

OUTFITTERY

MARCH 2015

OUTFITTERY HAD A STELLAR YEAR,

raising \$20 million from Scandinavian investor Northstar. Led by co-founders Anna Alex and Julia Bösch, it now operates in eight European countries and claims over 200,000 customers. Outfittery's business model is effective:

MALE CUSTOMERS

are asked to fill out a questionnaire on the website, and style experts match them with attire that fits their preferences. If you soon start seeing more sharply dressed men on the streets of Europe, you might know why!



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**CURATED SHOPPING SERVICE
FOR MEN RECEIVES
\$20 MILLION FOR EXPANSION**