

BACKGROUND:

- ❑ Survey of ~800 US Consumers balanced to census to scope online personal styling services.

FINDINGS:

❑ ***Personal Styling Services Runway – Room To Run***

- ❑ Most respondents have heard of online personal styling services, but only 10.3% said they use these services regularly or occasionally.
- ❑ Respondents who use online personal styling services say that they currently get over half of their clothing from these services, on average. They are getting a higher percentage of their clothing from online personal styling services compared to a year ago and they expect the percentage to nudge higher a year from now as well.
- ❑ A relatively large percentage of respondents who are familiar with online personal styling services but haven't used them expect to use them for some percentage of their clothing purchases one year from now. Additionally, 31.3% of all respondents said they would find online personal stylist shopping to be very desirable or extremely desirable and another 29.5% say they would find it to be somewhat desirable. With only 10.3% of the current population saying they occasionally or regularly use these services, this feedback we are getting from respondents highlights the runway for growth.

❑ ***Stitch Fix – Mind Share Dominant***

- ❑ Stitch Fix has strong mindshare among respondents who have heard of online personal styling services. 47.5% of those who said they use online personal styling services say that they use Stitch Fix regularly or occasionally.
- ❑ Those who use Stitch Fix regularly or occasionally are much more likely to say they expect to increase usage going forward (60.8%) compared to the percentage who expect to decrease usage (5.9%).

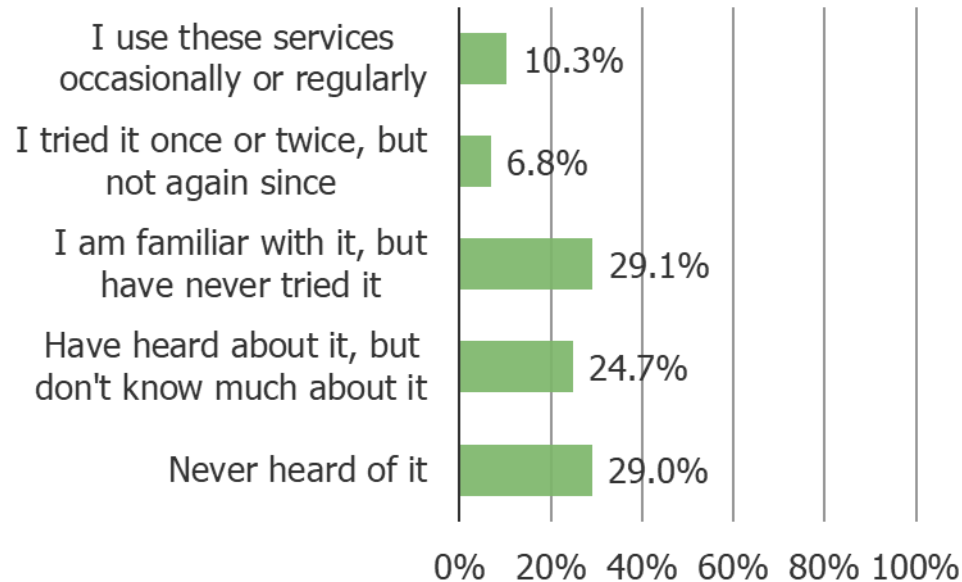


Online Personal Styling



Are you familiar with online shopping apps/sites that pair you with a personal stylist that sends you a box of suggested items that you can choose to pay for and keep or send back?

Posed to all respondents.

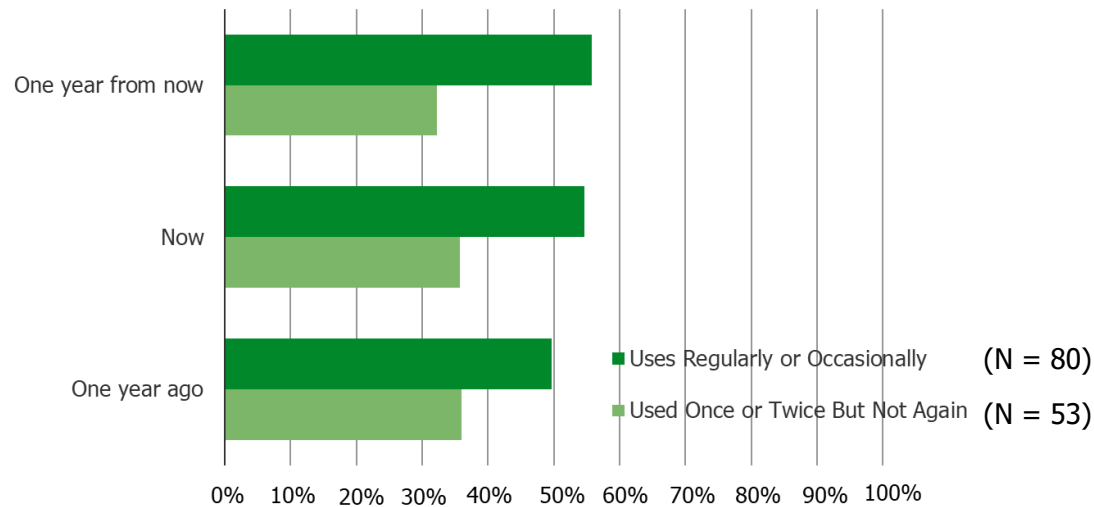


N = 776

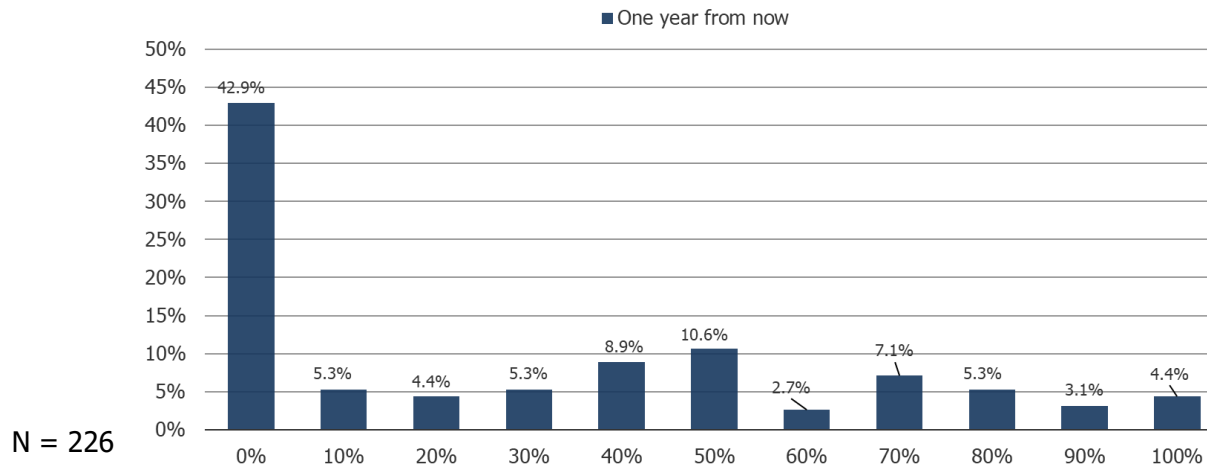


What percentage of your clothing purchases are made with apps/sites that pair you with a personal stylist and sends you a box of items to try on and pay for to keep or send back?

Posed to all respondents who have used or currently use these services.

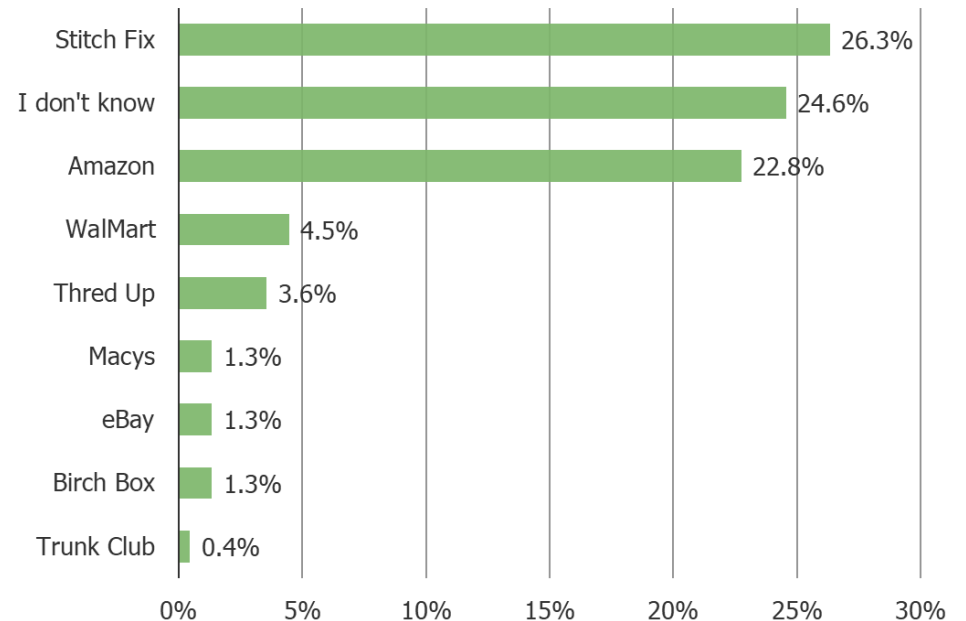


Posed to all respondents who are familiar with these services but have never used them.



When you think of online shopping apps/sites that pair you with a personal stylist and sends you a box of suggested items that you can try on and choose from, which comes to mind first? (Unaided Fill-In)

Posed to all respondents who are aware of online personal styling services (excluding people who said they don't know of a specific platform who offers this).

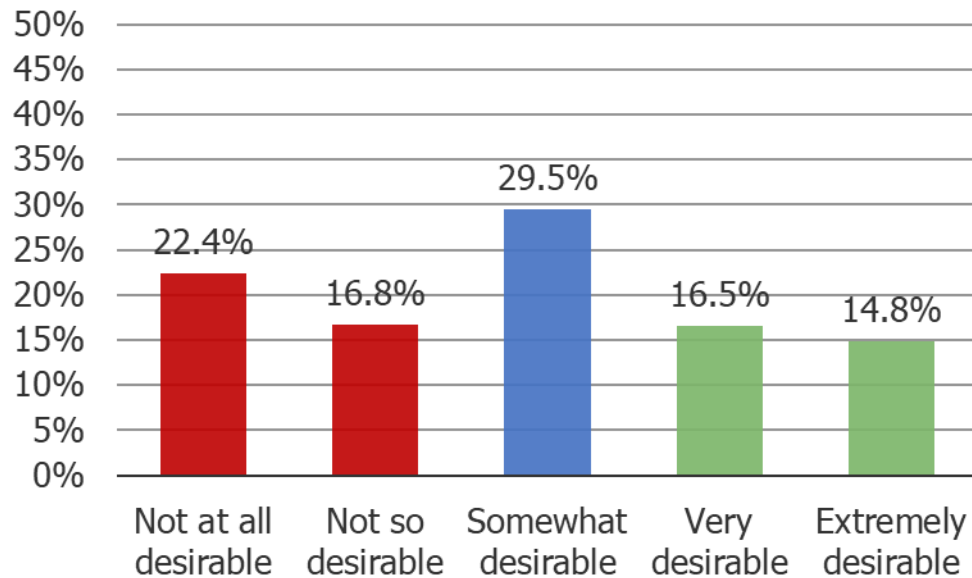


N = 225



How desirable would it be for you to take an online style quiz, get paired with a personal stylist, and then receive a box of clothing that you can try on and pay to keep or return via mail?

Posed to all respondents.

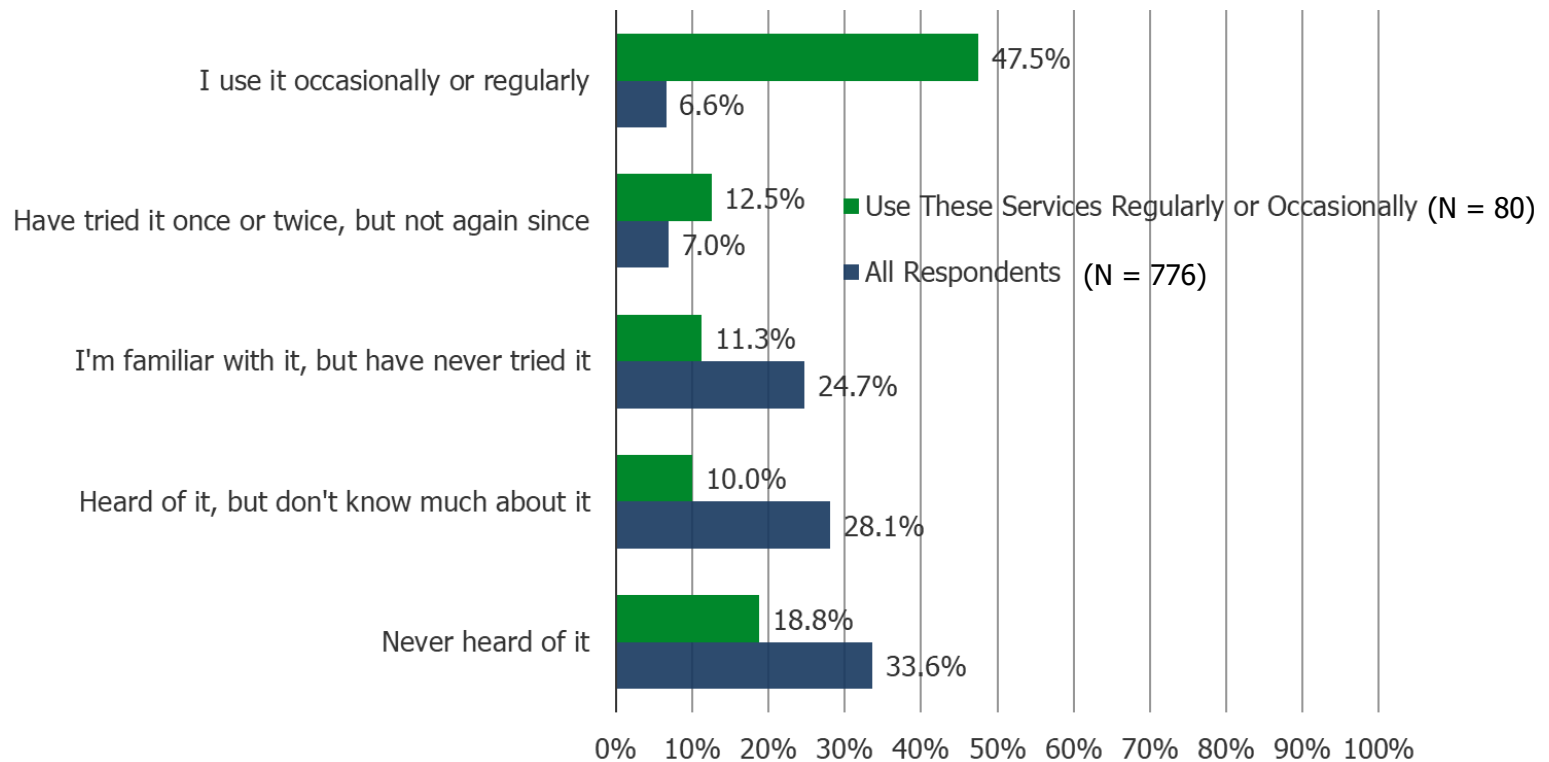


N = 776



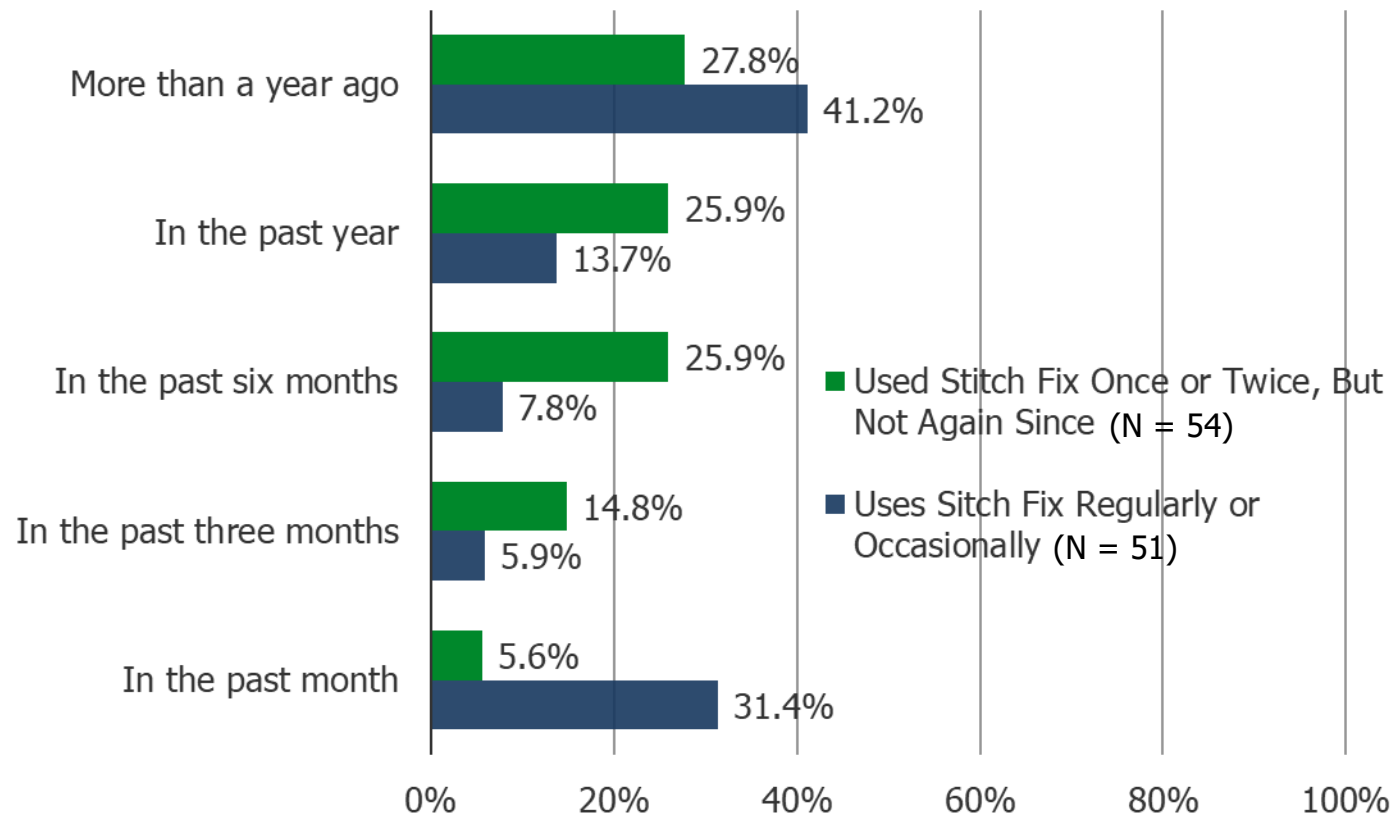
What is your experience with Stitch Fix?

Posed to all respondents.



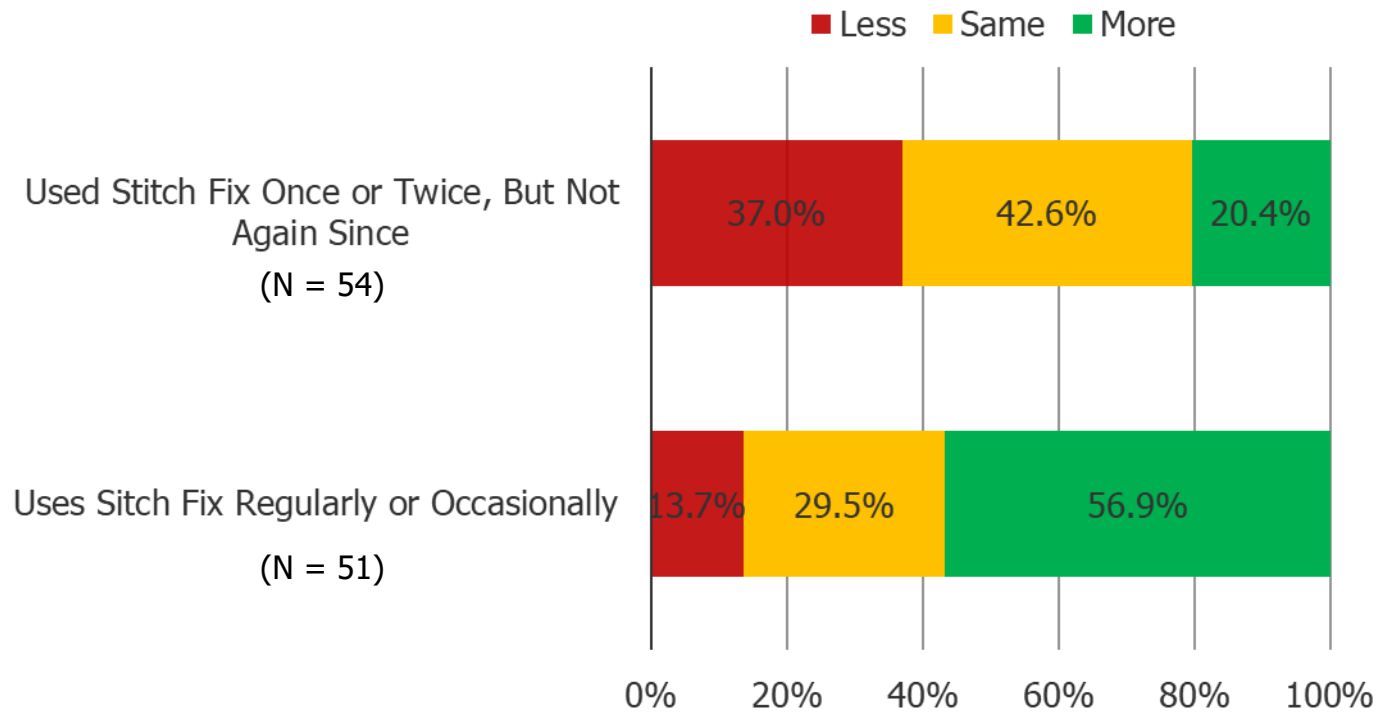
When did you start using Stitch Fix?

Posed to all respondents who have used Stitch Fix at least once.



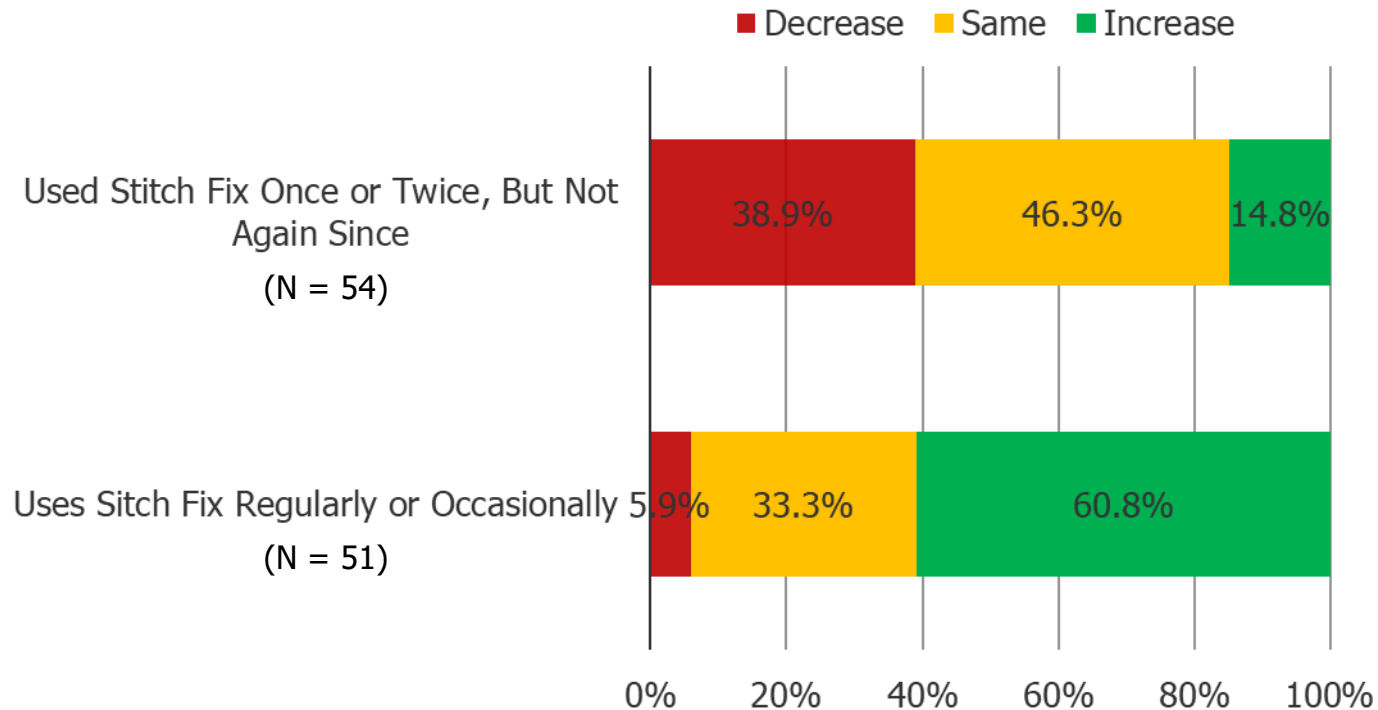
During the past few months, have you increased or decreased how much you spend on Stitch Fix?

Posed to all respondents who have used Stitch Fix at least once.



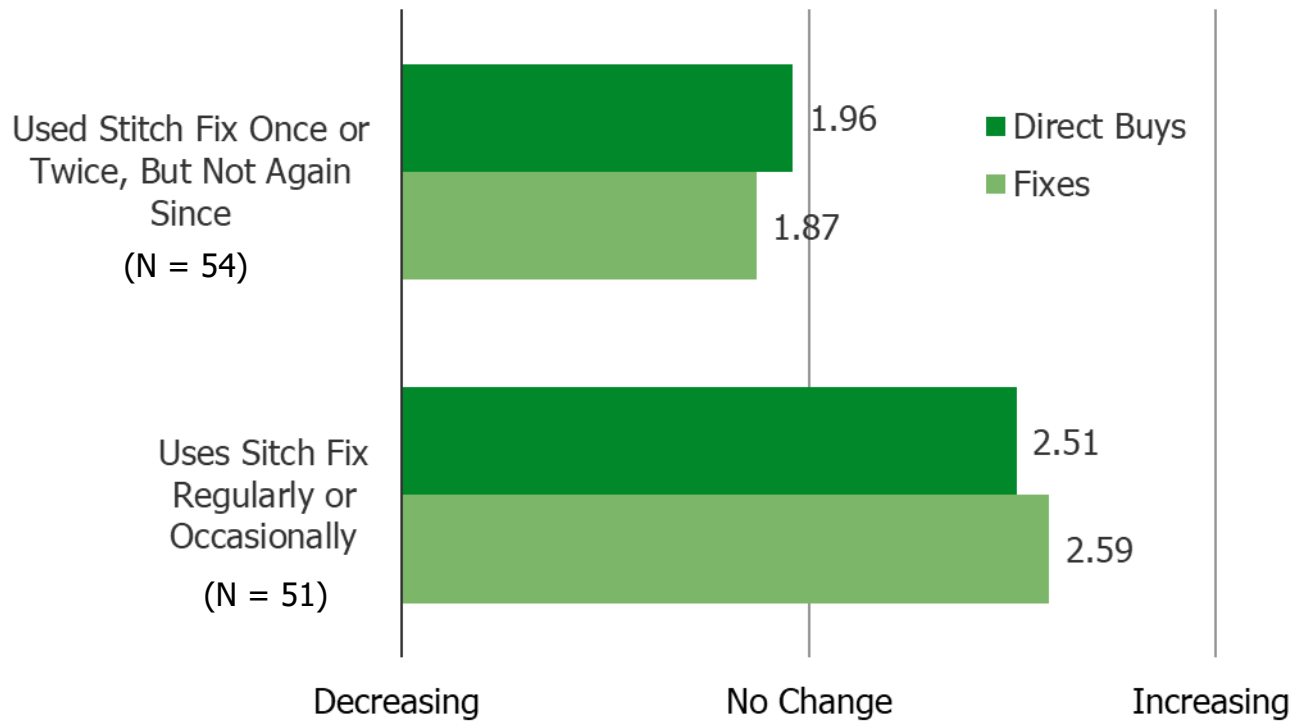
Going forward, do you expect to increase or decrease how much you spend on Stitch Fix?

Posed to all respondents who have used Stitch Fix at least once.



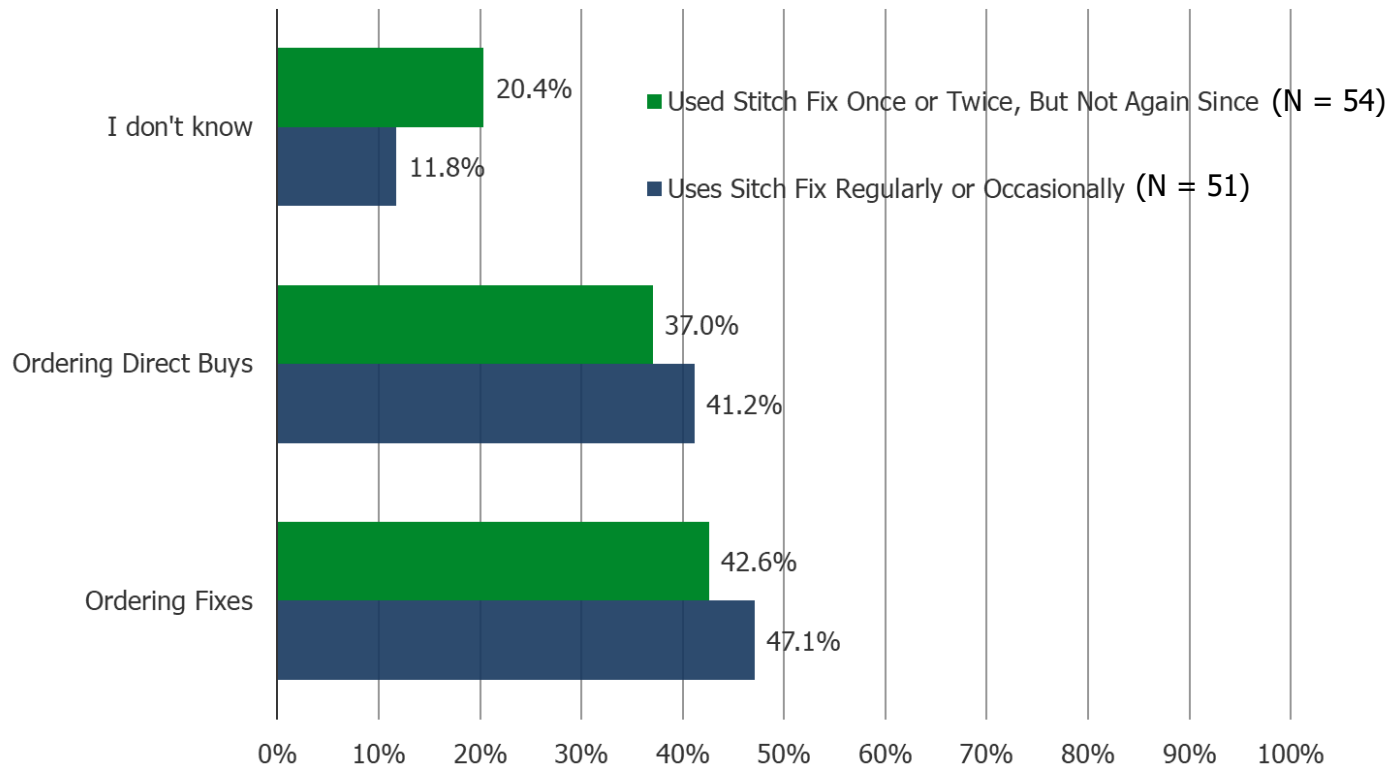
Have you been increasing or decreasing how often you use Stitch Fixes for...

Posed to all respondents who use Stitch Fix.



Which do you prefer?

Posed to all respondents who use Stitch Fix.

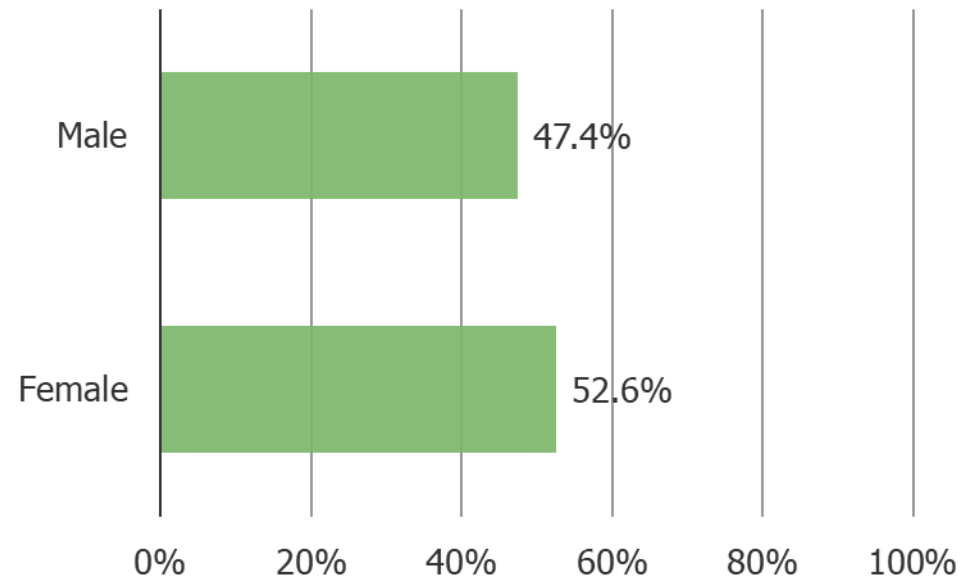


Demographics



What is your gender?

Posed to all respondents.

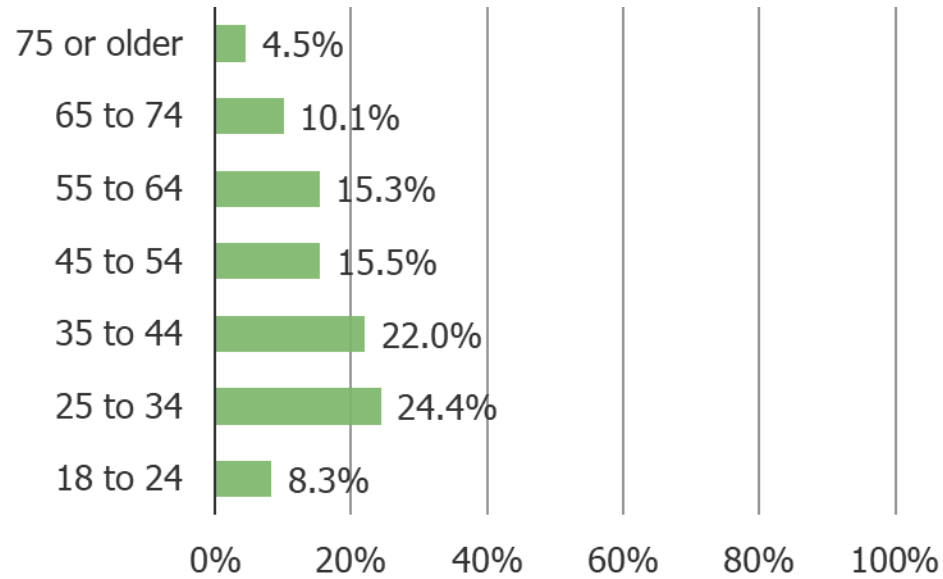


N = 776



What is your age?

Posed to all respondents.



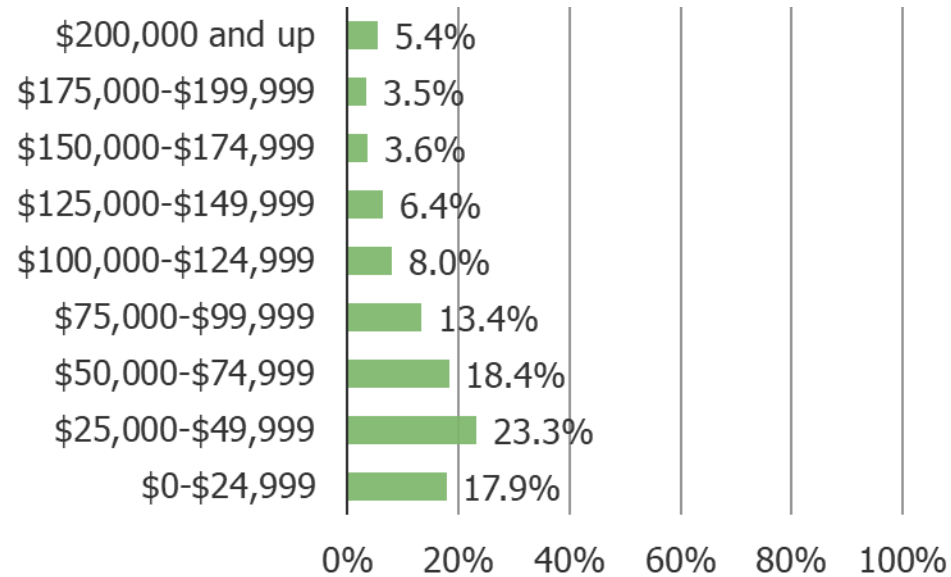
N = 776

914-630-0512 | research@bespokeintel.com



What is your approximate average household income?

Posed to all respondents.

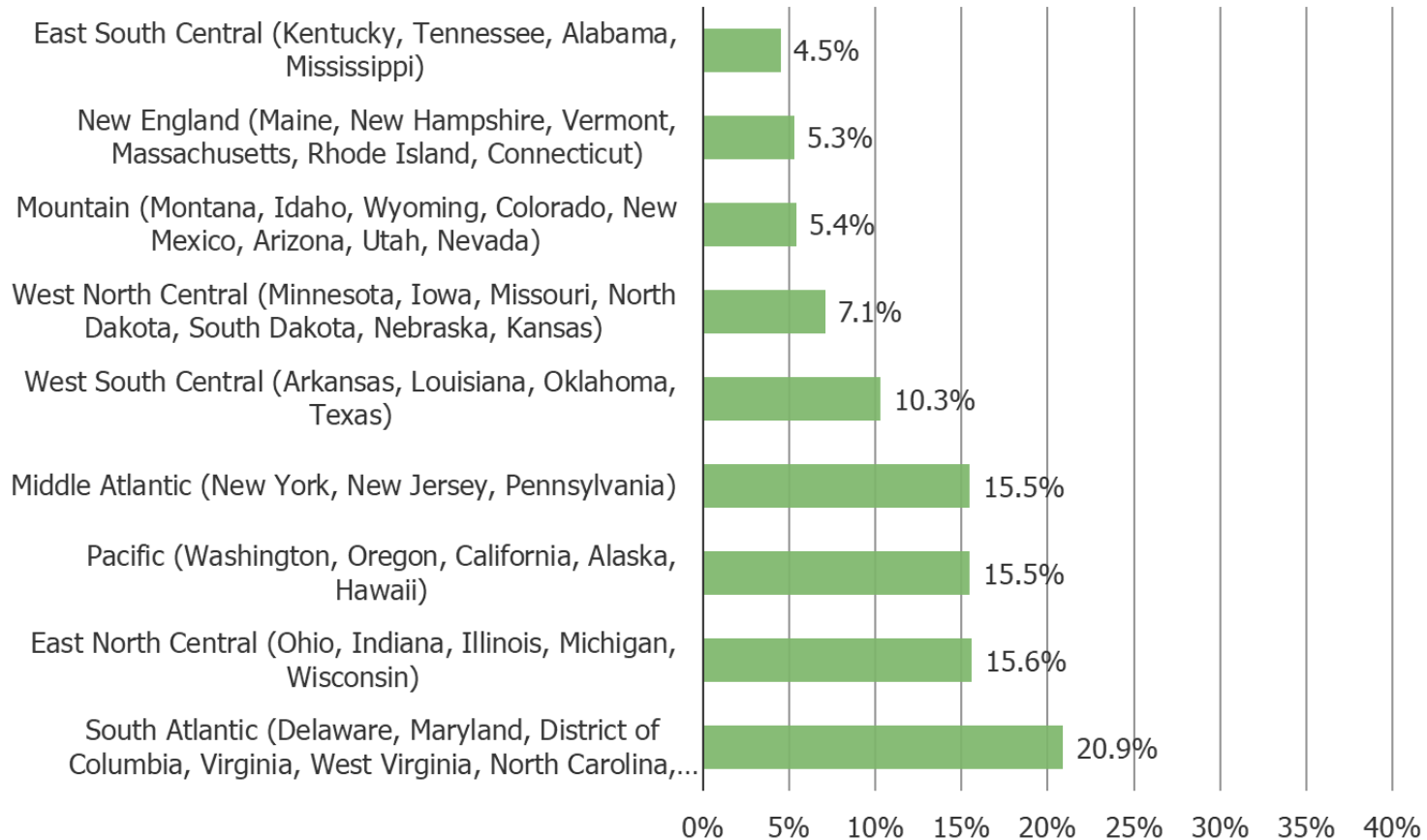


N = 776



In which region of the United States do you live?

Posed to all respondents.

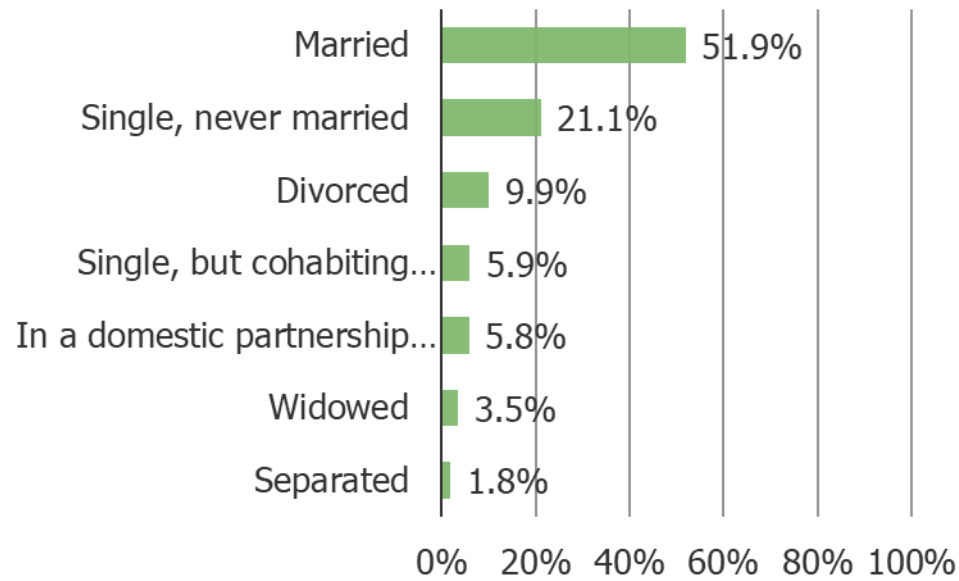


N = 776



Which of the following best describes your current relationship status?

Posed to all respondents.

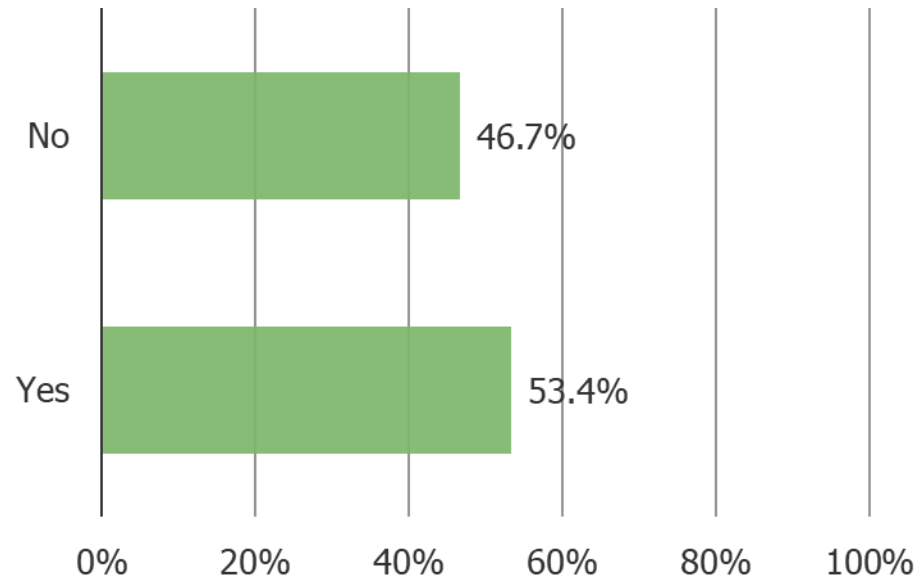


N = 776



Are you a parent or caretaker of children?

Posed to all respondents.

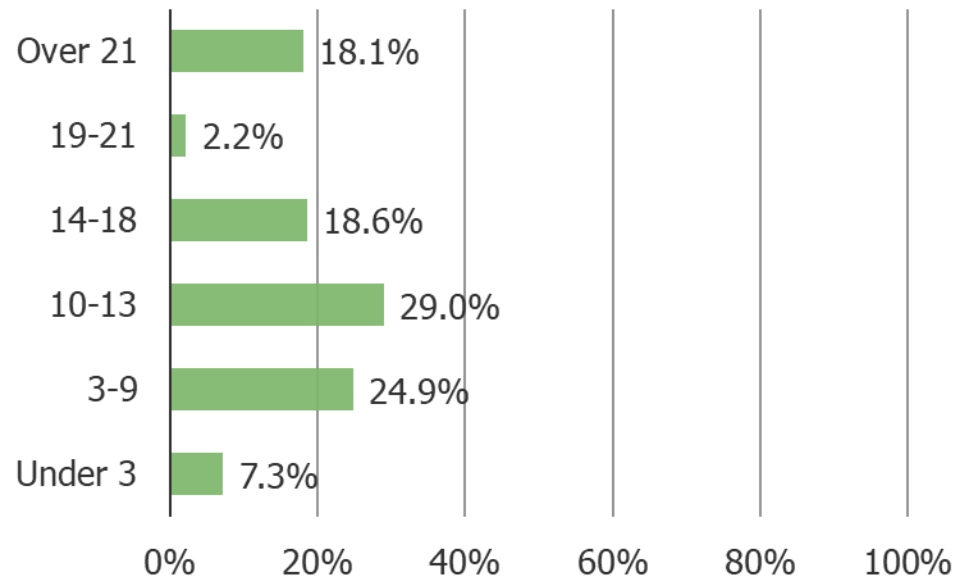


N = 776



Do you have children who are the following ages? (Select ALL that apply)

Posed to all respondents.



N = 776

