

OutfitEZ

The Story

Many men dress poorly. Many others dress well but begrudge the time spent at the mall. Still others burden their wives or girlfriends with the chore. OutfitEZ Inc., a new player in the emerging web convenience sector, provides a solution for these men - simply doing their shopping for them. The service uses wardrobe consultants and professional buyers to select and purchase coordinated clothing collections that are delivered in ongoing seasonal shipments.

Why It's Important

- Eliminating disagreeable and time-consuming tasks makes everyone happier and more productive.
- 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.
- Creation of a new, more convenient purchase channel for clothing will increase consumer spending on apparel, already a \$200 billion industry.

Why OutfitEZ is Key to this Story

- OutfitEZ is the pioneer and creator of this innovative web-based service.
- The service is timely. Consumers are showing more willingness to buy clothes through the Internet. In the last 2 years, online apparel sales have increased over 20% annually.
- Unlike traditional personal shopper services, OutfitEZ targets customers who do not place a high priority on specific brands or custom design. By being Internet scalable, and *not* personal, the significant markups and service fees of traditional personal shoppers are avoided.
- 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.

Press Contact:

Name: Michele Page
Email: mediarelations@outfitez.com
Telephone: (303) 378-6116