

# outfitEZ

## BACKGROUNDER

### Introduction

OutfitEZ Inc. is a new entrant into the emerging arena of web convenience shopping, carving out an innovative niche in the lucrative clothing sector.

The company provides a service targeted at the many men who find clothes shopping time consuming, inconvenient and complex. OutfitEZ simply makes the decisions for them by selecting, purchasing and delivering clothing outfits for men at regular intervals, allowing customers to maintain a contemporary wardrobe in their chosen style without a single trip to the mall.

**A decision-free no-hassle shopping experience**

OutfitEZ wardrobe consultants provide both fashion sense and shopping expertise. Outfits are selected based on a customer's style choices which run the range from conservative to trendy, casual to formal, young to old. Professional selections ensure customers know that their wardrobe is current and appropriate. Selections are available in comprehensive collections, or as quarterly seasonal deliveries in a wide range of budgets.

**Menswear Experts**

OutfitEZ is an independent company, and is not tied to any retailers or manufacturers. This means that OutfitEZ buyers can choose from the widest variety of online retailers, regular clothing stores and wholesalers to find the best items and deals for their customers.

**Independent**

### Internet Apparel Industry:

Internet sales of clothing has become the largest non-travel sector of Internet commerce, surpassing computer hardware and software sales in 2006. A Forrester Research report<sup>1</sup> found that U.S. residents bought \$18.3 billion dollars worth of clothes and shoes online in 2006, with growth to \$22.1 billion in 2007. The segment is far from saturated, however, since the \$18.3 billion spent on apparel online in 2006 represented only 8%<sup>2</sup> of total apparel purchases.

### Purchasing Obstacles:

There are still substantial hurdles to Internet shopping for many consumers. The *New York Times*<sup>3</sup> notes “predictions that fashion — which is hard enough to buy in stores, with the aid of sales clerks and fitting rooms — would be difficult, if not impossible, to translate onto the Internet”. The color, size and fit of clothes can vary widely between

1 *The State of Retailing Online 2007*: <http://www.shop.org/soro07/>

2 [www.nytimes.com/2007/05/14/technology/14clothing.html](http://www.nytimes.com/2007/05/14/technology/14clothing.html)

3 [www.nytimes.com/2007/05/14/technology/14clothing.html](http://www.nytimes.com/2007/05/14/technology/14clothing.html)

brands, and the increasing array of choices available on the Internet can make decision making more complex. In addition, shipping costs can mount substantially if purchases are made in small quantities from a variety of retailers. Still the online apparel industry has shown substantial growth over the last few years, indicating an increased willingness to buy online.

Other obstacles to clothes purchasing exist for customers, whether they are buying over the Internet or at traditional retail stores. Many men place a low priority on buying new clothes on a regular basis to assemble a wardrobe of coordinated outfits, despite recognition of the need to own such a collection. Style and fashion is a complex world and many men have little interest in it. Stores are rarely set out in a convenient format for “hunter” shoppers wanting to be quick and efficient, catering instead to “browser” shoppers.

Studies show that women spend upwards of 10% of their income on clothing while for men the figure hovers around 5%<sup>4</sup> - and many men don't even spend that much, as often because current methods of buying clothes are seen as time-consuming and tedious. Nonetheless, even in a business casual world, a clean, neat appearance is a vital part of the professional attitude on which people are judged. Making it easy to dress well improves both employees' prospects and corporate images.

#### *How OutfitEZ Solves the Problem:*

OutfitEZ is the pioneer and creator of an innovative Web-based service to help solve the dilemma of men with the need and disposable income to buy more clothing, but who find existing retail channels sub-optimal.

- Changes the way men buy clothes. Shifts the focus from buying a shirt to building a coordinated set of outfits that fits their needs and style.
- Wardrobe consultants understand contemporary trends, fabrics and colors, to develop a multi-year road map to build a comprehensive wardrobe within a given budget.
- Professional buyers spend the time the average consumer doesn't have to find the great deals and track fit and color differences between brands and retailers.
- Quarterly deliveries of seasonal outfit collections ensures ongoing maintenance of the wardrobe and reduces shipping overhead.

Although surely not for everyone, the approach is different and clever; customers select a monthly budget and choose from an array of styles that reflect their taste and clothing needs. Sample style choices are:

- *Clean Slate* aimed at new entrants to the workforce

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4 Visa, MMI

- *Cool Nights* targeting younger, fashion-conscious men
- *Fresh Paint* for the more mature professionals who need a wardrobe update
- *Small Spark* for the man looking to to liven up his wardrobe with a bit of flare
- *Exec Express* for the busy executive
- *Rugged Urban* delivering casual, comfortable sportswear
- *Civilian Basics* for the retired military man re-entering the civilian workforce

This is pre-paid hassle-free, decision-free shopping. The service provides customers with a series of outfits that form a versatile wardrobe without any of the inconvenience of retail shopping. Customers receive apparel based on style choices they select, wardrobe consultant recommendations, and specific client attributes. Once initial registration is completed, no further action is required from the customer and regular shipments of coordinated, seasonable outfits are delivered.

OutfitEZ wardrobe consultants research and understand the needs of customers fitting the profile they service. They observe them in business and leisure settings and they also know what is modern, stylish and appropriate. Melding this knowledge the consultants develop a multi-year road map to build a contemporary and well-coordinated wardrobe within the given budget. Professional buyers then tackle the vast array of Internet retailers, brick and mortar stores and wholesalers, selecting clothing outfits to fulfill the road map each quarter. Selections are purchased in the subscriber's specific size, packed and shipped direct to the customer's door each quarter.

Unlike traditional personal shopper services, OutfitEZ targets customers who place a low priority on their wardrobe maintenance. By being Internet scalable, and *not* personal, the significant markups and service fees are avoided.

#### The Product:

OutfitEZ offers two main products: seasonal shipments and pre-designed collections. The seasonal shipments are arranged through an on-going subscription. The customer selects his style preferences and shipments are delivered every 3 months. The collections are offered as single shipment purchases. Collections range from basic wardrobe essentials to specialty apparel such as interview attire and wrinkle-free travel wear.

Both products aim at making shopping for menswear easier. Apparel is sold not as individual items, but as mix and match sets designed for versatility. Each product is tailored to the customer's size and style.

#### Target Customers:

OutfitEZ primarily targets men working in office environments who do not have the skills, time, or inclination to shop for clothes. They do however generally understand the value of being well-dressed in leisure and business casual environments. An engineer employed at a high tech company would be a typical example of such a prospective customer.

In addition, the company aims its message at the wives and girlfriends of target customers since these women are often already tasked with clothes shopping for their husbands and boyfriends, doing at an amateur level what OutfitEZ can do for them professionally. New graduates entering the professional workforce for the first time, and soldiers retiring from the military after having spent years in uniform also form niche groups that can benefit immensely from OutfitEZ services.

*The Company:*

OutfitEZ Inc. is based in Golden, Colorado. The company is privately held. For further information please visit [www.outfitez.com](http://www.outfitez.com)

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## **FREQUENTLY ASKED QUESTIONS**

### **Why should I let someone else choose my clothes?**

If you really love browsing the stores in the mall, spending your weekend finding just exactly the right outfit for you, then perhaps this service isn't for you. In reality, many men find it a hassle and lots of busy men let others select and buy their clothes - traditionally this task is delegated to their wives or girlfriends. We believe it's time to give that job to a professional. Our wardrobe consultants research and understand the needs of customers fitting the profile they service. They observe them in business and leisure settings and they know what clothing is modern, stylish and appropriate. Buyers then spend hours visiting stores and searching the Internet to find the right clothes at great deals, focusing on practical, versatile selections. We believe that in most cases they will choose better clothes for you than you would even choose yourself even if you spent the time to do it!

### **Why buy clothes on subscription?**

Clothing constantly needs updating due to wear, current style and let's face it - changes in size. An average American spends 4-6% of his income on clothing, that can translate into over \$2000 and dozens of trips to the store. This service is designed to regularly replenish your wardrobe in a convenient manner. The quarterly shipments are modeled around seasonal changes when a change of clothes is most appropriate. Many men put off buying the items they need or dash in and grab something without consideration for the rest of their wardrobe. A clothing subscription solves the problem - sign up and we will regularly send you timely, well-coordinated clothes within the budget you have chosen.

### **What kind of clothes am I going to get with my subscription?**

The exact makeup is dependent on your profile, climate and the season of the shipment, but generally you will get a mix of business casual and leisure wear. Over several shipments you will build up a good foundation for a versatile wardrobe. This will include shirts (T-shirts, golf shirts, dress shirts), trousers and jeans, occasionally sweaters, and perhaps a blazer, a tie or a belt. The items will be coordinated and are designed to mix & match. What you won't find are basics like socks and underwear, or specialized apparel like 3-piece suits or ski jackets. You can view typical selections in the [Profiles](#) section of our website.

### **Do you manufacture the clothes you sell?**

No. OutfitEZ focuses on clothing selection, and we take advantage of the entire range of clothing suppliers and retailers available to find you the best deals on high quality coordinated clothing and we have no incentive to push any one manufacturer over another. OutfitEZ selects well known brands that are distributed at major department stores and men's retailers including: Kenneth Cole, Perry Ellis, Dockers and Abercrombie.

### **Couldn't I just buy these clothes on the Internet myself?**

Perhaps you could - if you knew what you wanted, knew what was available and wanted to spend the hours we do searching for the best deals. We figure you've got better things to do. Our wardrobe consultants focus on dressing you well. Our buyers focus on locating great deals on the selected items. We can take advantage of sales, volume discounts or wholesale prices, whenever possible without compromising quality.