



CHECK BREAKDOWN: SFIX

TREND CHECKS

CONSUMERS LIKE STITCH FIX BECAUSE OF CONVENIENCE AND VARIETY

Consumers of Stitch Fix point out that they like the convenience, product variety, and prices they find on the platform.

AWARENESS IS A KEY HEADWIND, BUT ALSO AN OPPORTUNITY

While some consumers blame costs/pricing or just not having interest in clothing or Stitch Fix as reasons for not being customers, the key headwind appears to simply be awareness. Only 14.2% of those who have not shopped Stitch Fix say they are aware of it AND are familiar with what the platform is. It seems obvious to say driving awareness higher will help acquiring customers, but it seems like it would be especially important in the case of Stitch Fix. To wit, non-customers who are actually familiar with Stitch Fix are considerably more likely to say they will try Stitch Fix in the next year relative to those who do not know much about it. With the percentage of consumers self-reporting using Stitch Fix being relatively low among the broader population (~10%) and mostly unchanged sequentially, driving awareness higher going forward will be important.

FIX PREVIEW – POSITIVE FEEDBACK

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 – CONSTRUCTIVE, BUT WORSE Q/Q

Customers by and large tend to receive exactly what they order when they use Direct Buy, but the percentage who don't increased somewhat q/q.

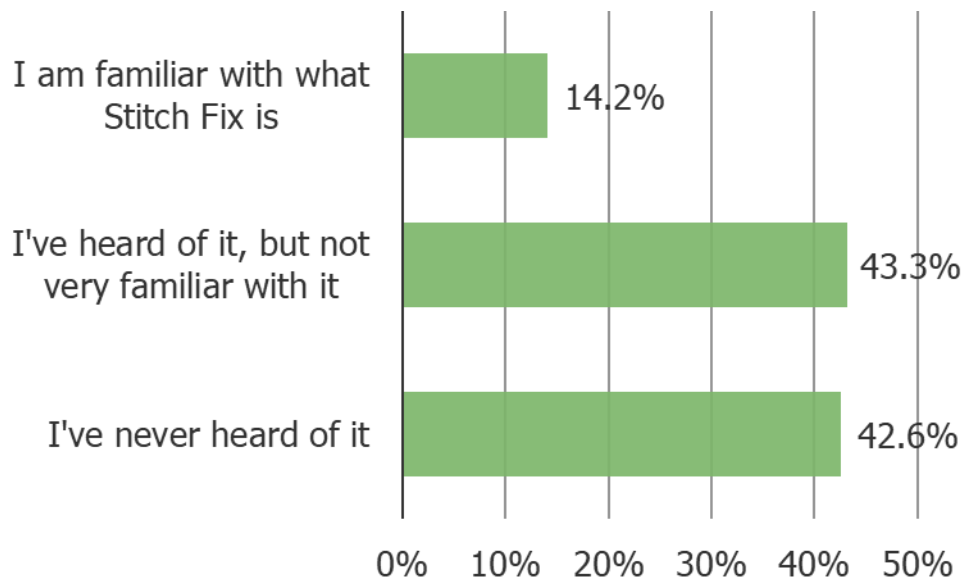
SFIX SENTIMENT – POSITIVE, IN-LINE WITH PRIOR QUARTERS

Stitch Fix's NPS is tracking relatively flat q/q and about in-line with historical in our tracker. Consumers continue to think that Stitch Fix knows their style well.

STITCH FIX SHOPPING DYNAMICS

HAVE YOU HEARD OF STITCH FIX?

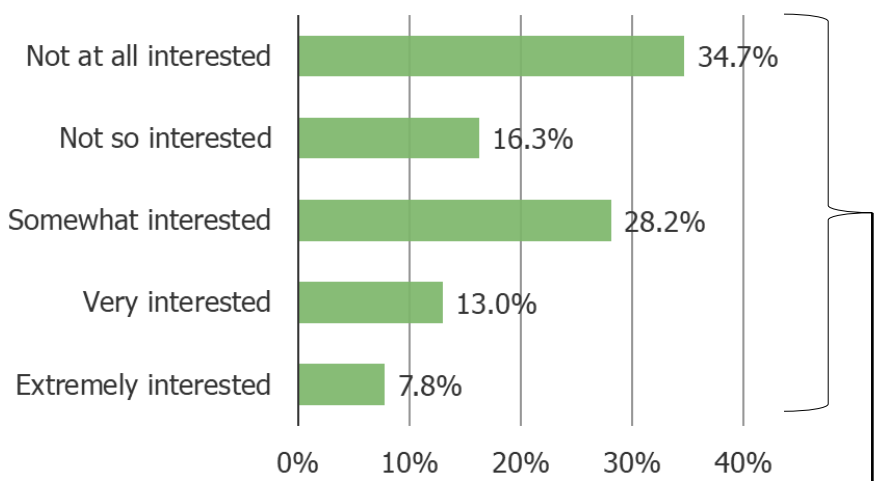
This question was posed to respondents who have never shopped SFIX.



N = 1371

STITCH FIX IS AN ONLINE PERSONAL STYLING SERVICE FOR CLOTHING ITEMS. CUSTOMERS TAKE A PERSONAL STYLE QUIZ AND CAN EITHER HAVE A BOX OF ITEMS SHIPPED TO THEIR HOME TO TRY ON OR THEY CAN VIEW THE SUGGESTIONS ONLINE AND BUY THEM INSTANTLY. HOW INTERESTED WOULD YOU BE IN USING THIS TYPE OF SERVICE TO BUY CLOTHING ITEMS?

This question was posed to respondents who have never shopped SFIX AND those who have either never heard of it OR have heard of it but aren't familiar with what it is.



N = 1178

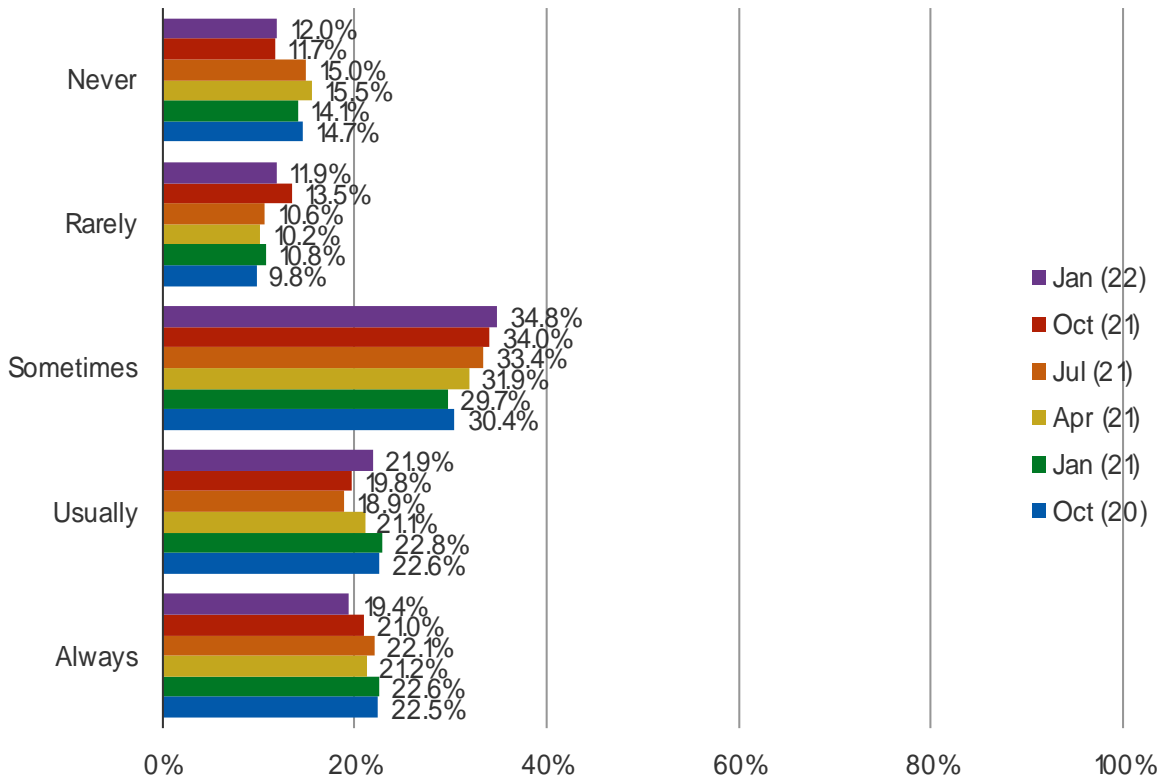
Why?



STITCH FIX DEEP DIVE

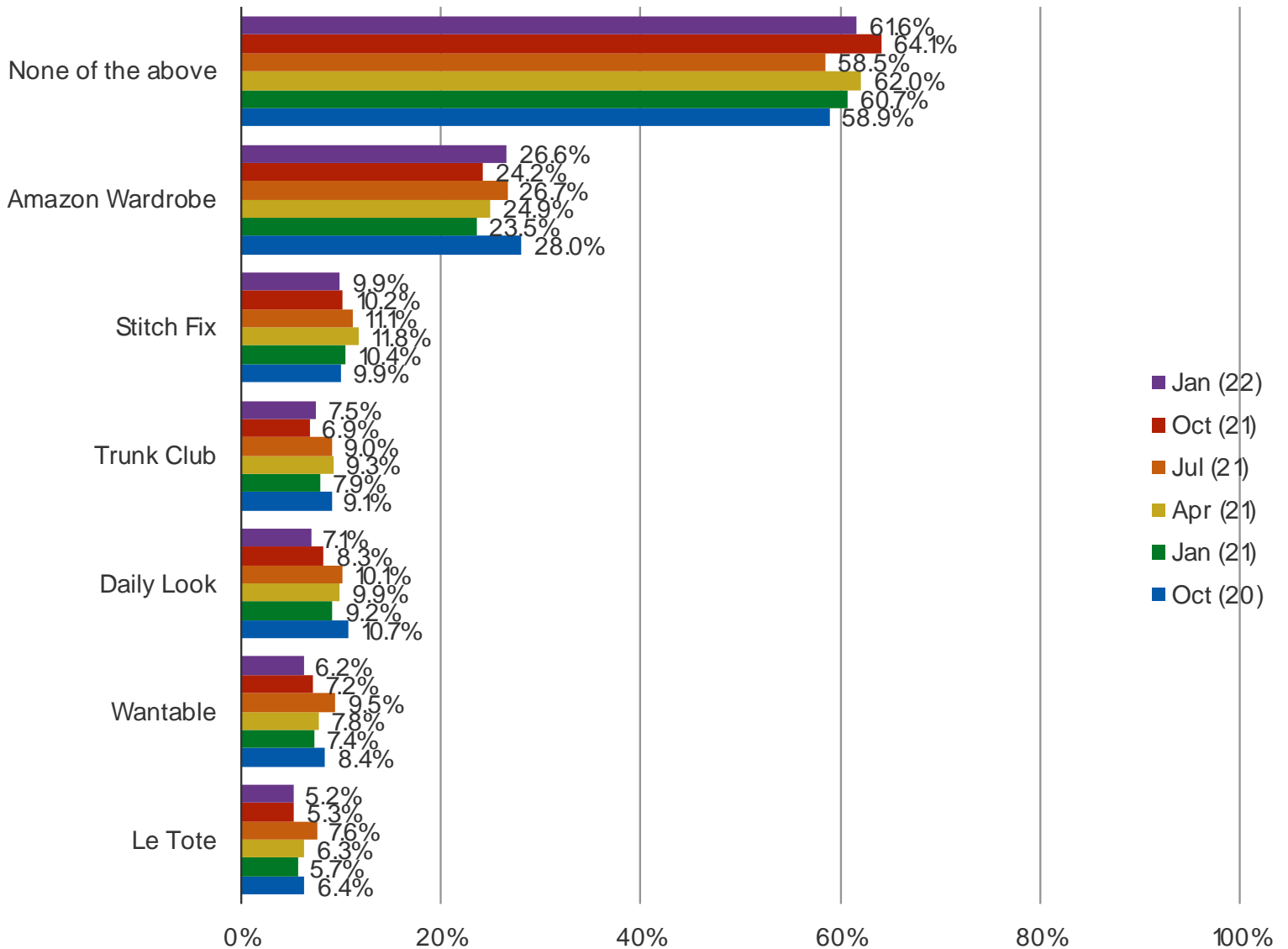
WHEN SHOPPING FOR CLOTHES ONLINE, HOW OFTEN DO YOU CHECK TO SEE IF A PRODUCT YOU LIKE IS AVAILABLE FOR CHEAPER ON OTHER WEBSITES/APPS?

Posed to all respondents.



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

Posed to all respondents.



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.

They have specific clothes for every body type.

I look for the best of the best.

Great service.

Because of trust.

Easier

It has everything I want. They all look good on me so I go there and buy their items

Their clothing line.

Good quality product and service.

Love there stuff.

Try before I buy.

I love their stylists.

Excellent quality of product is.

Personalized options.

I like their services because they are so convenient to me.

To try it out.

They have clothes I like.

Breadth selection.

The ease of having clothes delivered right to my door to try and I can send back at no charge to me if I don't keep anything.

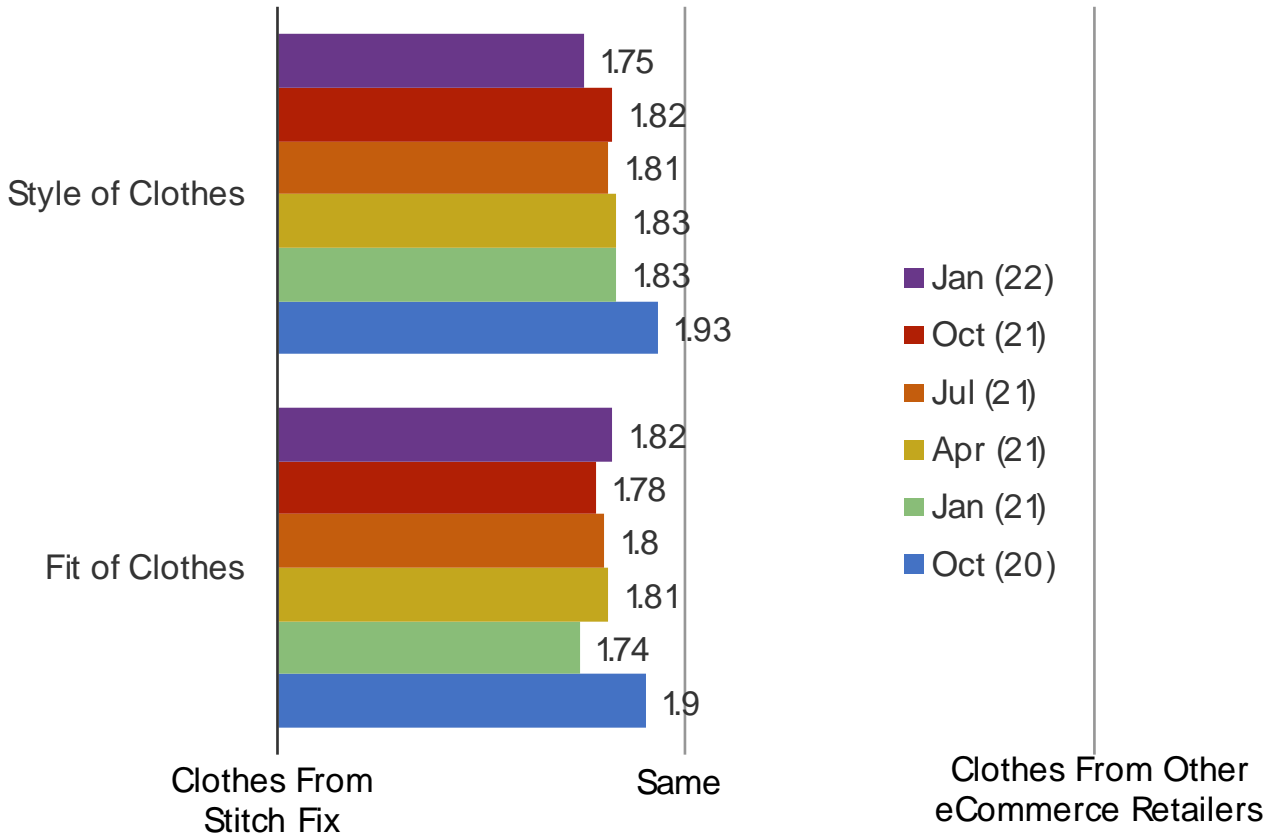
They deliver at home, they design for you. They are affordable.

Because they help you pick clothes based on your style.

N = 149

WHICH DO YOU LIKE BETTER WHEN IT COMES TO:

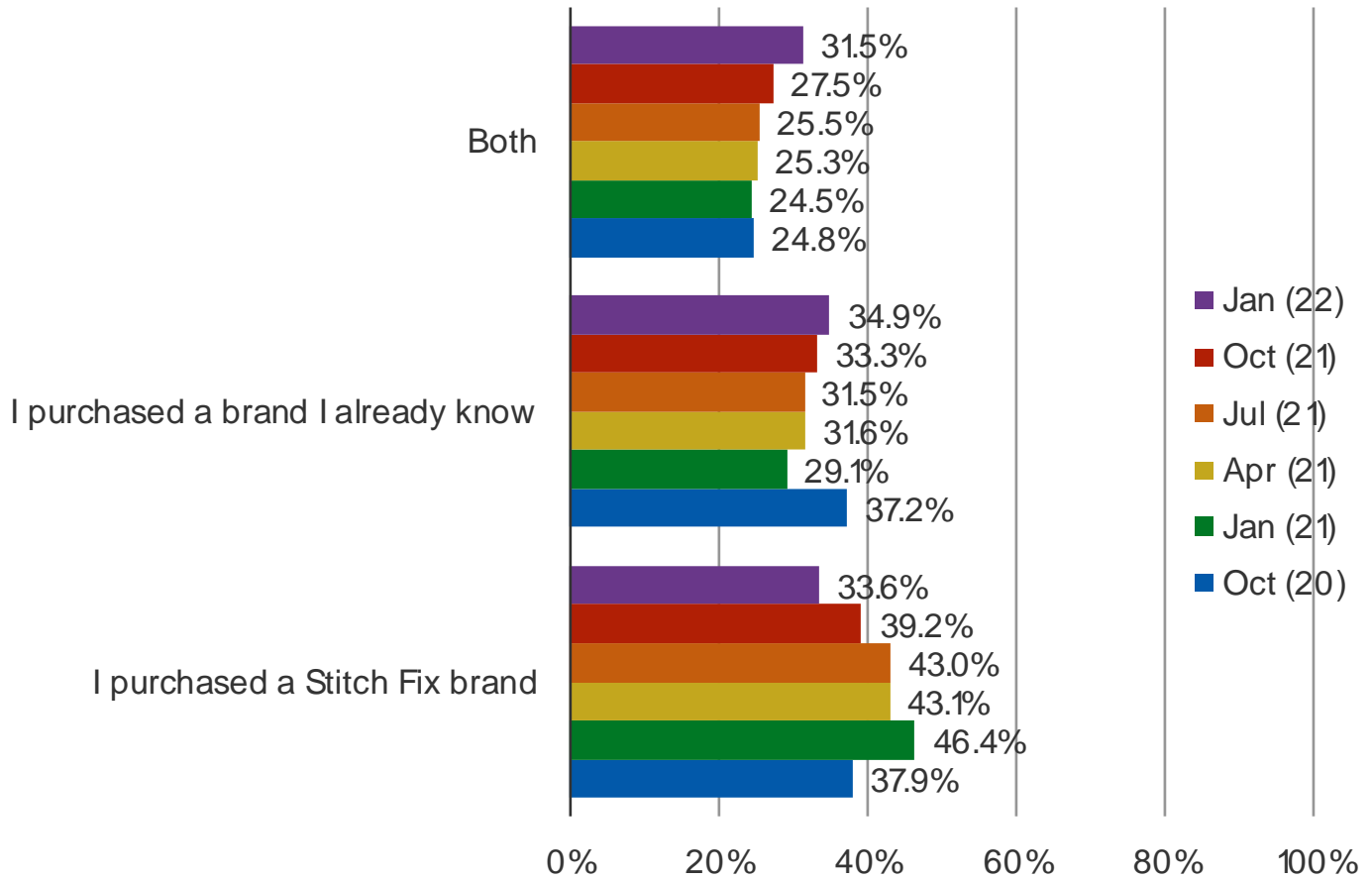
Posed to respondents who have purchased from Stitch Fix.



N = 149

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

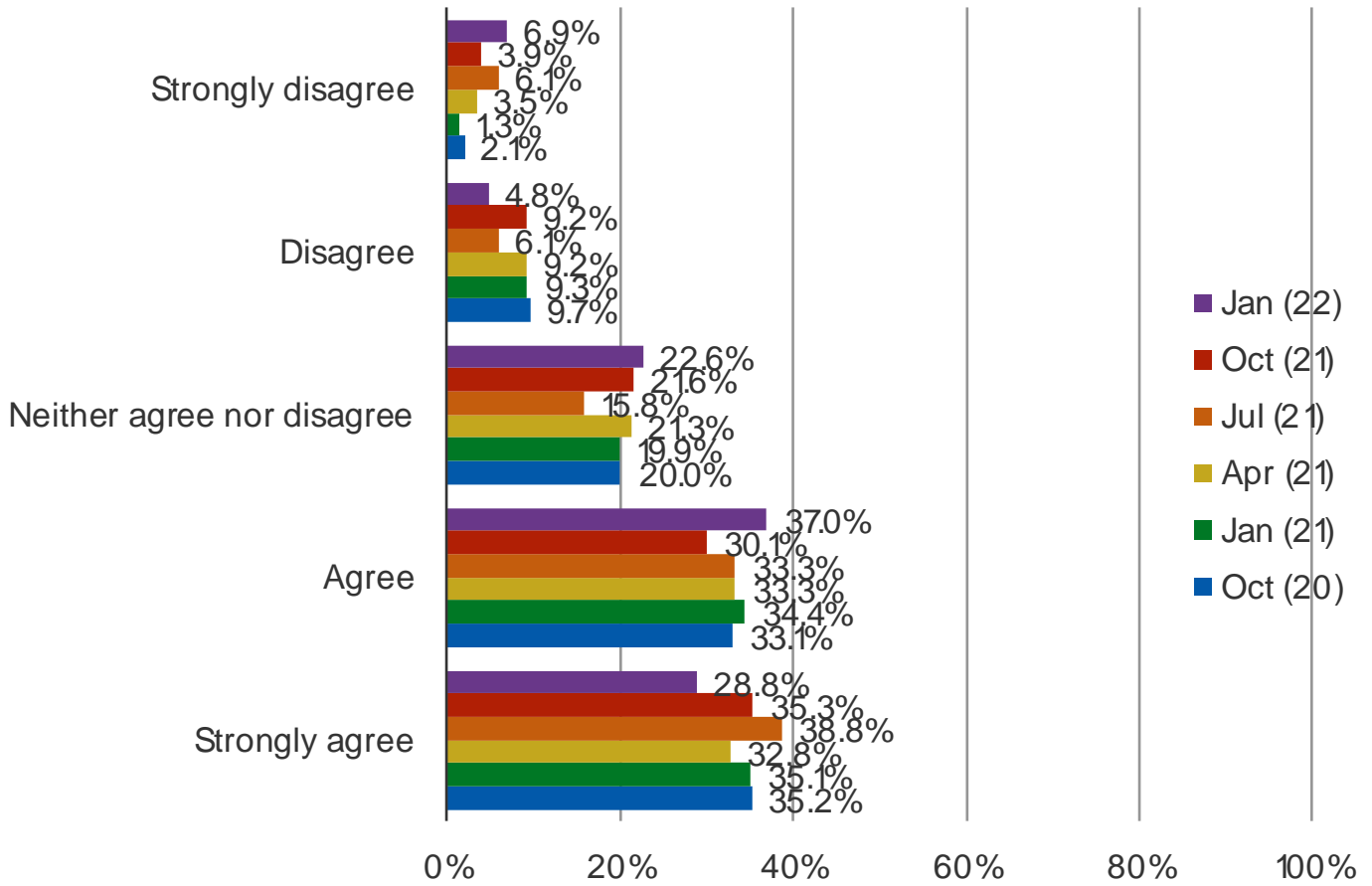
Posed to respondents who have purchased from Stitch Fix.



N = 149

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

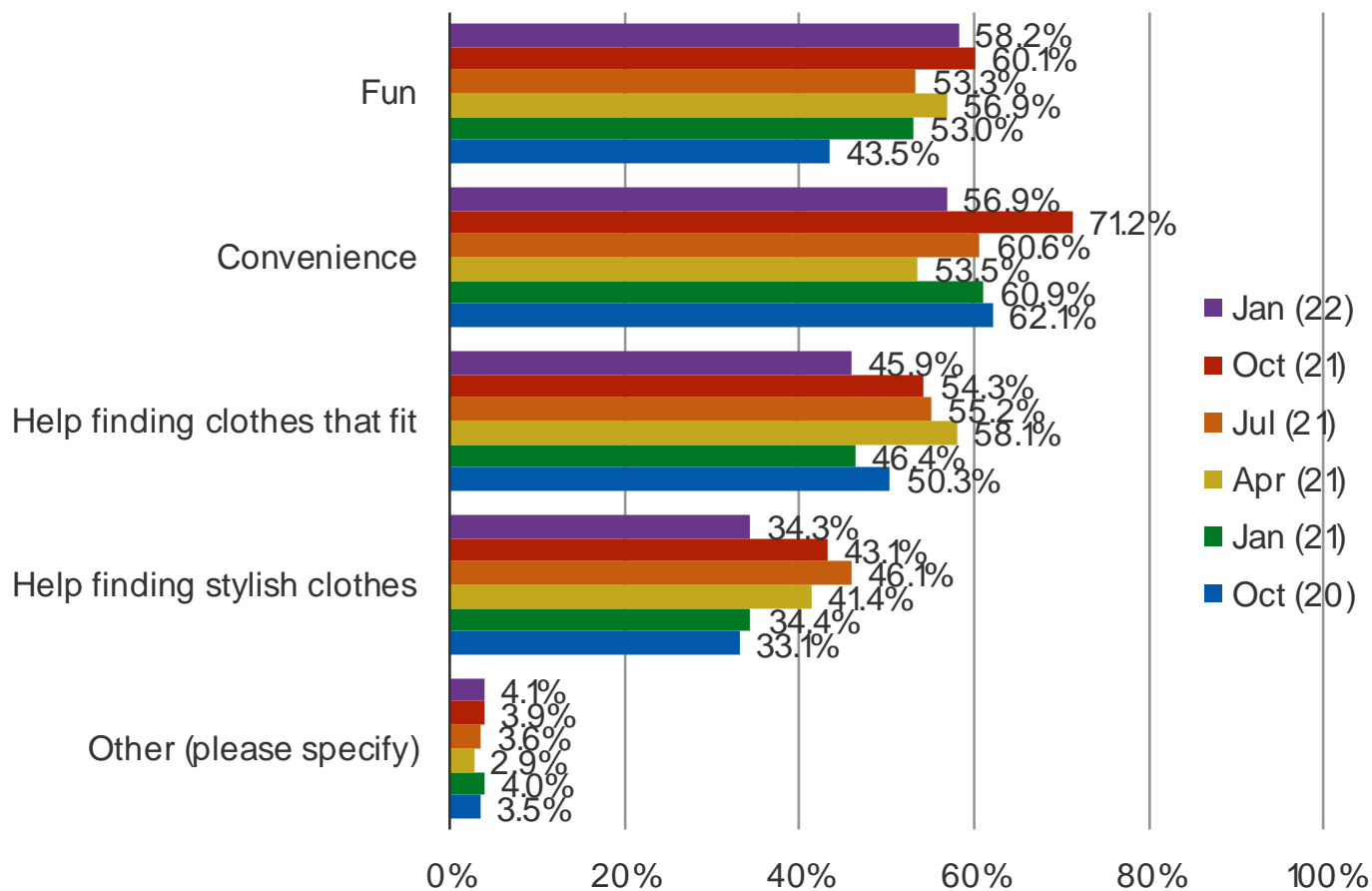
Posed to respondents who have purchased from Stitch Fix.



N = 149

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

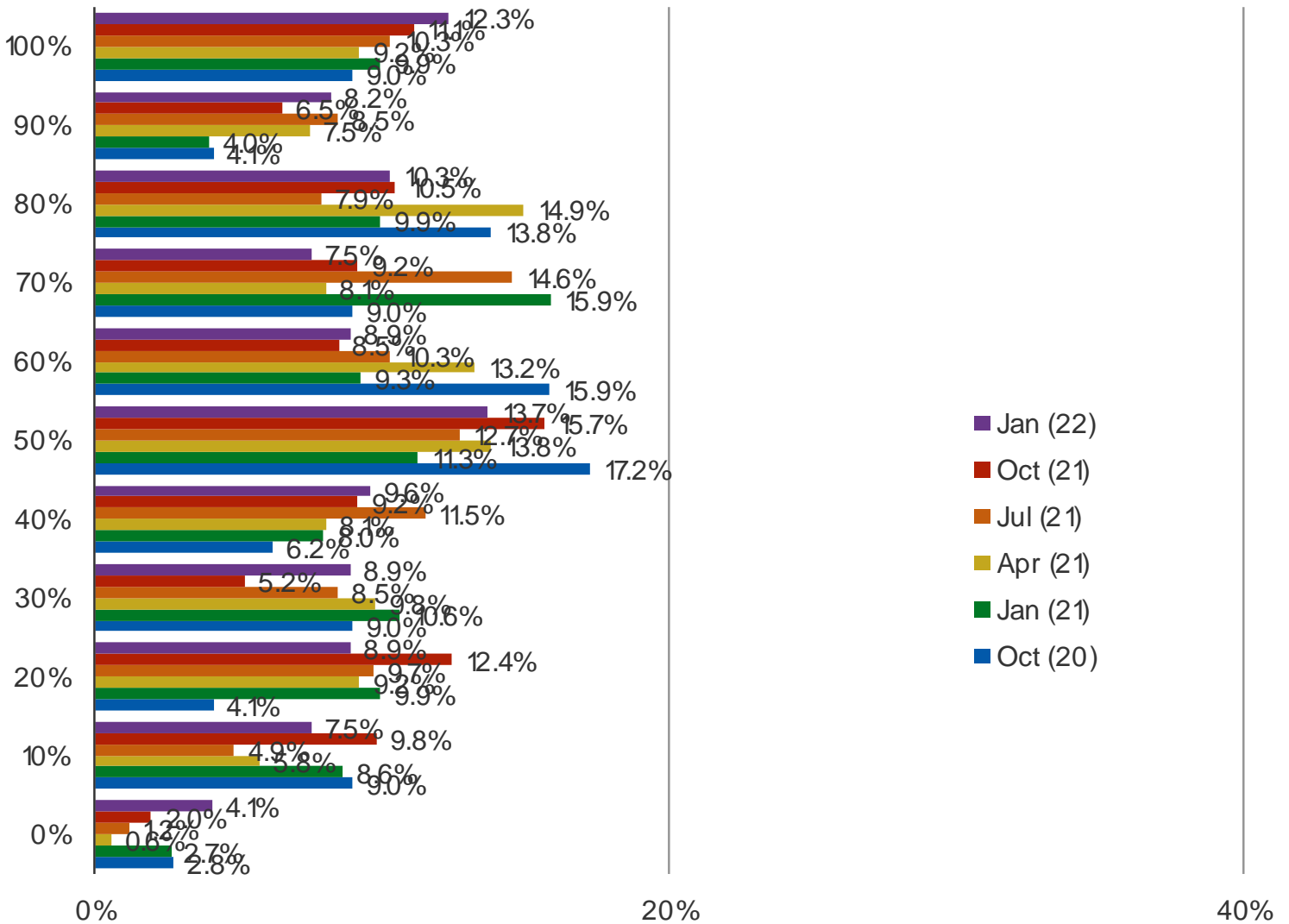
Posed to all respondents who use Stitch Fix.



N = 149

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

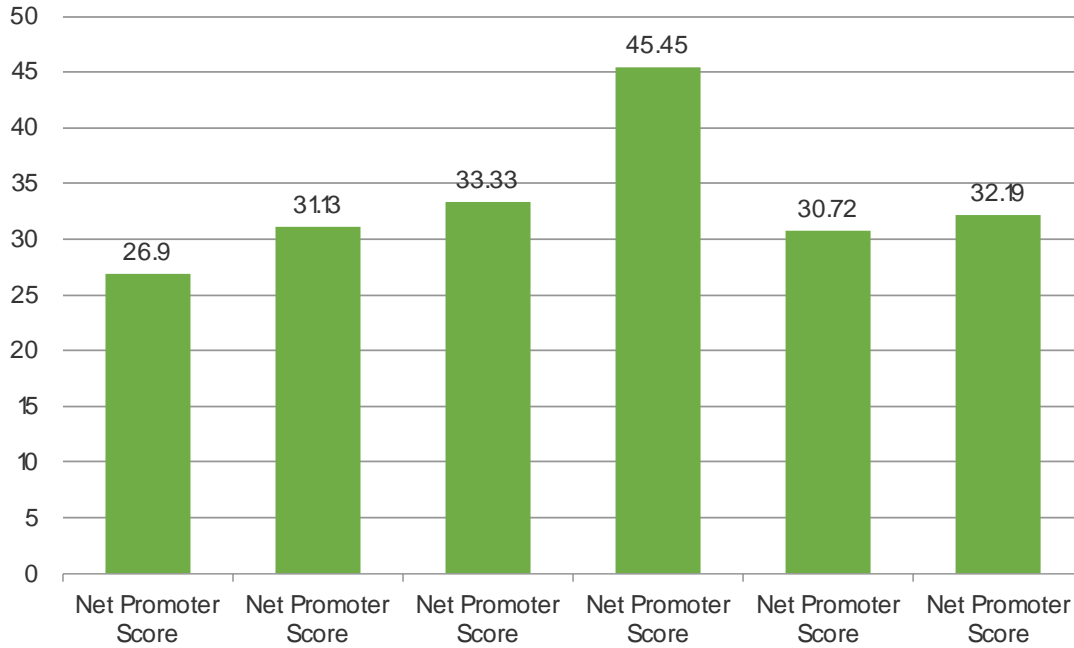
Posed to respondents who have purchased from Stitch Fix.



N = 149

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

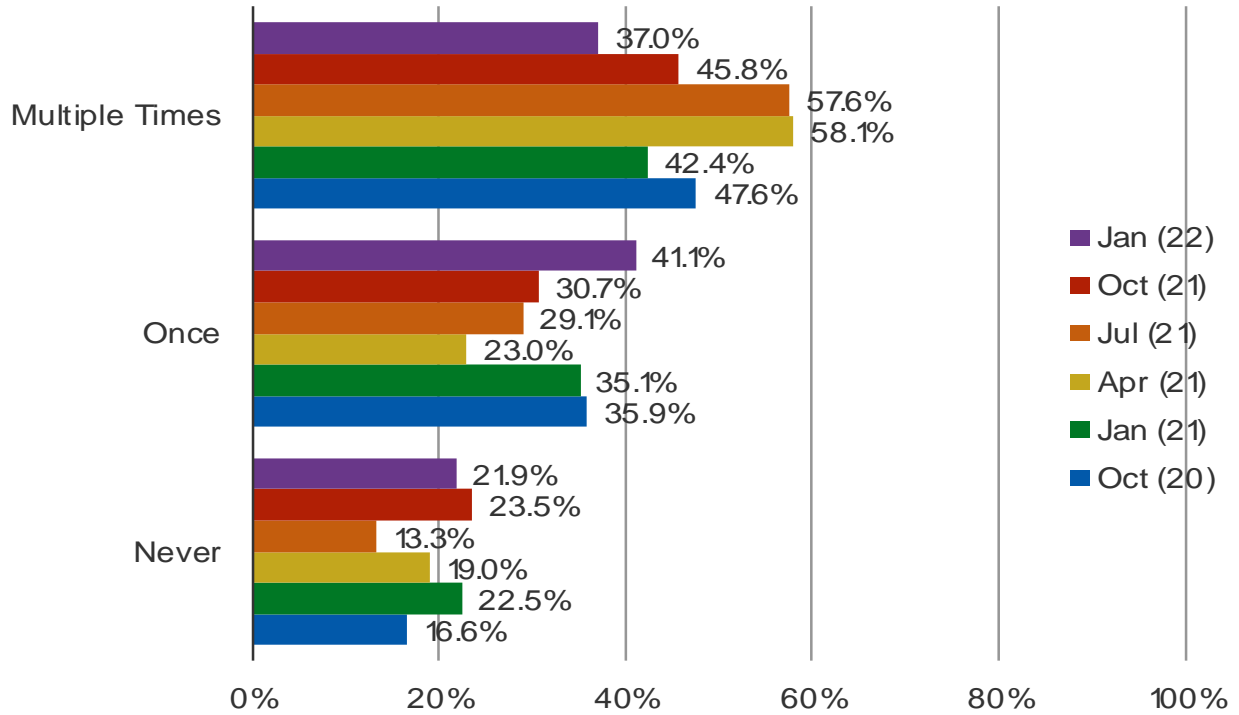
Posed to respondents who have purchased from Stitch Fix.



N = 149

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

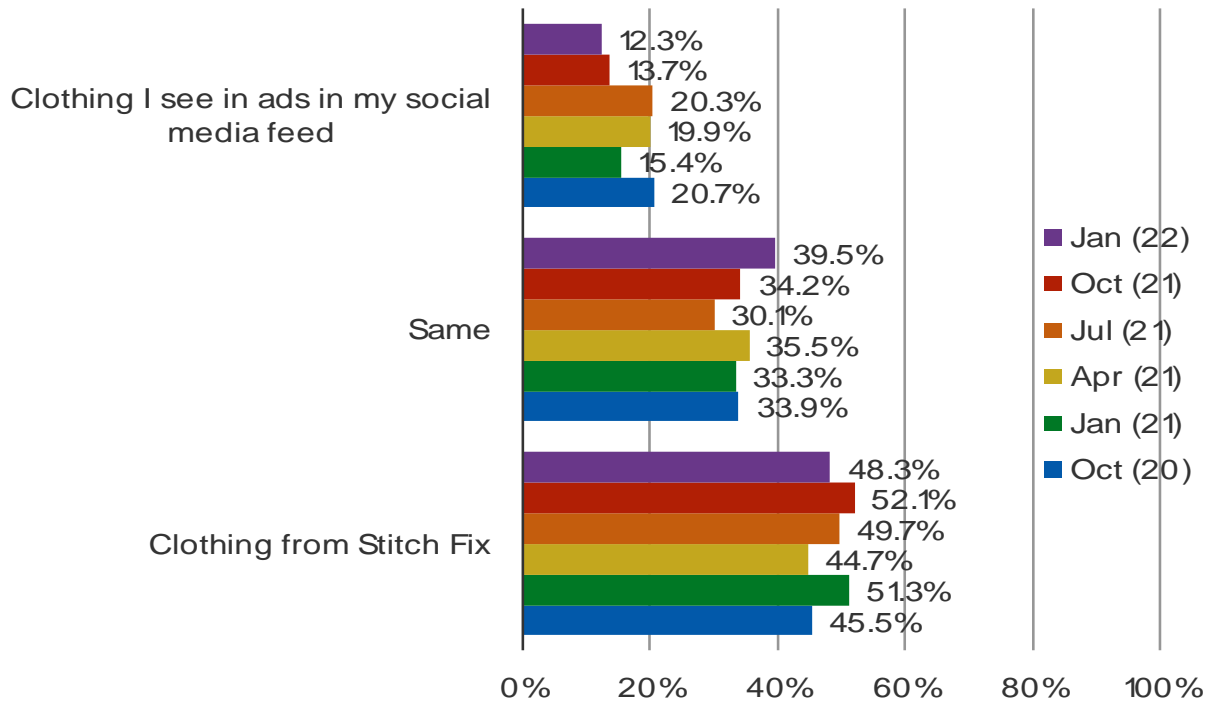
Posed to respondents who have purchased from Stitch Fix.



N = 149

WHICH STYLE OF CLOTHING DO YOU PREFER?

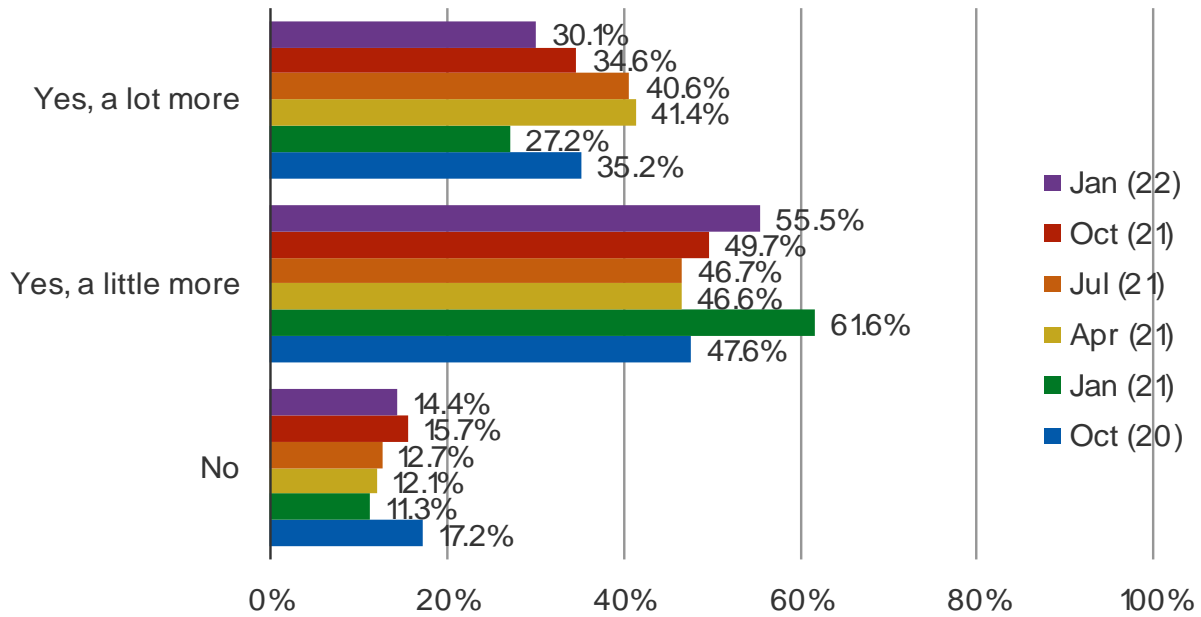
Posed to respondents who have purchased from Stitch Fix who have purchased clothing after seeing it in an ad on Instagram, Facebook, Pinterest, etc.



N = 116

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

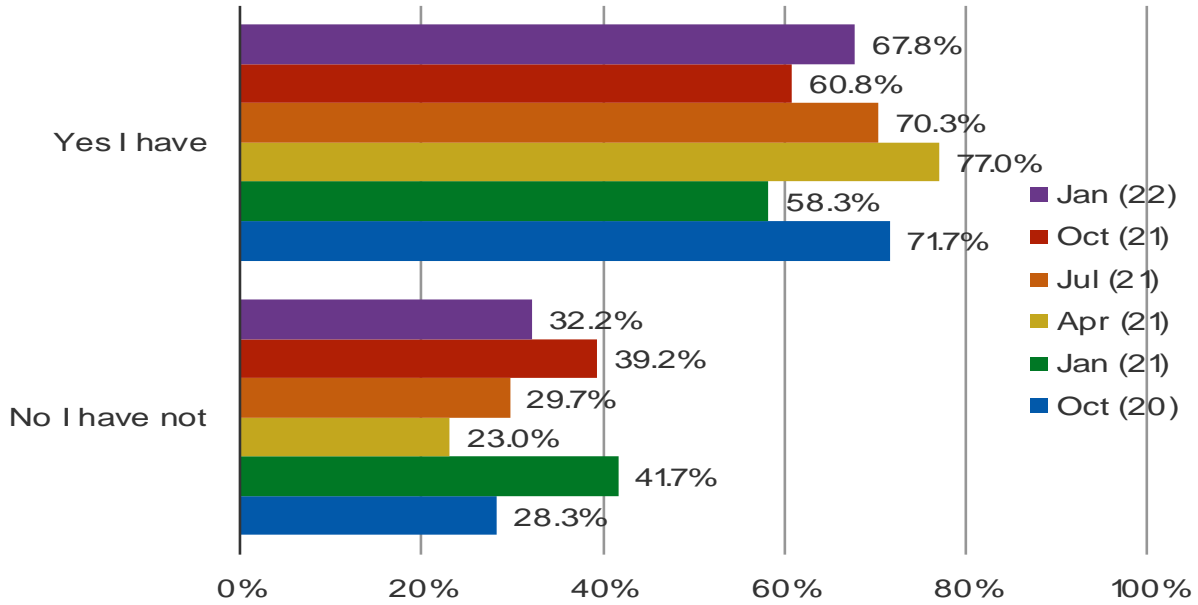
Posed to respondents who have purchased from Stitch Fix.



N = 149

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

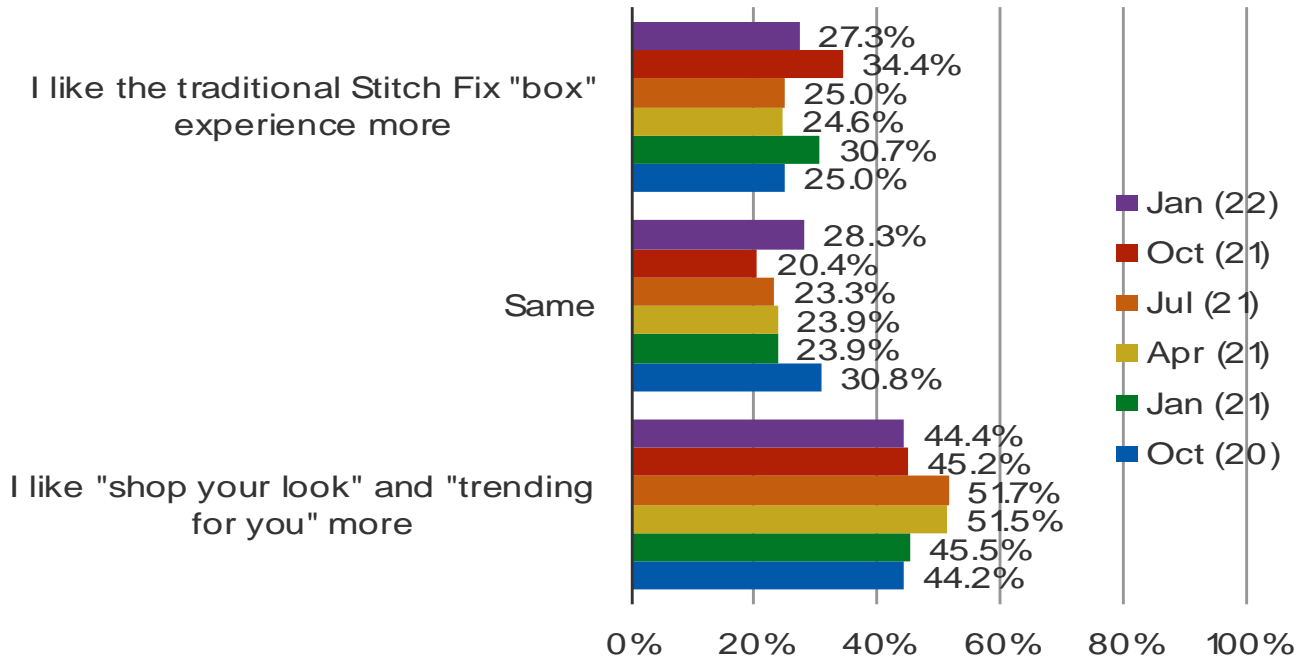
Posed to respondents who have purchased from Stitch Fix.



N = 149

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

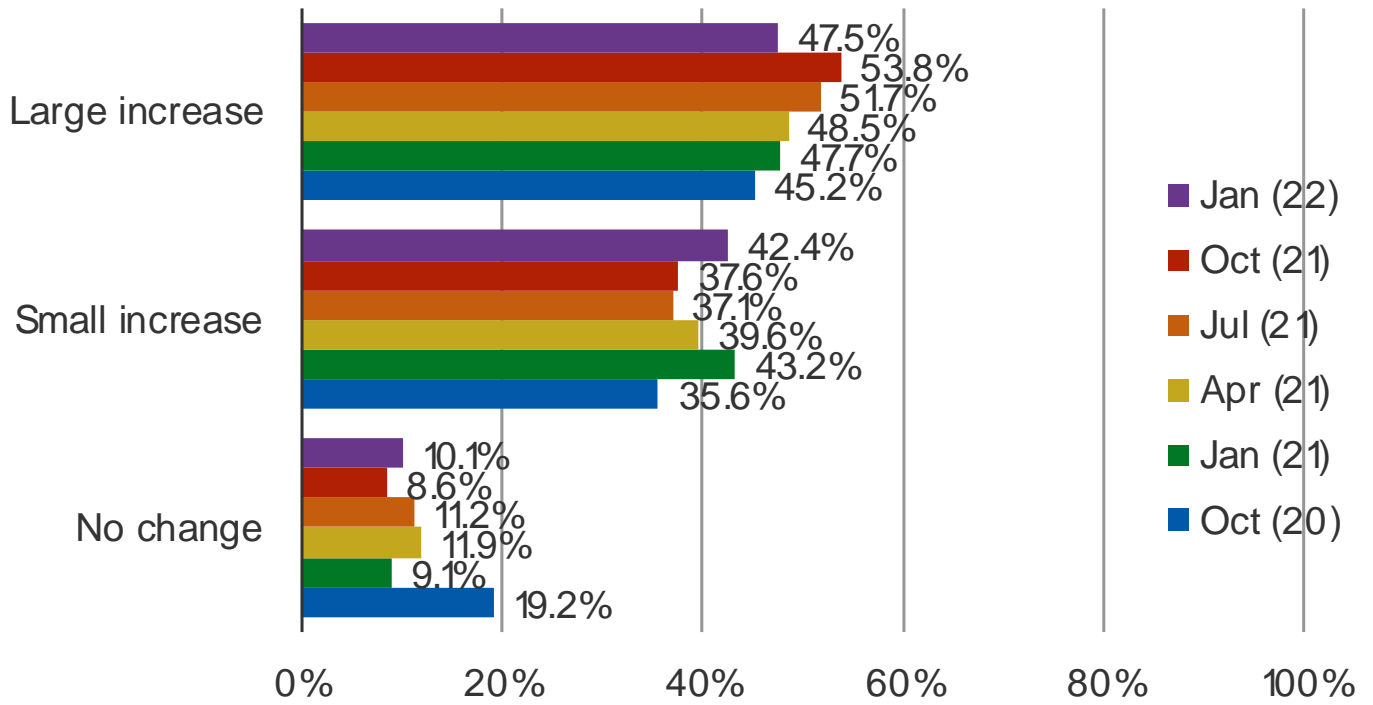
Posed to respondents who have purchased from Stitch Fix who have tried "Shop Your Look".



N = 101

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

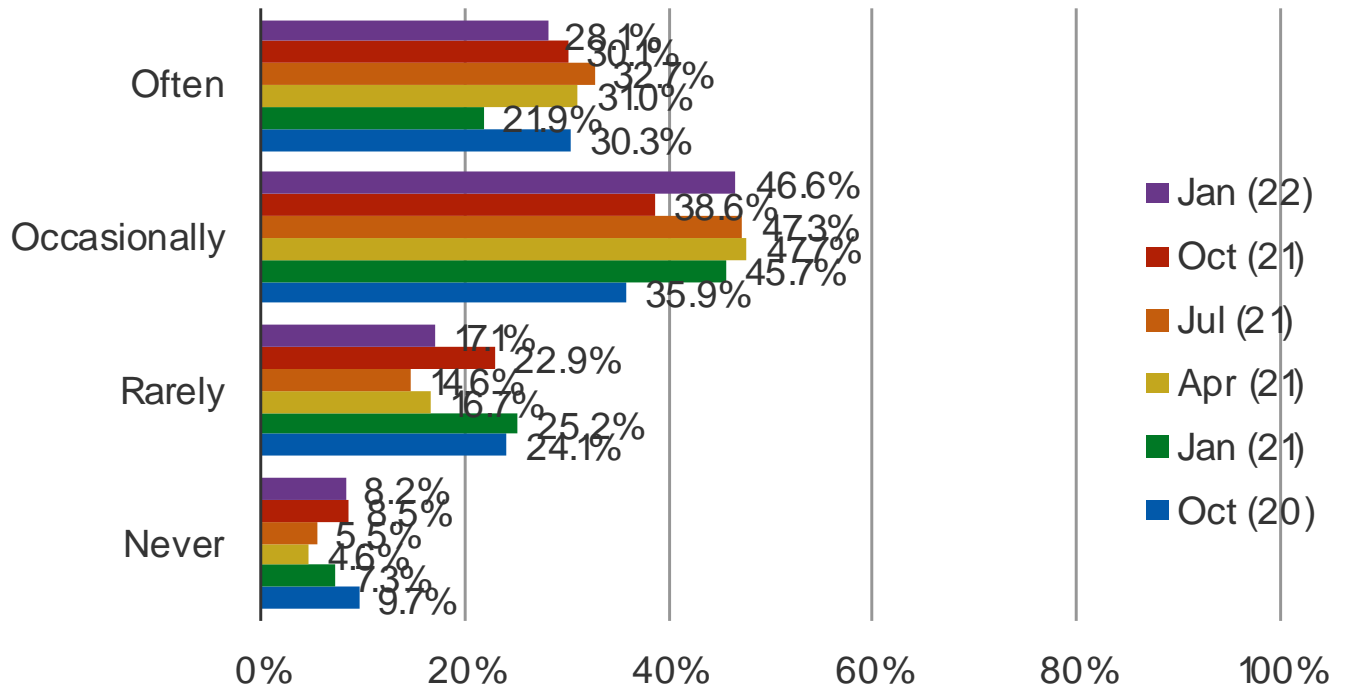
Posed to respondents who have purchased from Stitch Fix who have tried "Shop Your Look".



N = 101

HOW OFTEN DO YOU VISIT THE STITCH FIX APP?

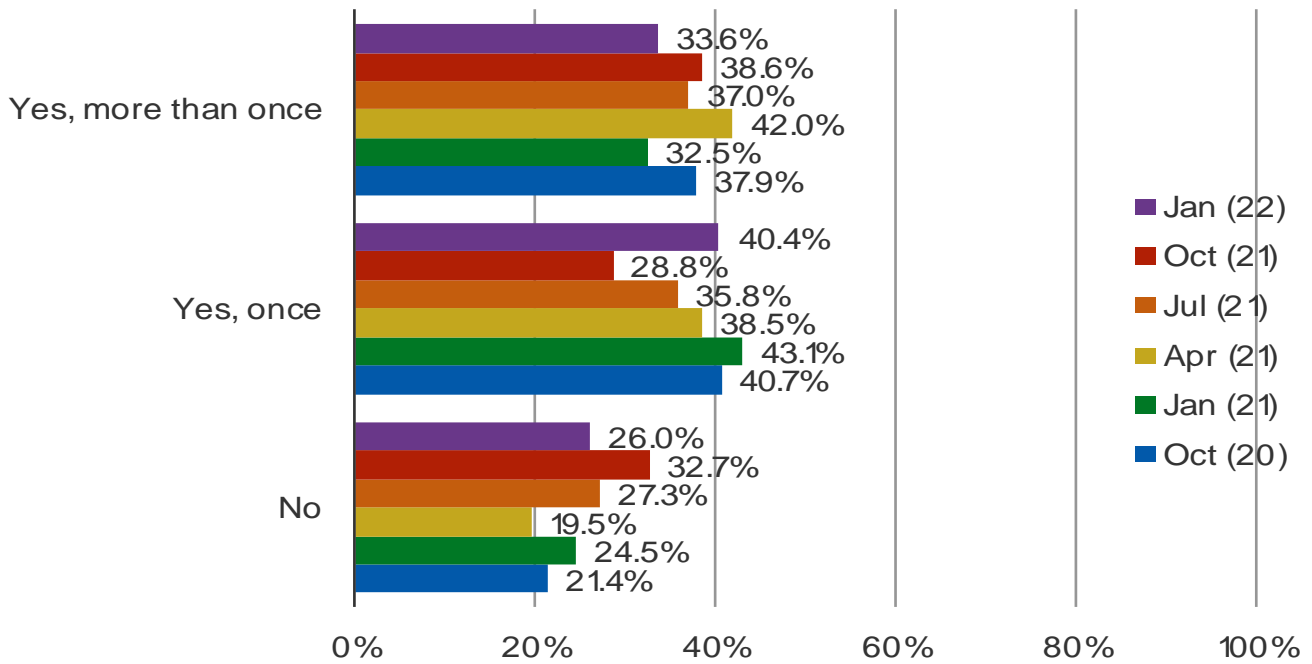
Posed to respondents who have purchased from Stitch Fix.



N = 149

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

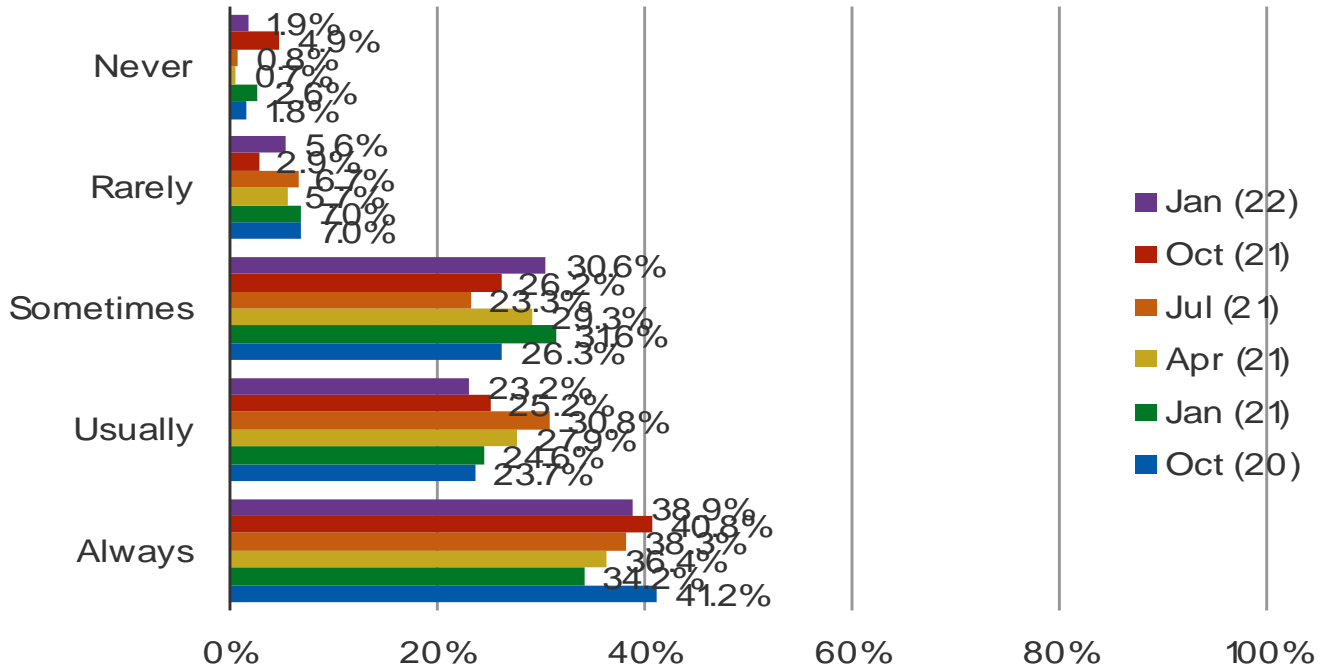
Posed to respondents who have purchased from Stitch Fix.



N = 149

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?

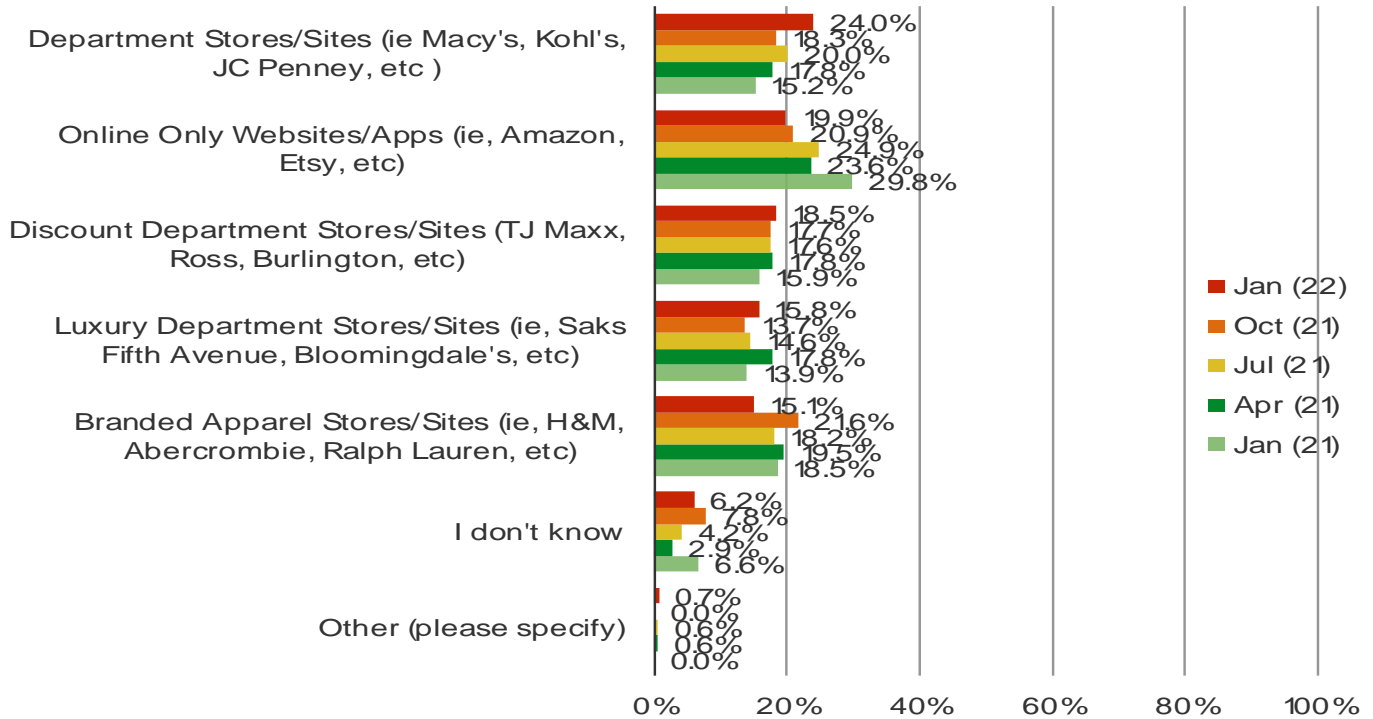
Posed to respondents who have purchased from Stitch Fix and have used the Direct Buy Option.



N = 111

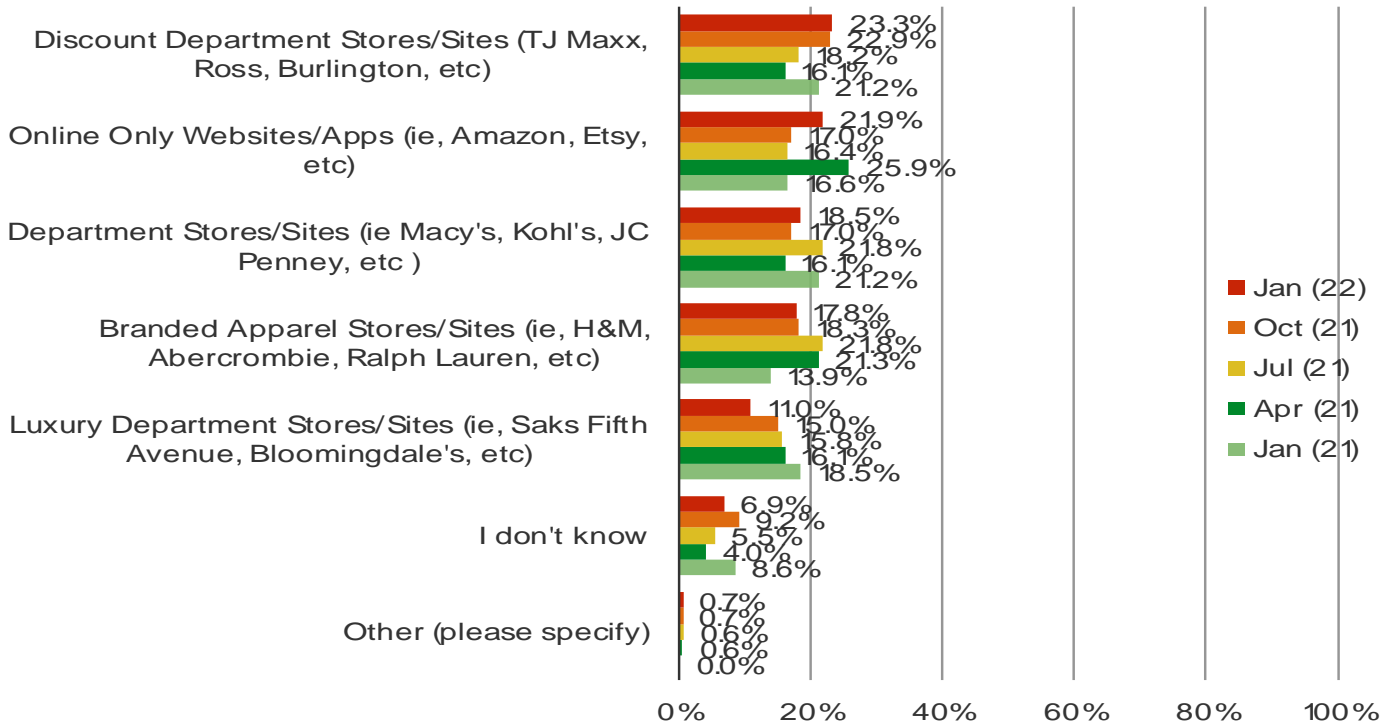
WHEN YOU PURCHASE FIXES FROM STITCH FIX, WHAT IS THAT PURCHASE TYPICALLY REPLACING? IE - IF YOU DIDN'T BUY THOSE CLOTHES FROM STITCH FIX, WHERE WOULD YOU HAVE BEEN GOING TO GET THEM?

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?

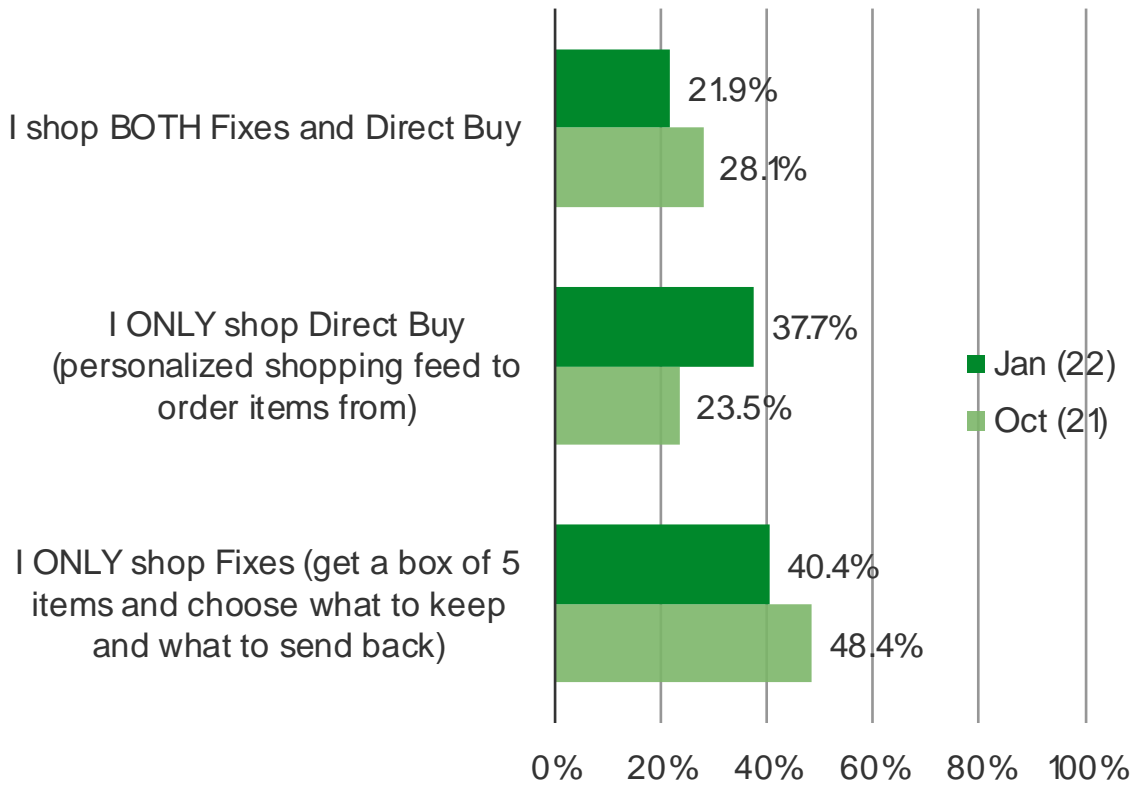
Posed to all respondents who use Stitch Fix.



STITCH FIX SHOPPING DYNAMICS

HOW DO YOU SHOP STITCH FIX?

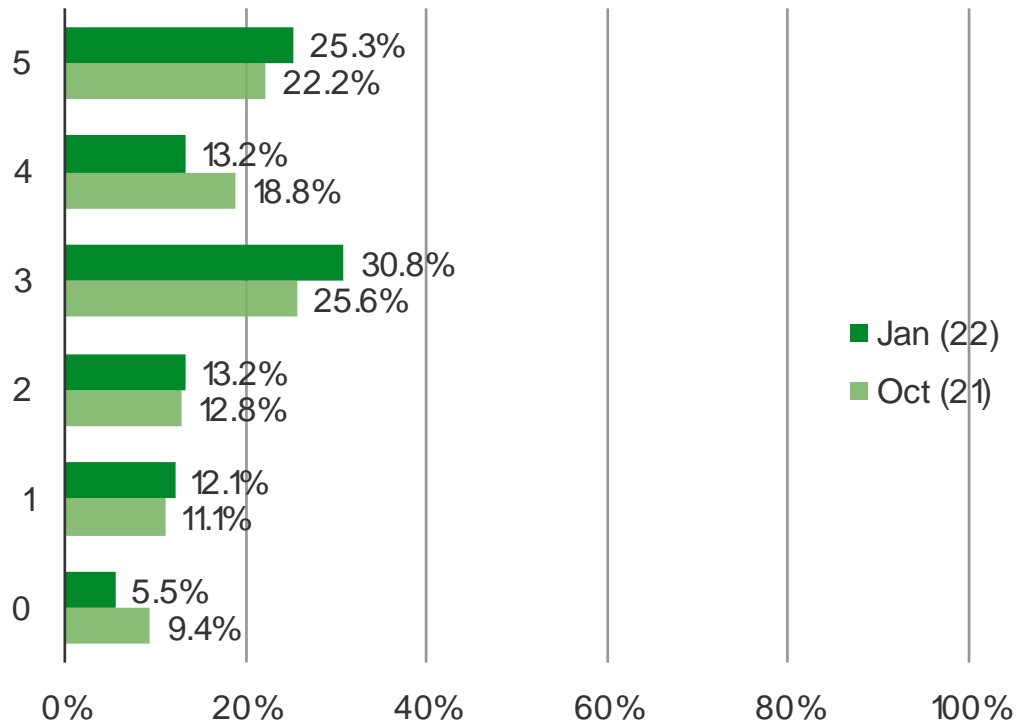
This question was posed to all respondents who use Stitch Fix.



N = 149

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

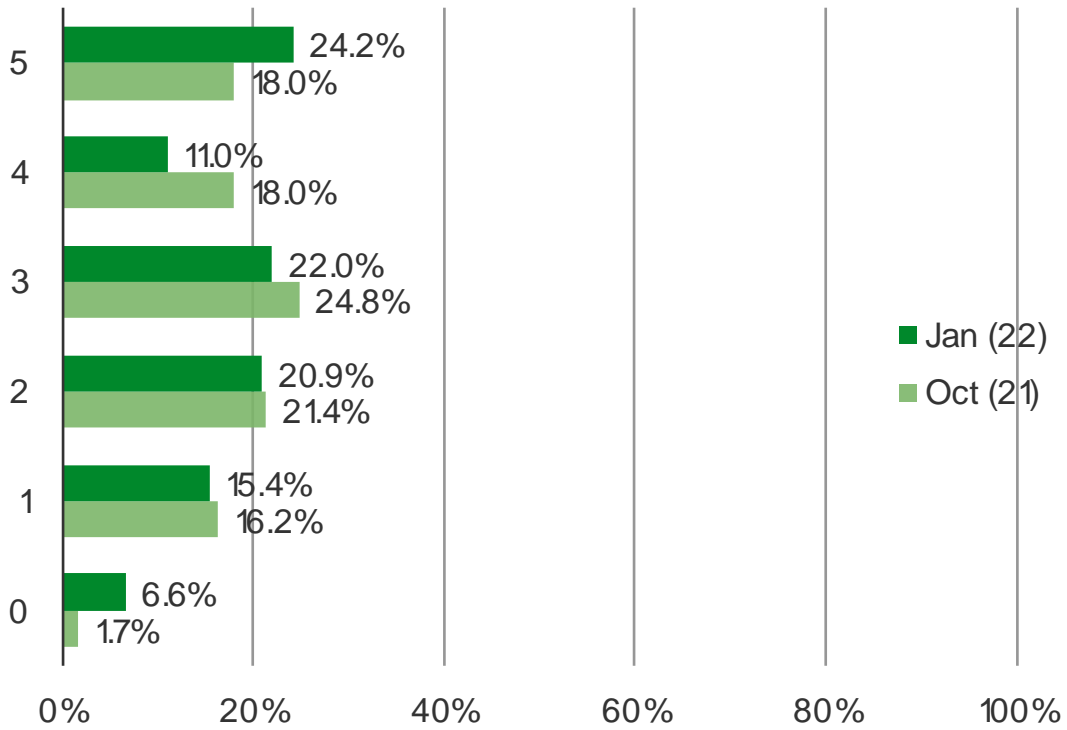
This question was posed to Stitch Fix customers who shop fixes.



N = 92

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

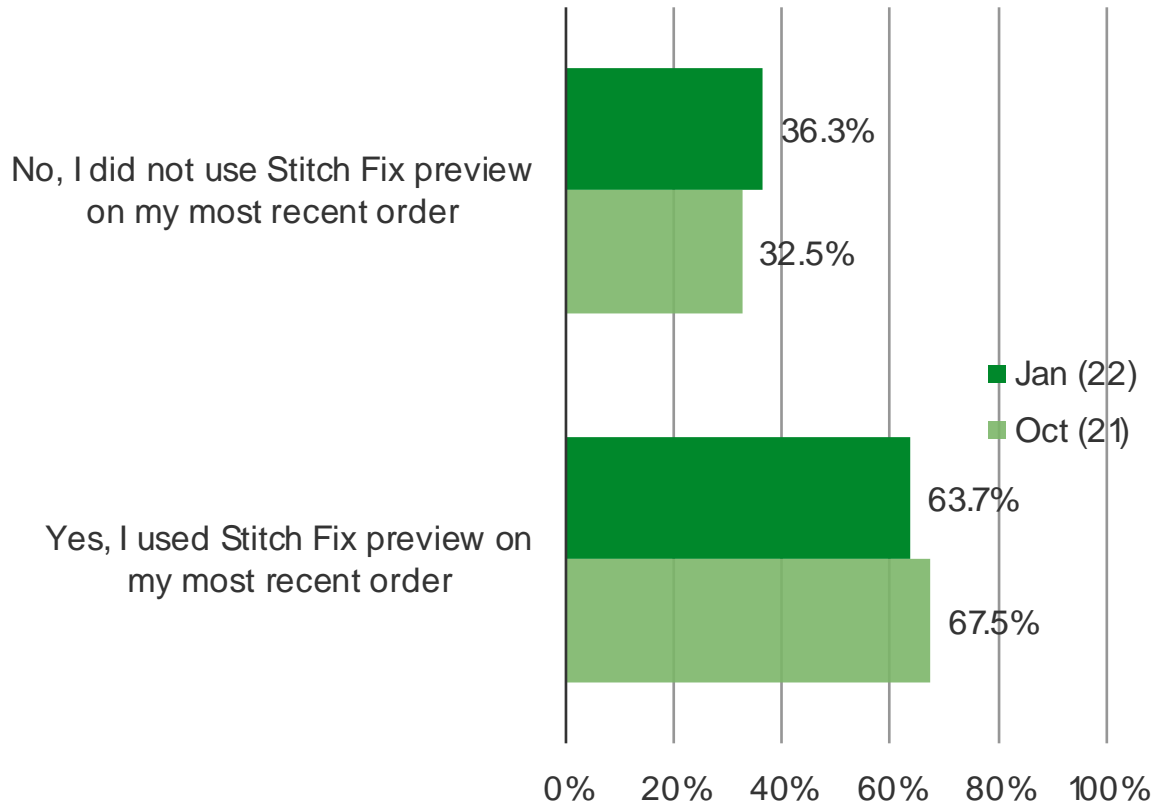
This question was posed to Stitch Fix customers who shop fixes.



N = 92

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.

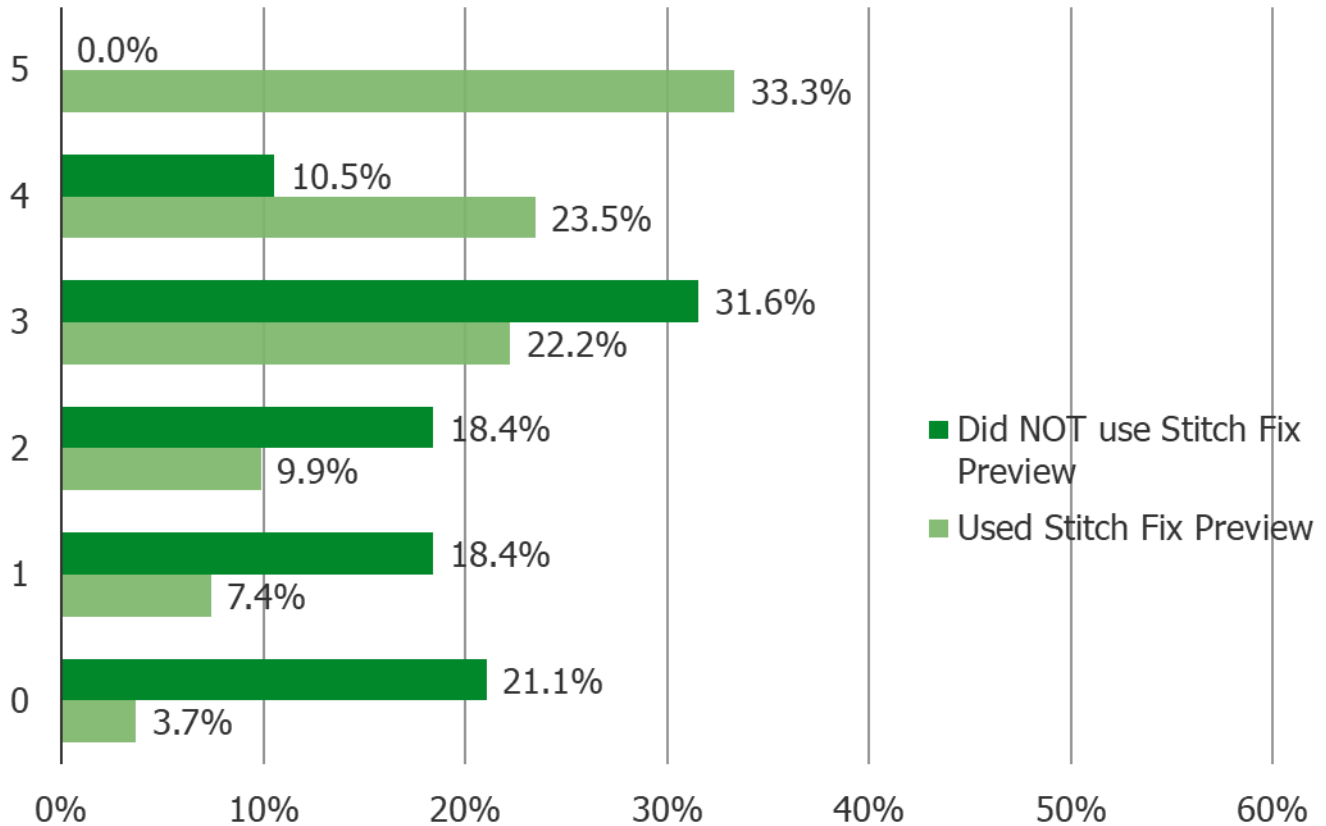
This question was posed to Stitch Fix customers who shop fixes.



N = 92

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.

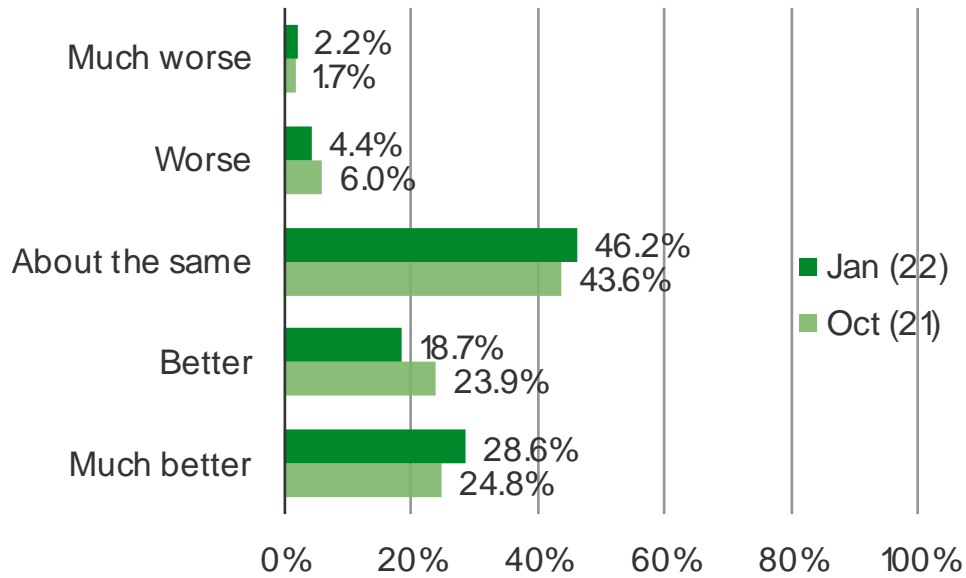


Did NOT use Stitch Fix Preview: N = 38

Used Stitch Fix Preview: N = 81

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

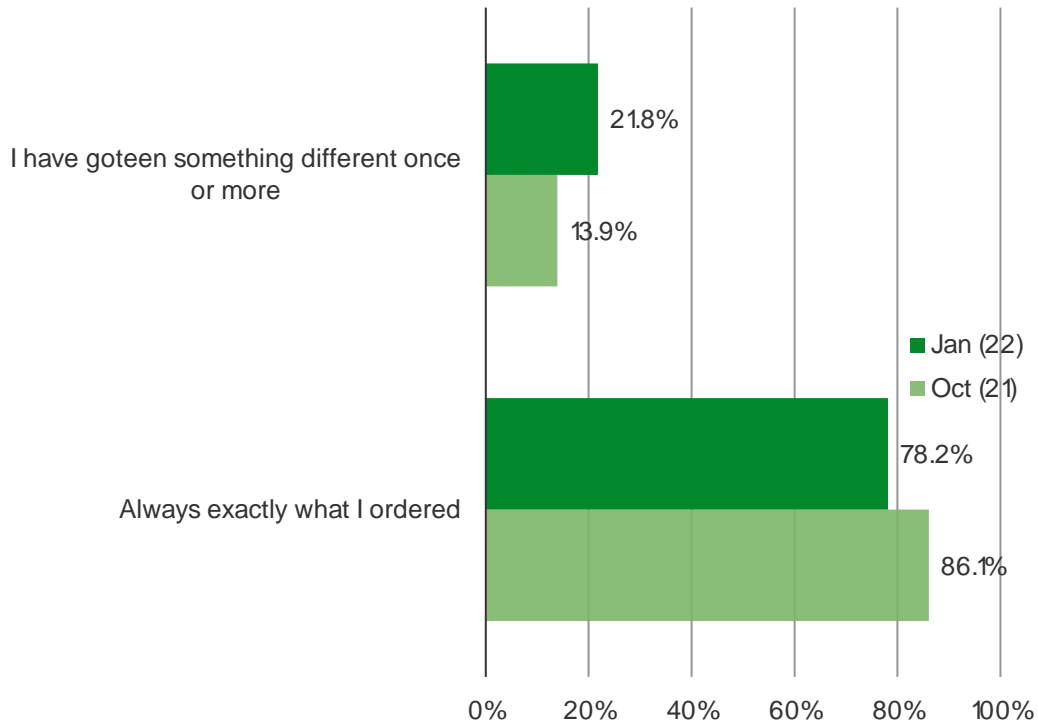
This question was posed to Stitch Fix customers who shop fixes and used preview.



N = 92

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 = 89