



TechStyle

FASHION GROUP

# REIMAGINE FASHION

To reimagine the fashion business, by creating the world's most innovative and admired fashion company.

# TechStyle By The Numbers



**2010**

Year Founded

**3**

Brands

**5.1M**

VIP Members

**\$700M+**

Revenue

**85M+**

Items Sold  
Since Inception

**50%+**

Gross Margins  
EBITDA Positive

**84%**

Sales From  
Repeat Customers

**50%+**

National Brand  
Awareness

**2**

New Brands

A photograph of two women standing in a grassy field at sunset. The woman on the left is wearing a light-colored jacket over a pink top and a long red floral skirt. The woman on the right is wearing a long red floral dress. The background features a line of bushes, palm trees, and mountains under a warm, golden sky.

# JUSTFAB<sup>®</sup>

Fast Fashion Redefined

JustFab gives people access to the fashion they want at a value they love. We understand that style is personal. That's why we set out to change the way you shop.



JUSTFAB.COM

A woman with short dark hair is sitting on a grey mat on a wooden deck. She is wearing a white, draped, spaghetti-strap top and bright pink leggings. She is looking towards the camera with a slight smile. The background features a wooden wall with a woven bamboo screen and lush greenery.

# FABLETICS

Where Fitness Meets Fashion

Co-founded by Kate Hudson in 2013, Fabletics is a global active-lifestyle brand designed with every woman in mind. Fabletics combines fitness and fashion to make women feel supported, stylish, and confident, at – and beyond – the gym.



# TechStyle's Keys to Success

**Building  
Brands Online  
First**

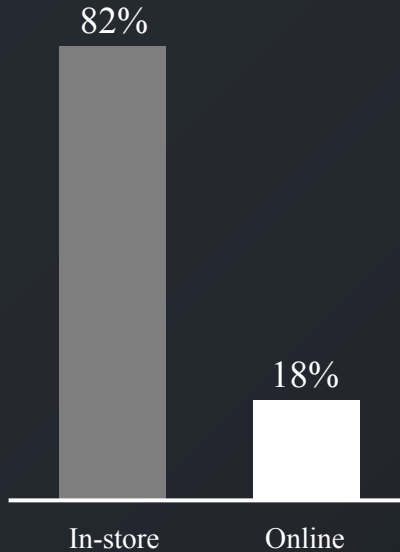
**Vertical  
Integration  
2.0**

**Agile  
Acquisition**

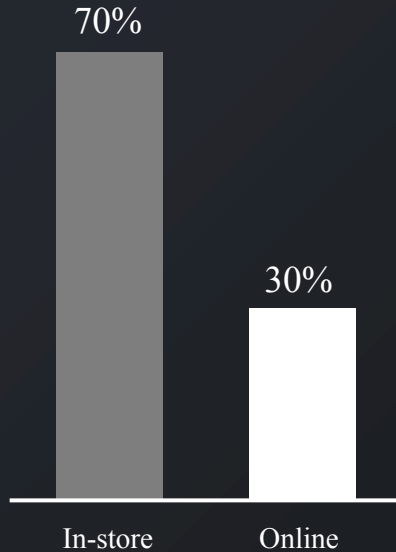


# Online Fashion Sales Are Accelerating

**Current Share, 2017**  
US Market, Kantar



**Est. Share, 2021**  
US Market, Kantar



**Our Prediction**



# One Way Street

## Consumers Will Shift More Dollars Online



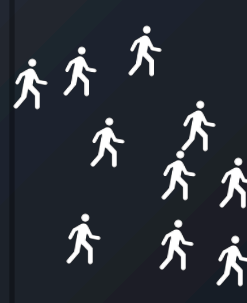
Only shop  
in-store



Prefer in-store,  
shop online  
occasionally



Shop both equally



Prefer online, shop  
in-store  
occasionally



Only shop online

# One Way Street

## Consumers Will Shift More Dollars Online



# Competitive Advantages To Building Brands Online



Faster  
Feedback Cycle



Instant National  
Availability



Data-Driven  
Individualized  
Personalization

# It's Already Happening



# Vertical Integration 2.0

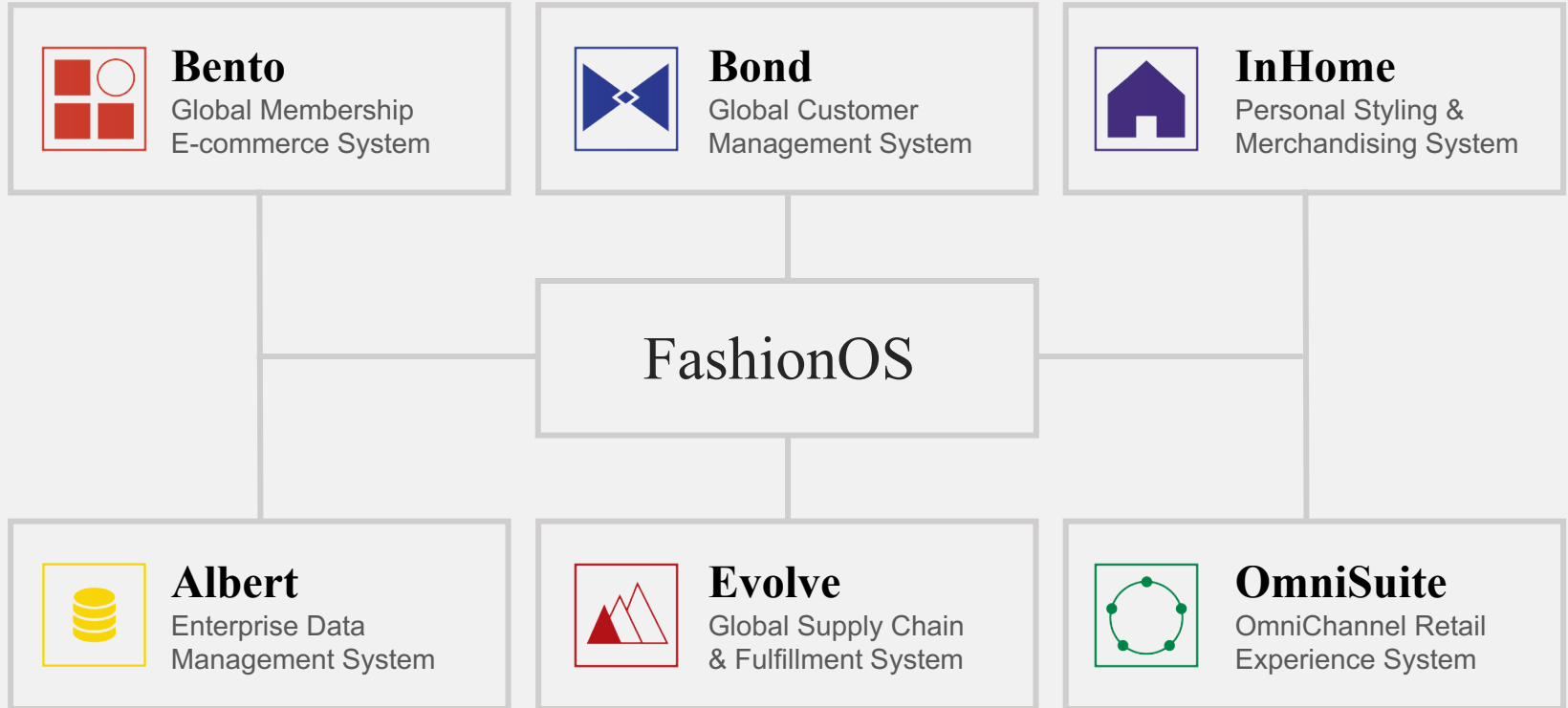
Key to Success in a Digital-First World

# Vertically Integrated

Expert Services



# Our In-House Technology Solutions



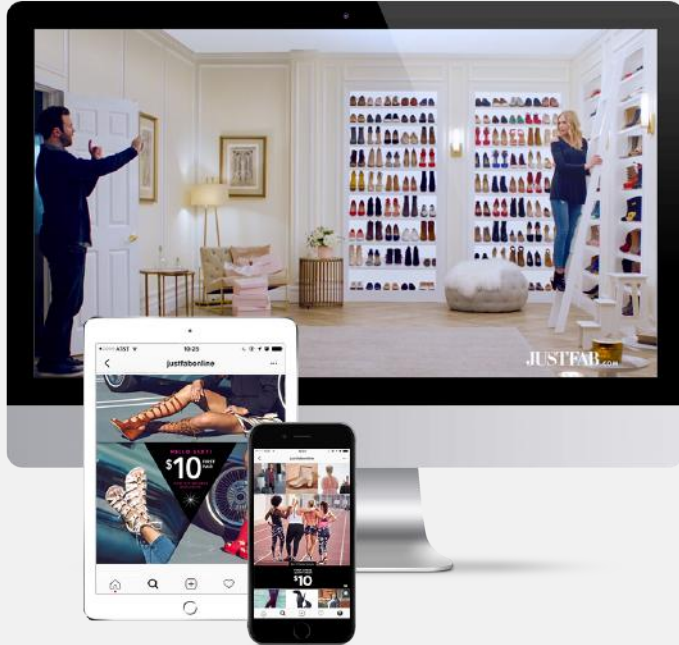


# Agile Acquisition

Rapid, Iterative Testing to Optimize Media Spend

# Agile Acquisition

Rapid, Iterative Testing Enabled By Technology & Expert Services



**\$125M+**

Annual Media  
Spend

**150+**

Iterations of TV  
Commercials  
Tested/Year

**2k+**

Website Iterations  
Tested/Year

**35k+**

Ad Creatives Designed  
and Tested/Year

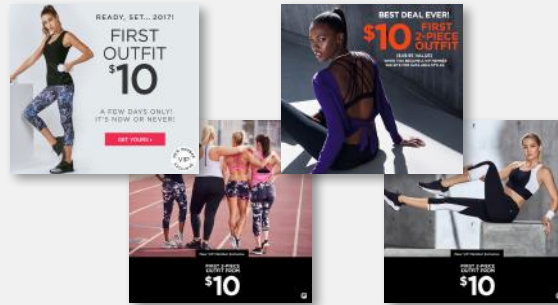
# Fabletics New Year's Campaign



Day 1

Tested 50 different creatives & 4 landing pages

**Immediate** Data On Best Selling Merchandise



Days 2 - 15

Tested **600+** ads, **30+** landing pages, and many combinations of registration and post-registration pages



Day 16

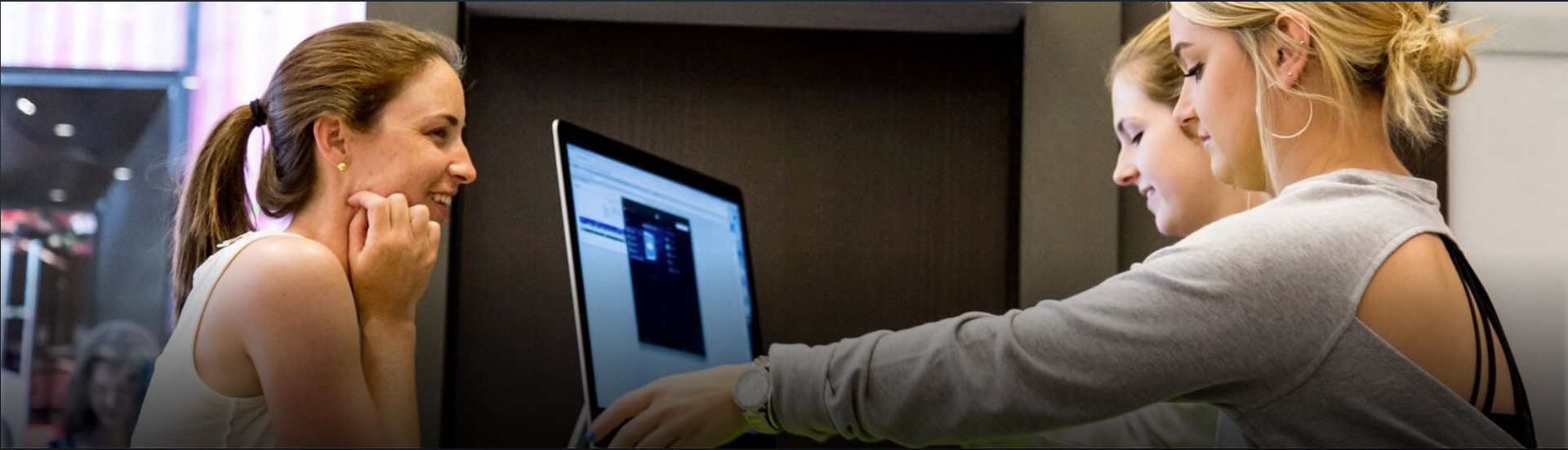
Winning ad and landing page chosen: **2x customer acquisition efficiency** compared to day 1!



F FABLETICS

What About Retail?

# Keys To Fabletics Retail Success



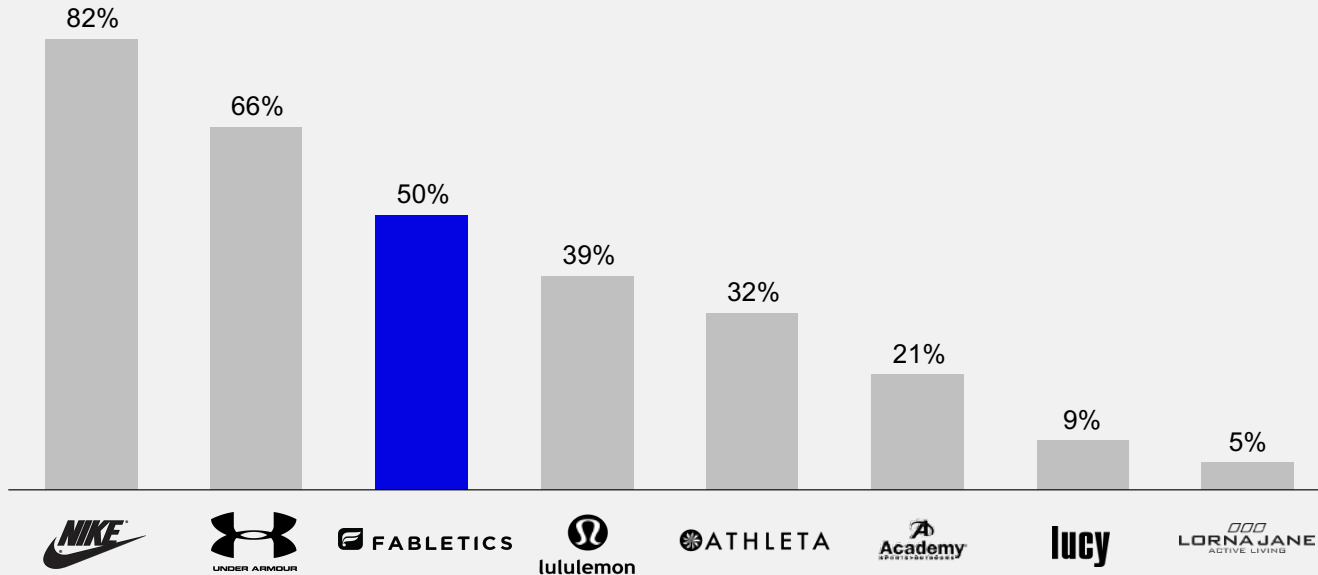
**Building  
Customer Base  
Online First**

**Create a True  
OmniChannel  
Experience**

**Data-Powered  
Cross-Channel Optimization**

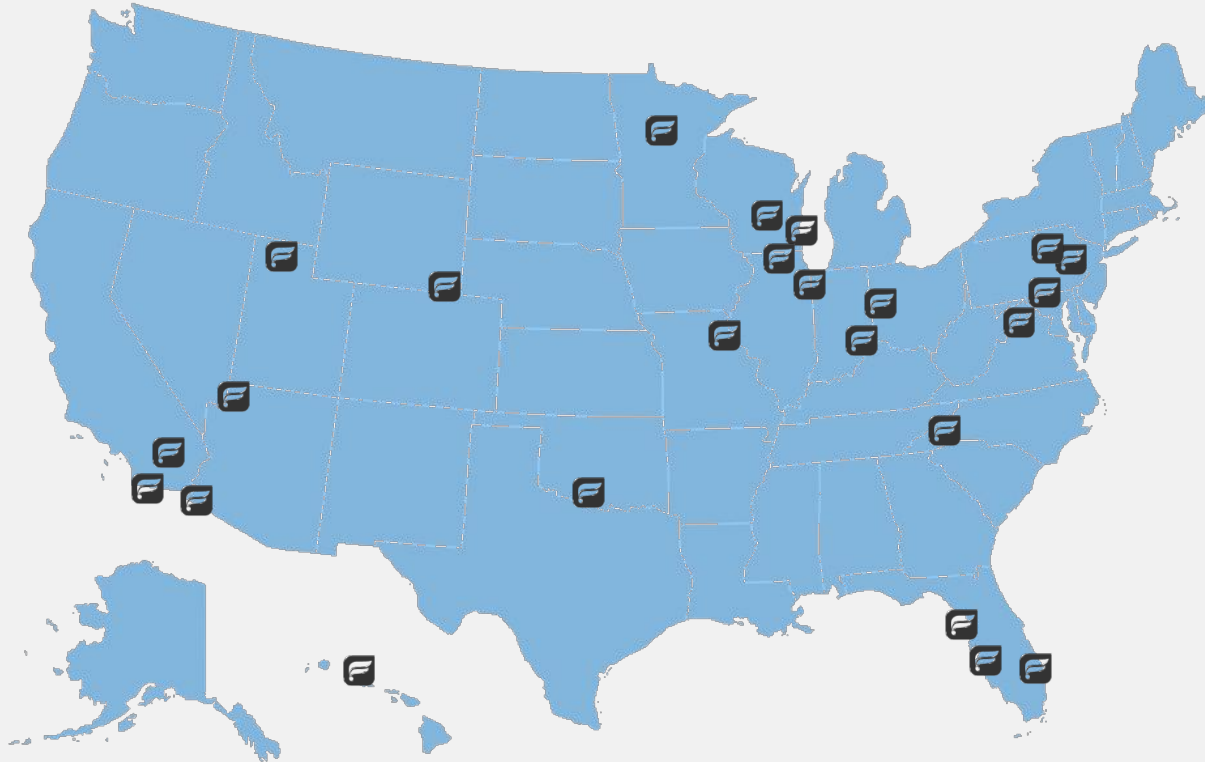
# Built Brand Awareness Online First

National Brand Awareness, Women's Athletic Wear, USA



# Opening Stores Near Our 1M Members

Using Data to Choose Locations



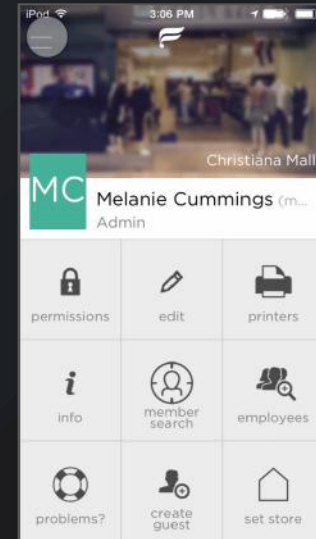
# We Built Our Own POS System To Create a True Omni-Channel Experience

For a Seamless Dialog Between Online and Offline Shopping



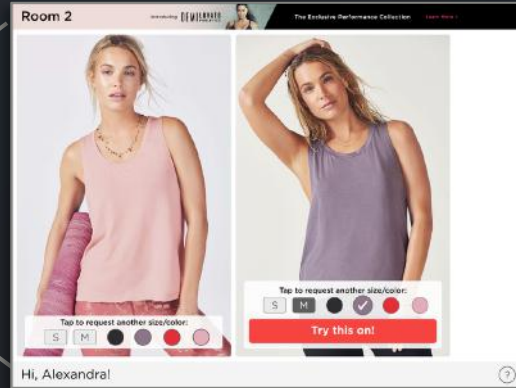
**OmniSuite** Enables Us To...

- Move data seamlessly between online and retail environments
- Retarget ads online based on in-store interactions
- Personalize site experience based on in-store activity
- Record style and fit feedback in real-time
- Save items to online shopping cart while in-store
- Track dressing room conversion at the item and customer level





# We Track Nearly Every Item That Goes Into Our Dressing Rooms



## OmniSuite

Conversion Tracked At The:

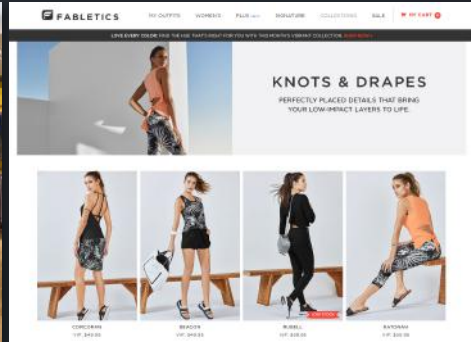
- Customer level
- Item level
- Size level

# Our Dressing Room Data Informs...

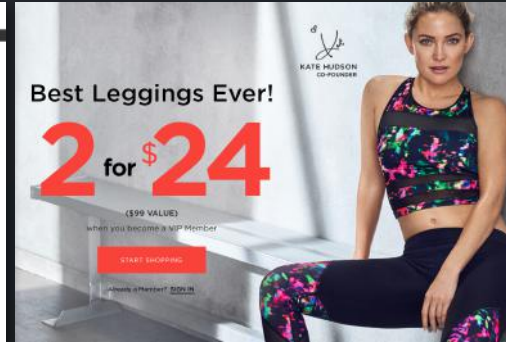
Store  
Merchandising



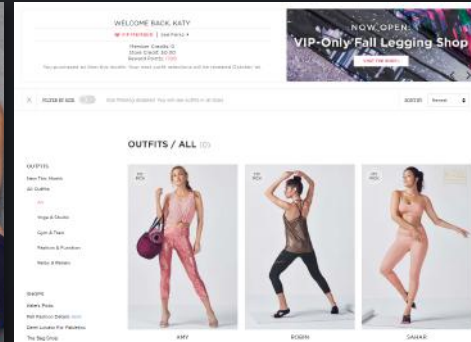
Site  
Merchandising



Customer  
Acquisition

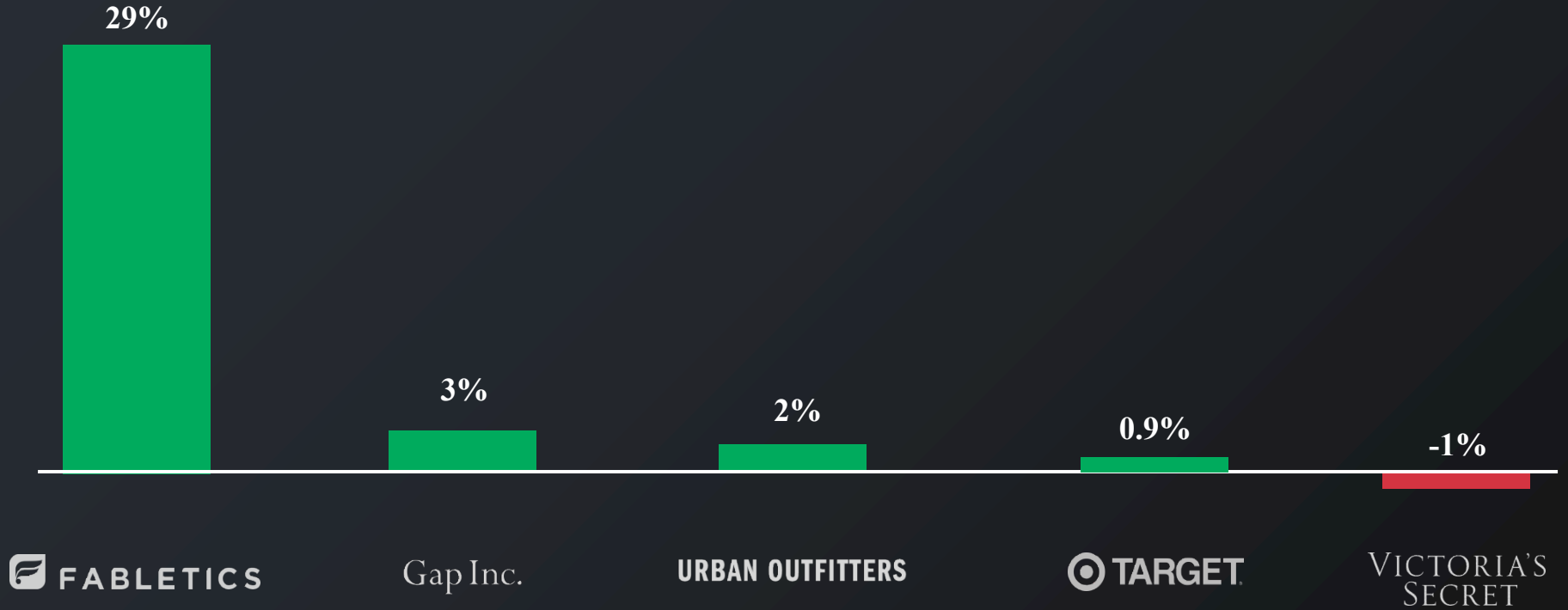


Personalized  
Marketing



# It's Working

Comp Store Sales



...And We're Just Getting Started



TechStyle  
Thank You

FASHION GROUP

[techstyle.com](http://techstyle.com)