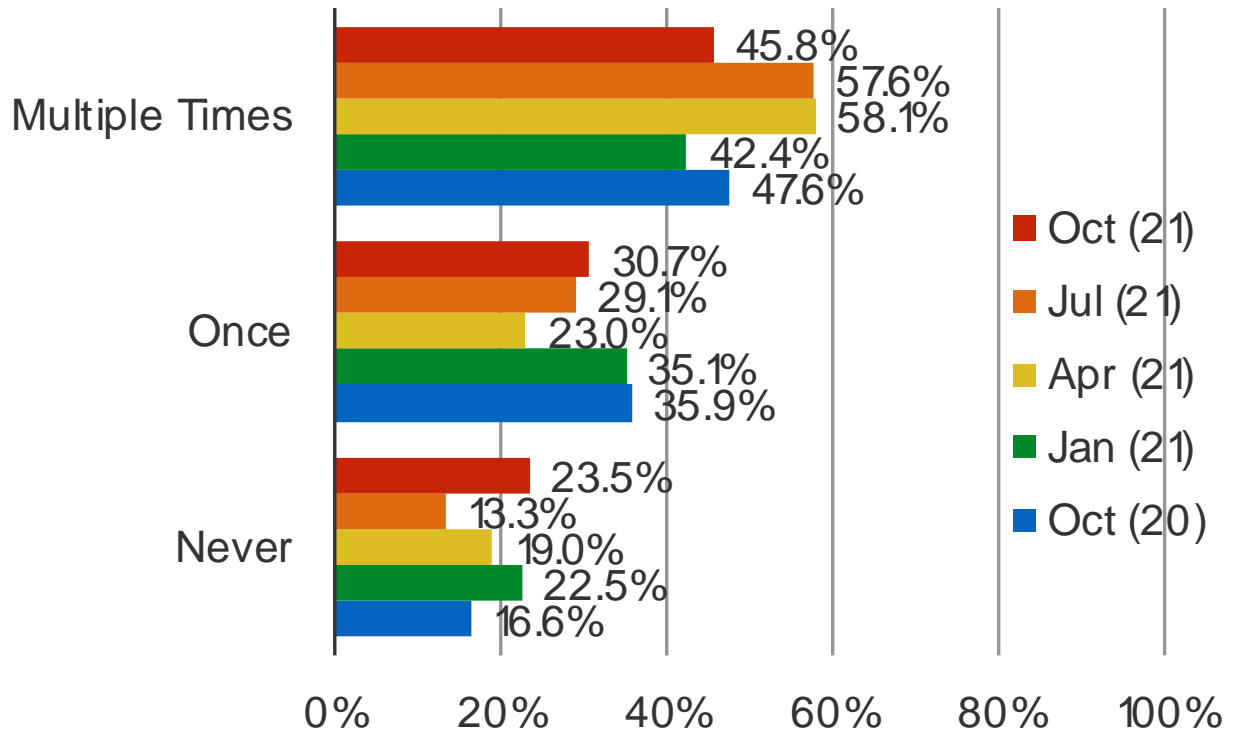
Posed to respondents who have purchased from Stitch Fix.



N = 153

HAVE YOU EVER PURCHASED CLOTHING AFTER SEEING IT IN AN AD ON INSTAGRAM, FACEBOOK, OR PINTEREST?

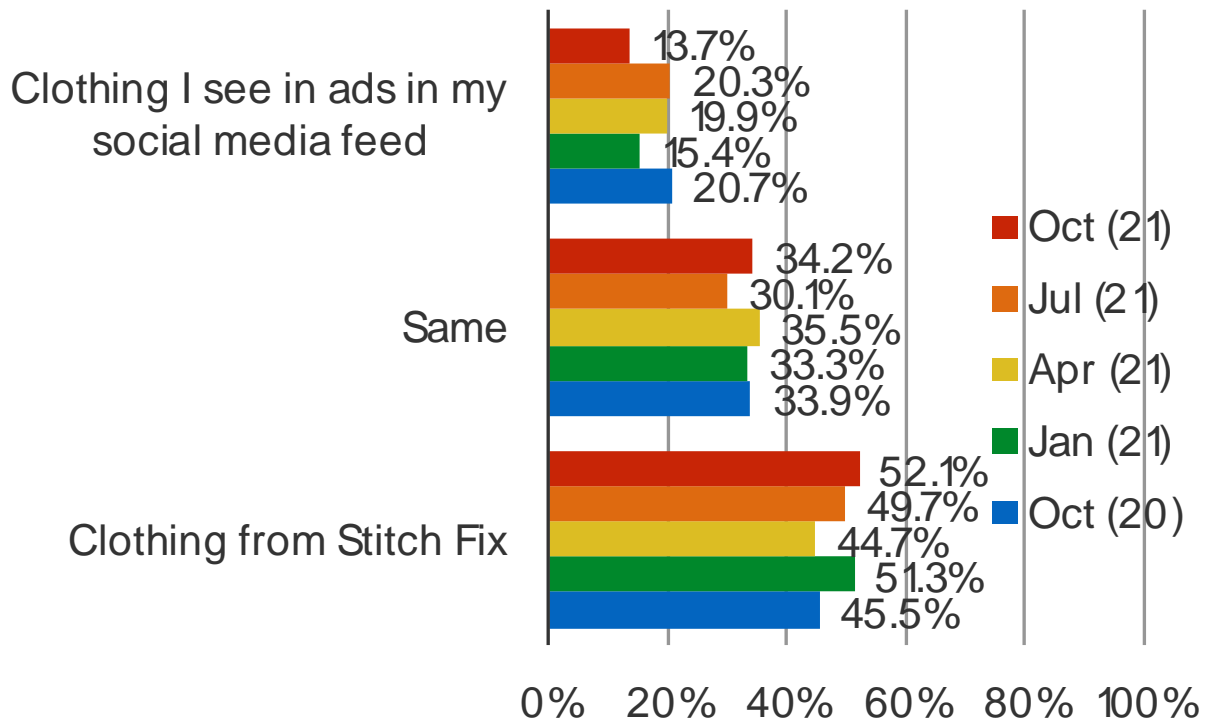
Posed to respondents who have purchased from Stitch Fix.



N = 153

WHICH STYLE OF CLOTHING DO YOU PREFER?

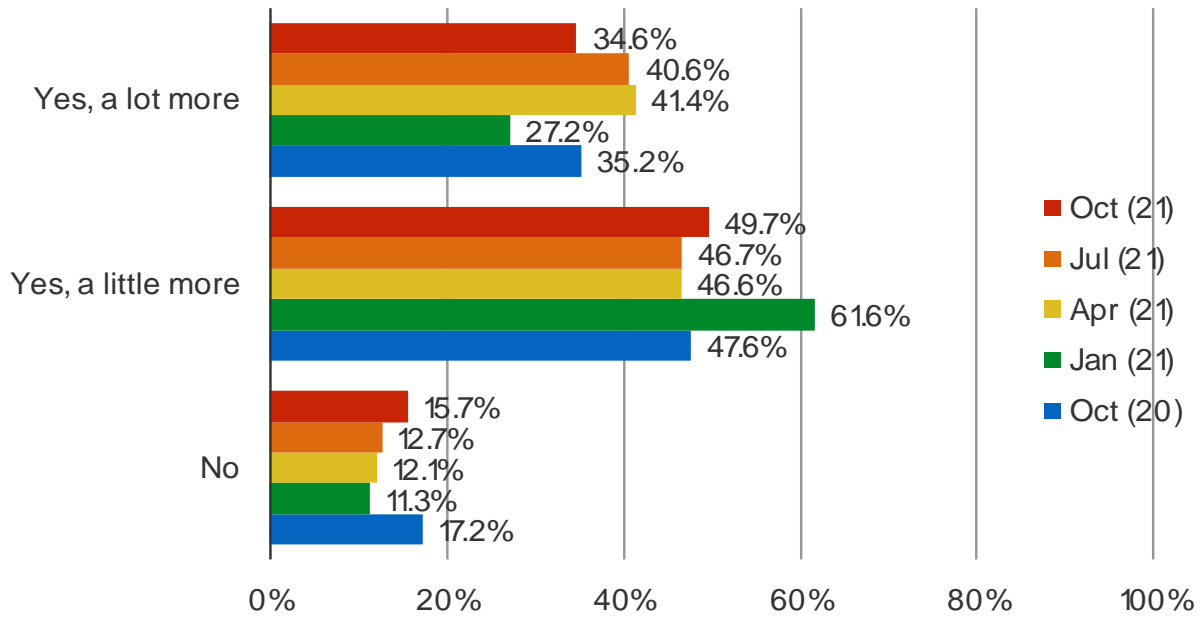
Posed to respondents who have purchased from Stitch Fix who have purchased clothing after seeing it in an ad on Instagram, Facebook, Pinterest, etc.



N = 117

WOULD YOU PURCHASE MORE FROM STITCH FIX IF YOU COULD CHOOSE THE CLOTHES THAT WENT INTO YOUR "BOX"?

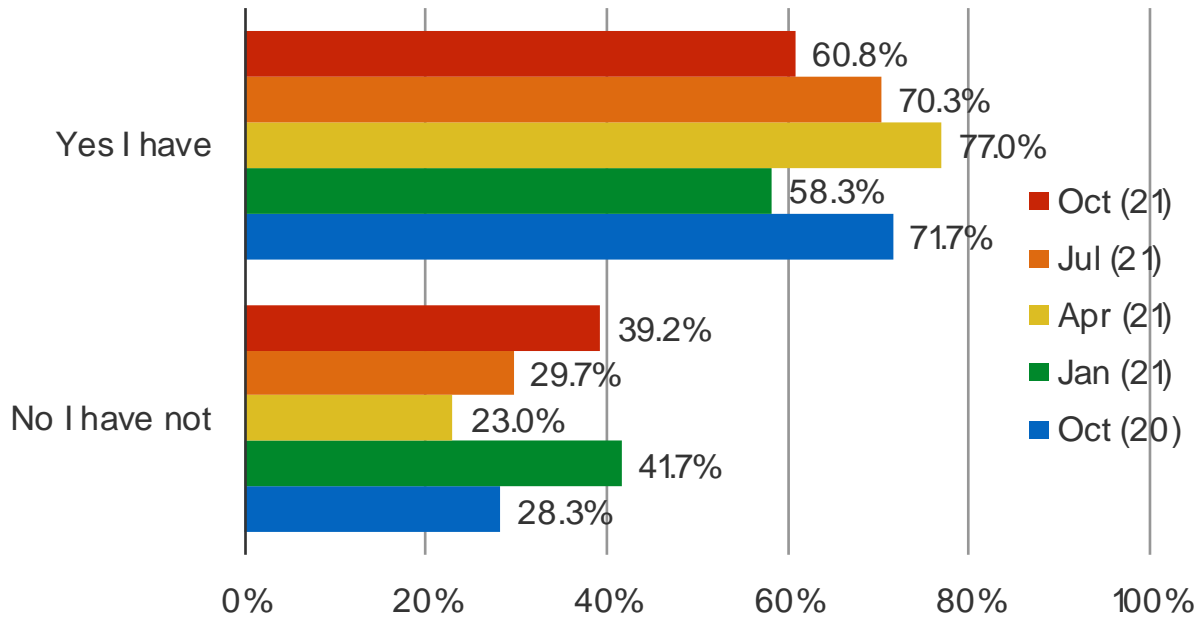
Posed to respondents who have purchased from Stitch Fix.



N = 153

HAVE YOU TRIED STITCH FIX'S "SHOP YOUR LOOK" OR "TRENDING FOR YOU" FEATURES?

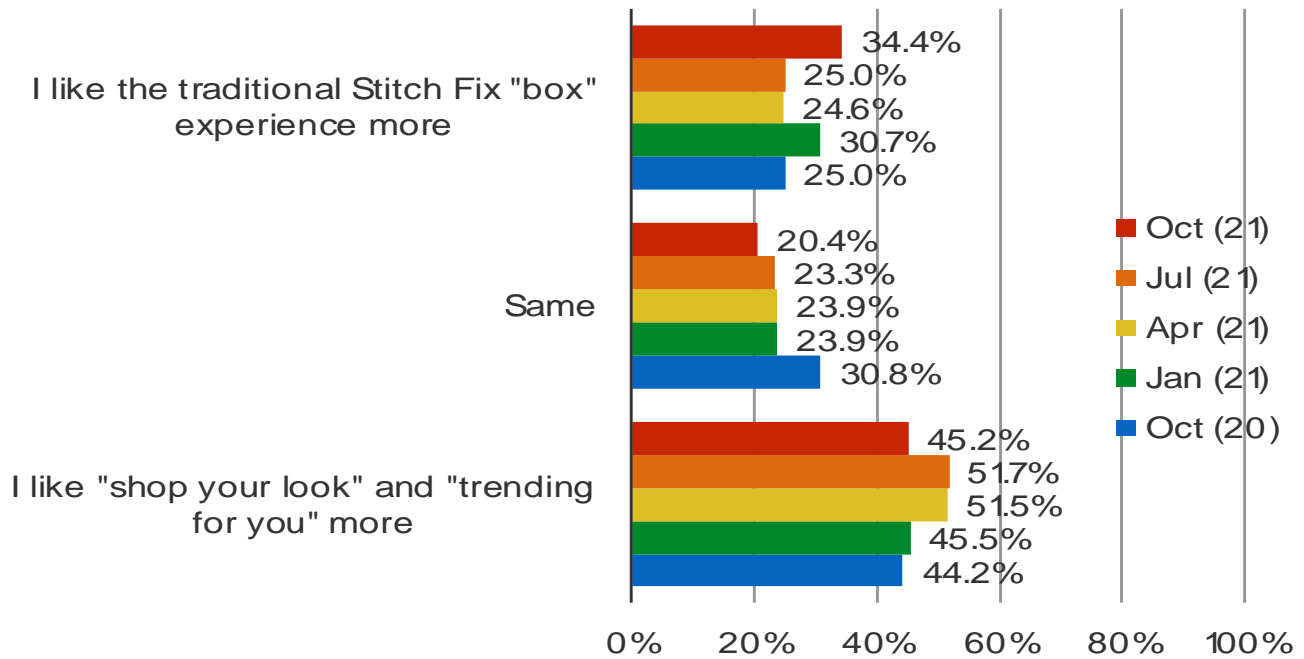
Posed to respondents who have purchased from Stitch Fix.



N = 153

DO YOU LIKE THIS EXPERIENCE MORE OR LESS THAN THE TRADITIONAL STITCH FIX "BOX" EXPERIENCE WHERE A STYLIST SELECTS CLOTHES FOR YOU?

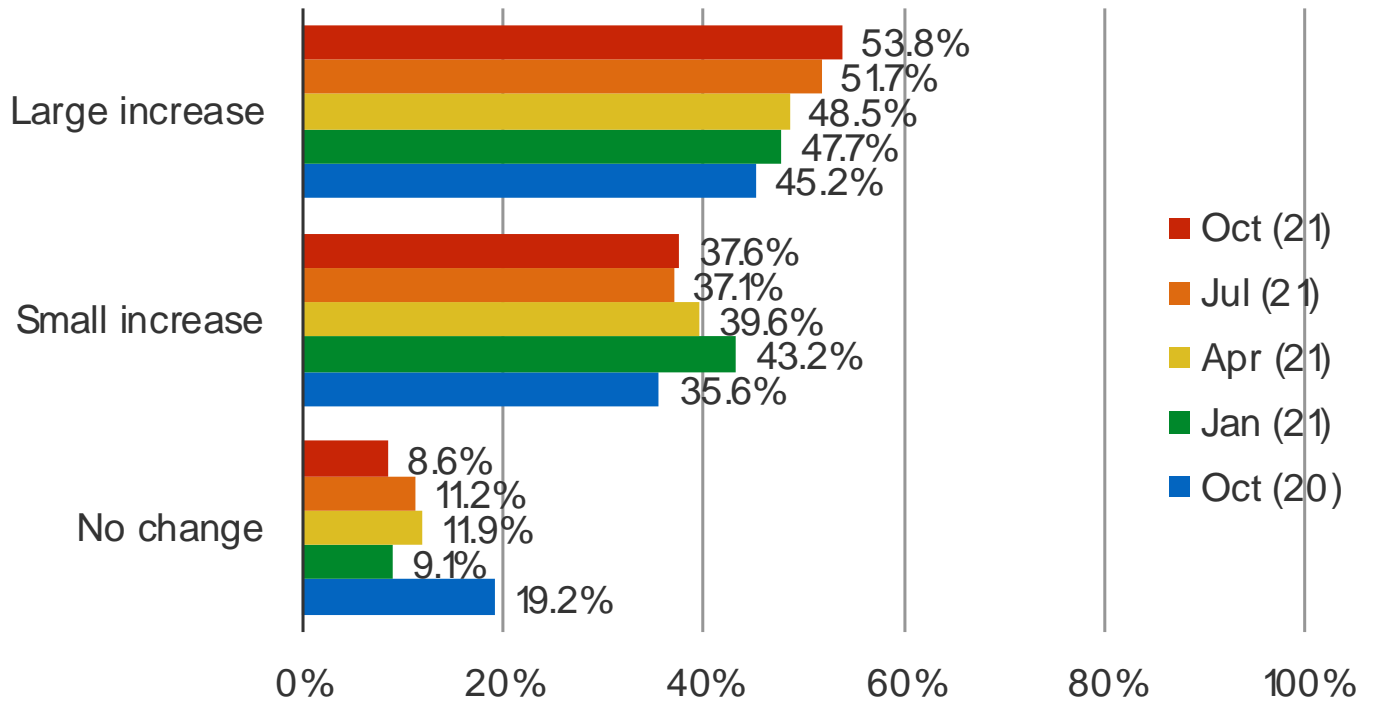
Posed to respondents who have purchased from Stitch Fix who have tried "Shop Your Look".



N = 93

WILL YOU PURCHASE MORE CLOTHES FROM STITCH FIX AFTER USING THESE FEATURES?

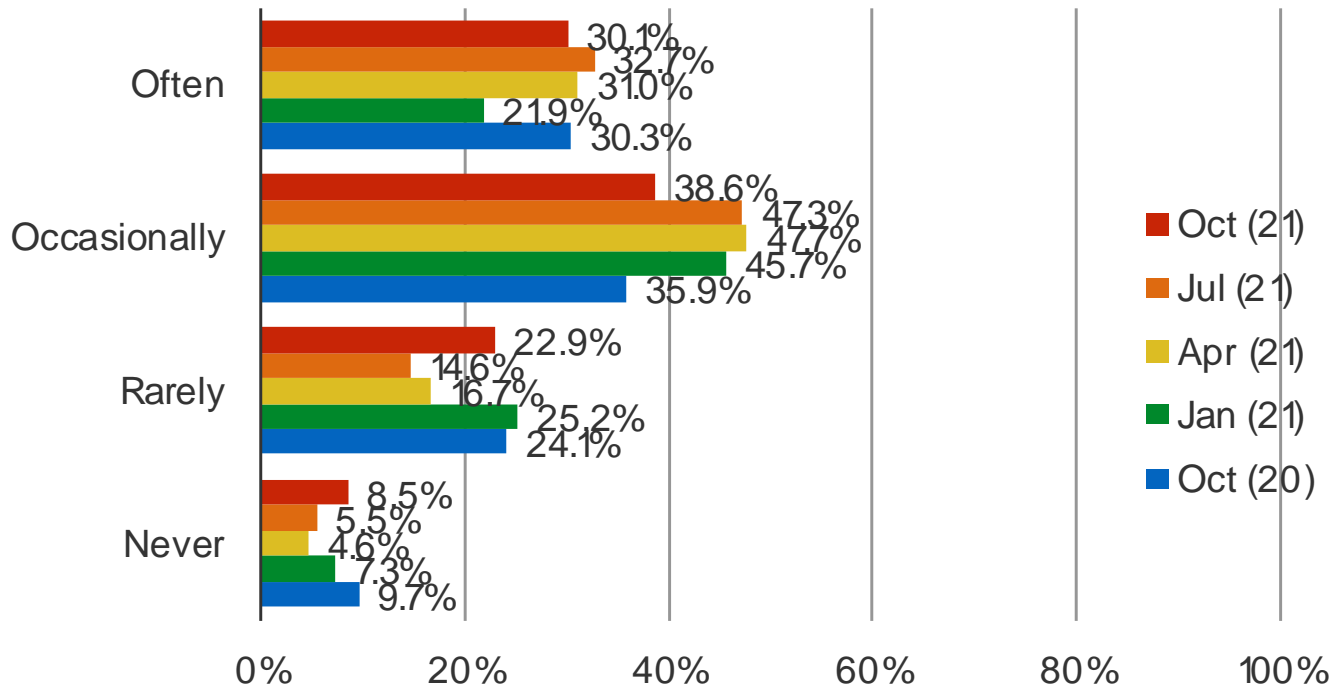
Posed to respondents who have purchased from Stitch Fix who have tried "Shop Your Look".



N = 93

HOW OFTEN DO YOU VISIT THE STITCH FIX APP?

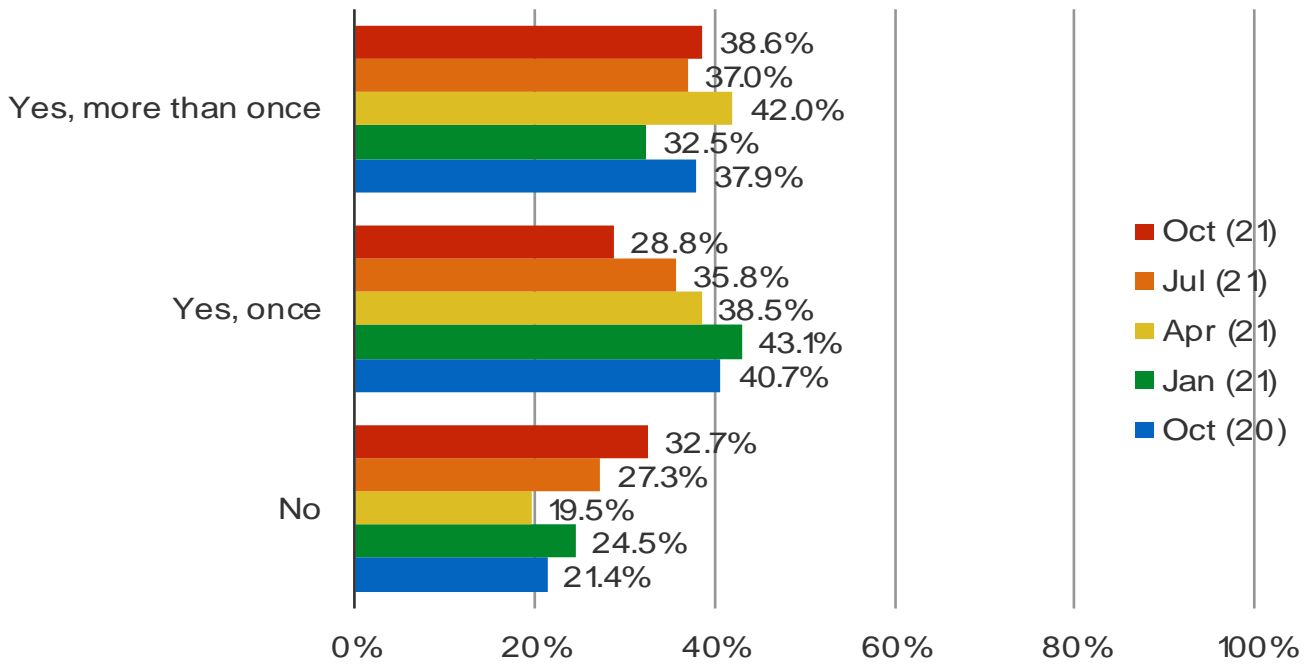
Posed to respondents who have purchased from Stitch Fix.



N = 153

HAVE YOU EVER USED STITCH FIX'S DIRECT BUY OPTION?

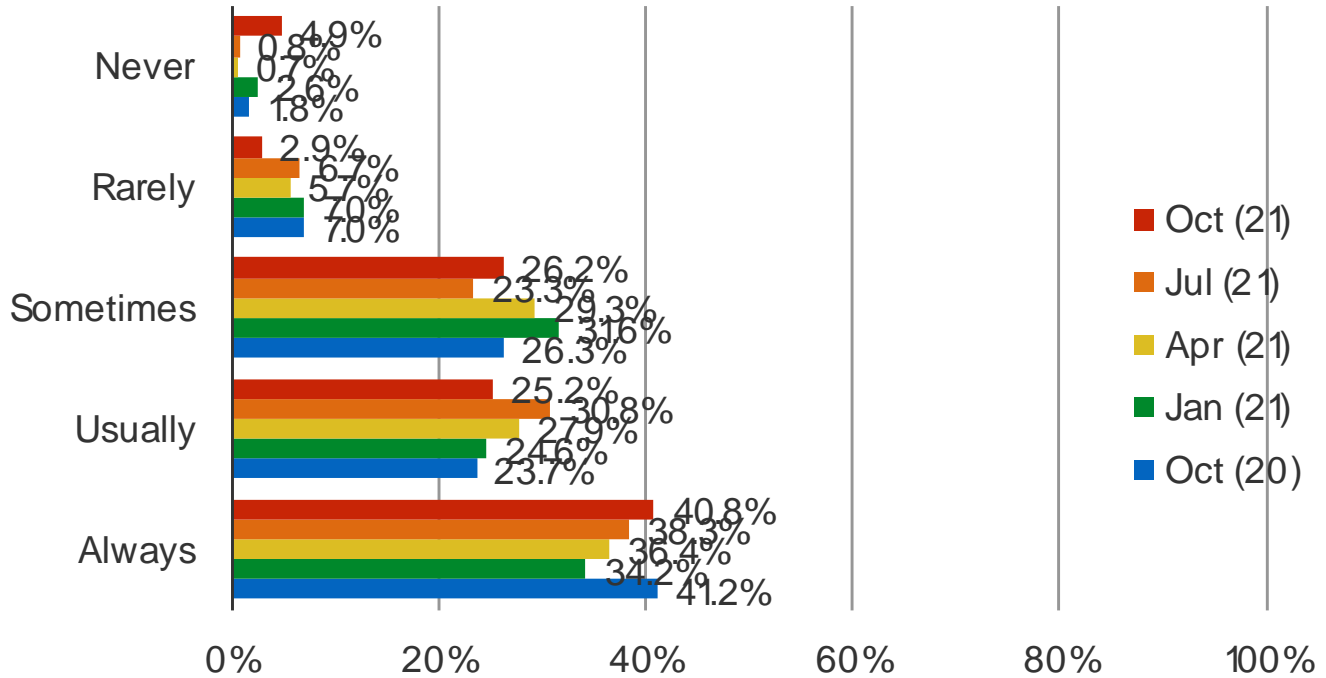
Posed to respondents who have purchased from Stitch Fix.



N = 153

WHEN YOU SEE SOMETHING YOU LIKE ON SHOP YOUR LOOKS, HOW OFTEN DO YOU CHECK TO SEE IF YOU CAN FIND THE ITEM FOR CHEAPER ON OTHER WEBSITES?

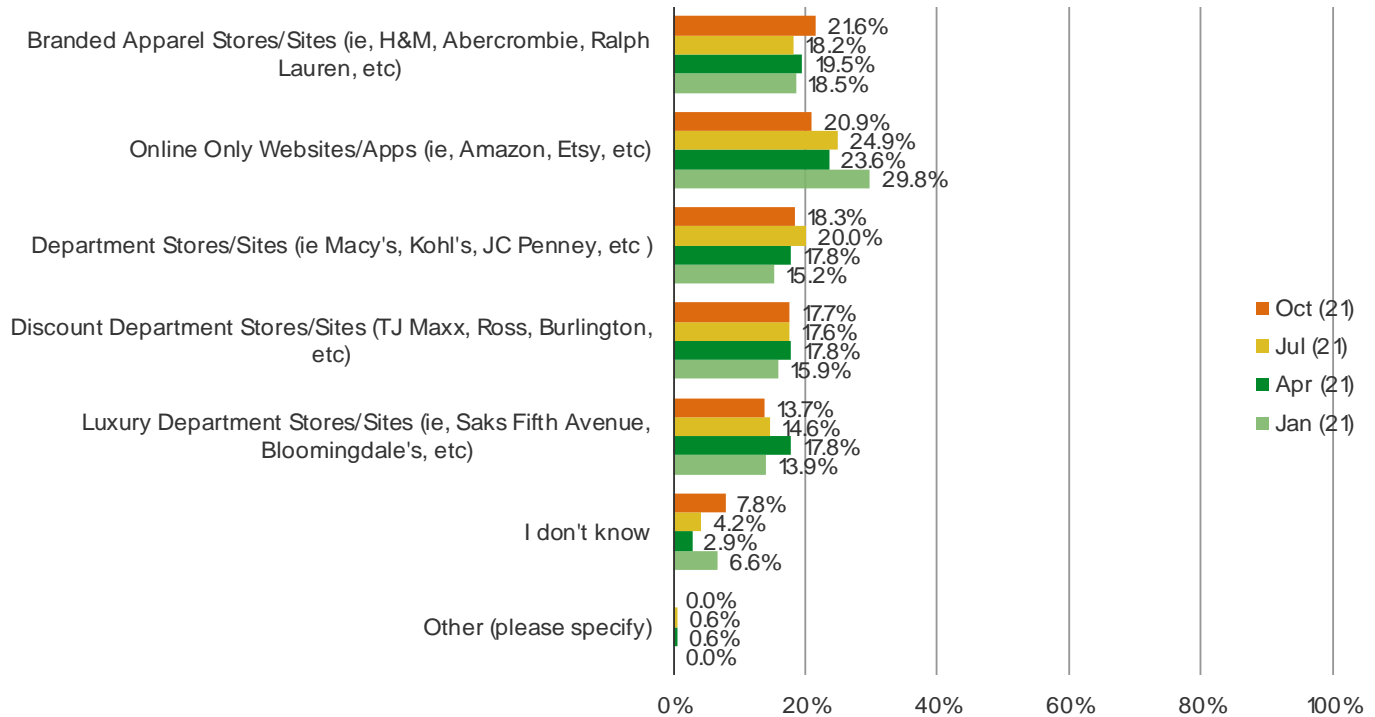
Posed to respondents who have purchased from Stitch Fix and have used the Direct Buy Option.



N = 103

WHEN YOU PURCHASE FIXES FROM STITCH FIX, WHAT IS THAT PURCHASE TYPICALLY REPLACING? IE - IF YOU DIDN'T BUY THOSE CLOTHES FROM STITCH FIX, WHERE WOULD YOU HAVE BEEN GOING TO GET THEM?

Posed to all respondents who use Stitch Fix.



WHEN YOU PURCHASE DIRECT BUYS FROM STITCH FIX, WHAT IS THAT PURCHASE TYPICALLY REPLACING? IE - IF YOU DIDN'T BUY THOSE CLOTHES FROM STITCH FIX, WHERE WOULD YOU HAVE BEEN GOING TO GET THEM?

Posed to all respondents who use Stitch Fix.

