



# TechStyle

FASHION GROUP

# REIMAGINE FASHION

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

# DIGITAL BRAND HUB

JUSTFAB

*fabkids*



 FABLETICS

SAVAGE  
  
FENTY

shoedazzle\*

## FashionOS

### TECHNOLOGY

Our proprietary enterprise technology suite – the engine behind the TechStyle platform



## Expert Services

### SERVICES

Unique and integrated services to efficiently build and operate global fashion brands

Digital Media Agency

Data Science

Photo & TV Studios

Global Member Services

Sourcing & Supply Chain

Fulfillment

Our [Global Fashion Commerce Platform](#) enables and drives our model.

# ALL ABOUT THE VIPS

We operate with a membership model that focuses on VIPs

- ✓ Brand loyalty
- ✓ Repeat customers
- ✓ Strong engagement
- ✓ Win-win relationship



# EVERYBODY WINS



## Why members love it

- ✓ Everyday savings of 30% to 50%
- ✓ No monthly obligation
- ✓ Personalized monthly boutique
- ✓ Early and exclusive access to new styles
- ✓ Exclusive sales, promotions and rewards system
- ✓ Part of a fashion community
- ✓ Fashion and style inspiration
- ✓ Free shipping and returns



## Why we love it

- ✓ Strong personal relationship with members leads to high wallet share
- ✓ First choice shopping destination
- ✓ Frequent engagement – 20+ average visits per year
- ✓ No cost to reacquire members
- ✓ Deep customer insights used to reduce risk and predict inventory needs
- ✓ Cash flow advantage



# HOW WE LISTEN

Execute qualitative methodologies in an innovative and DIY way

- ✓ Meet the VIP/Member Events
- ✓ TRX Program
- ✓ FabKids Board of Directors
- ✓ User Experience testing
- ✓ Fit testing
- ✓ Customer Journey mapping
- ✓ Ethnography and shop alongs
- ✓ Brand Ambassadors & Product seeding

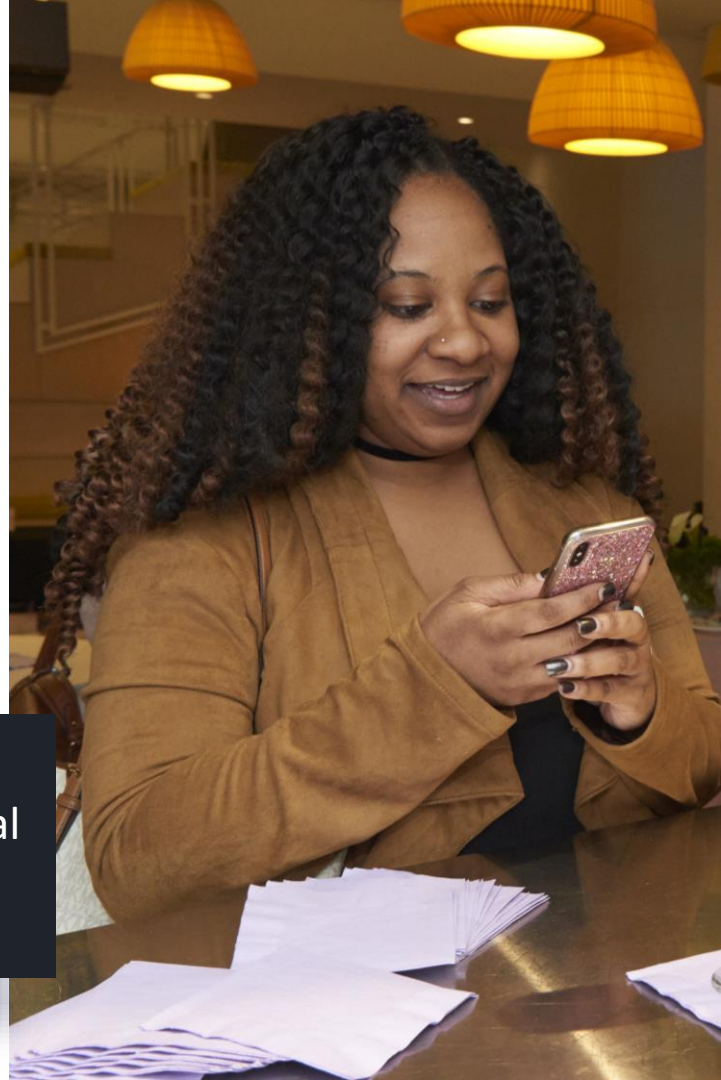
# DECISIONS SUPPORTED BY DATA

Quarterly  
Trackers

Custom  
surveys

A/B  
Testing

Analyze digital  
behavior







# MEET THE VIP/MEMBER **EVENTS**

Held  
quarterly

Across  
the US

Connected with  
500+ VIPs in 3 years

# ENGAGE ALL DEPARTMENTS

MARKETING

WEBSITE/  
UX

PERSONAL  
STYLING

GLOBAL  
MEMBER  
SERVICES

ACQUISTION

MERCH &  
DESIGN





F FABLETICS

ALFREY  
GALLERY

The Retail eXperience





**EVERY FABLETICS  
EMPLOYEE SERVES  
IN STORE AS A  
“BRAND AMBASSADOR”**

# WHY MEET CUSTOMERS **IN-PERSON?**

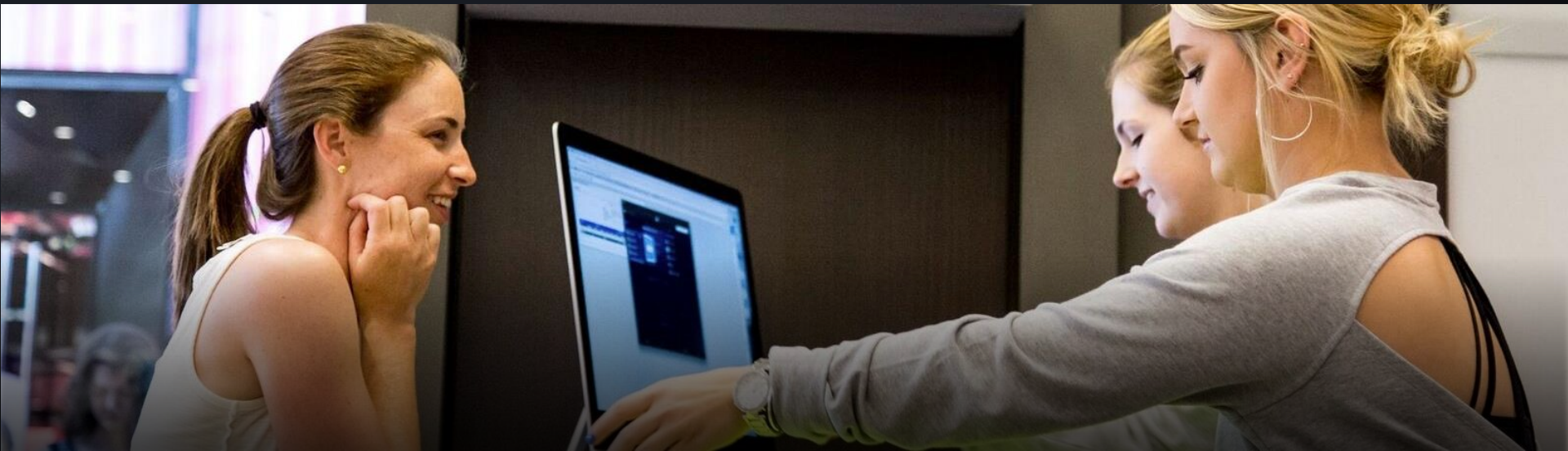
ARTICULATE BRAND STORY  
& VALUE PROPOSITION

UNDERSTAND HOW CUSTOMERS  
INTERACT WITH YOUR WORK IRL

GATHER INSIGHTS TO INFORM &  
IMPROVE DAILY WORK



# RESULTS INCLUDE...



BETTER MARKETING

BETTER PRODUCT DESIGN

BETTER OPERATIONS





# ASK **REAL CHILDREN** WHAT THEY LOVE & WHAT THEY DON'T

INSIGHTS USED TO **INFORM**  
MERCHANDISING  
AND DESIGN STRATEGIES

THE FABKIDS  
**Board of Directors**



**YAY**



## Kids Rule

---

We keep a close pulse on  
**what kids are into**  
and make clothes & shoes  
**we know they will love.**

All of our product is  
**kid tested & kid approved.**



# INSIGHTS APPLIED IMMEDIATELY

## DESIGNS IN CONSIDERATION

11



9



4



2



2



2



# = KID VOTES

=



# ACROSS ALL RELEVANT AREAS





FABLETICS

NEW FABRIC USER-TEST

**Get initial  
customer  
insights**

**See fabric  
in action  
in person**

**Discuss with  
customers**



Kick butt.  
*look cute.*  
Repeat.



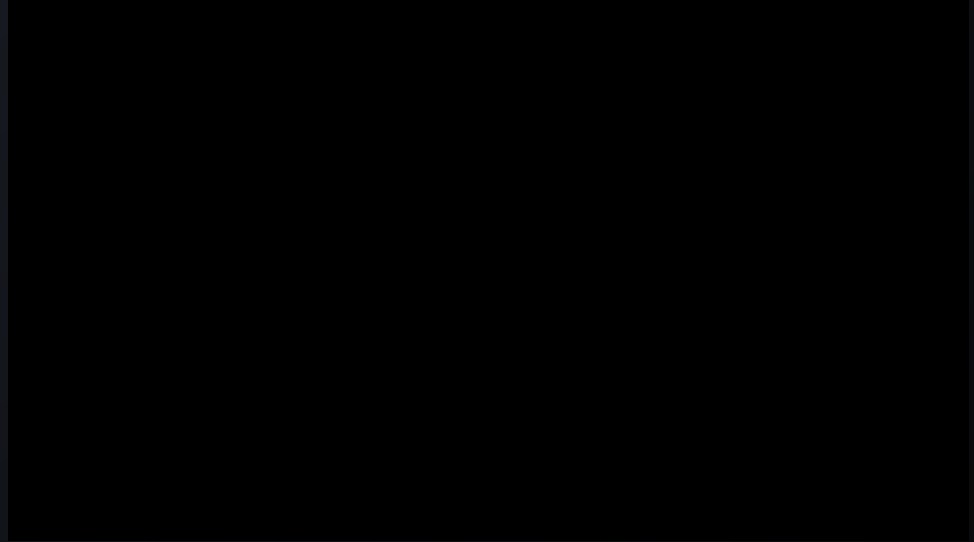


Kick butt.  
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Repeat.

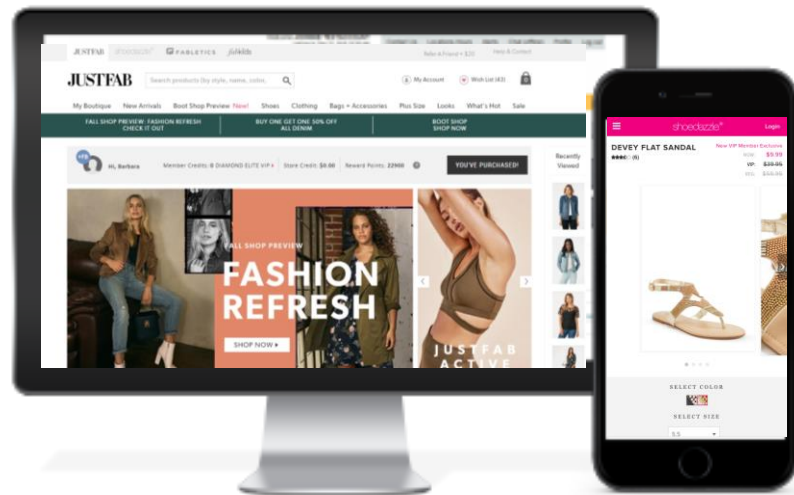


# AND IF YOU NEED HELP PAYING FOR RESEARCH...

Involve  
marketing



# MAP THE CUSTOMER JOURNEY VIA UX TESTING

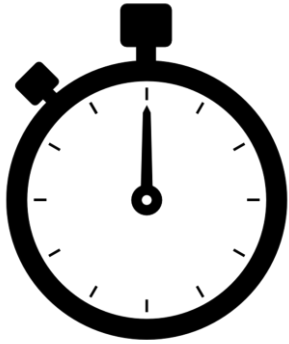




# **IN PERSON** ALLOWS **STAKEHOLDERS TO ENGAGE DIRECTLY**



# RESULTING IN INSIGHTS THAT LEAD TO IMPACTFUL **CHANGE**



**INSIGHT:**  
Consumer  
attention span  
on mobile is  
short (<10  
seconds)



**ACTION:**  
Streamline  
shop  
experience

A woman with long brown hair, wearing a black top and blue pants, stands and presents to a group of people seated at a round table. She is holding a blue marker. The table is set with glasses of water, a plate with a burger, and some papers. The background shows a staircase and a whiteboard with handwritten notes.

**TALK TO NON-CUSTOMERS**

Feedback		
Loved		
HATED		
CONFUSED		
-no recommended product " ppl also like"		

**WHAT THEY SEE...**



**WHAT THEY WANT...**





**HOW WE INCORPORATED FEEDBACK...**


# CUSTOMER FEEDBACK: "LIFE IS TOO SHORT TO WEAR BLACK LEGGINGS"

 **fab017** ❤️❤️❤️  
4h Reply


 **ash.walker** Pink RULES 🍷🍷🍷🍷  
4h Reply


 **kloeporek** The true meaning of #flowerpower 🤔  
4h Reply

 **kenmaloy** woman, and cute girls, are stronger than we may realize  
4h 1 like Reply


 **shairawl** it is good they underestimate the power of flowers 🤔🤔  
4h Reply


 **photolifelike** Omg @fabletics you guys are INCREDIBLE ❤️  
4h Reply


 **alyssazimick** Flowers can be cute. And they can be killers 🤔🤔  
4h Reply


 **melbamel78** best ad I've ever seen on IG. So true it's not even an ad anymore....


 **workoutwithcelinne** ✨✨✨  
9h Reply


 **ianatafari** Amazing slogan, very powerful  
9h Reply


 **galamxo** I agree so much girls are fighters 💪  
9h Reply

 **vega.travieso** Wearing flowers doesn't mean softie  
9h Reply

 **arielcasanoooo** I will never underestimate again  
9h Reply

 **se2dacity** I love these outfits 🥰  
9h Reply


 **jacelavoie** Girls girls girls 💕👏  
10h Reply


 **bynurulss** Very nice 🥰  
10h Reply


 **photolifelike** Omg @fabletics you guys are INCREDIBLE ❤️  
4h Reply

 **alyssazimick** Flowers can be cute. And they can be killers 🤔🤔  
4h Reply

 **mariajose\_manzano** Everyone needs to hear this ❤️❤️  
4h Reply

 **v\_bacceliere** This is a true eye opener actually...  
4h Reply

 **matryona\_v** Cute can be deceiving indeed ❤️🤔  
4h Reply

 **elif\_rubbik** ooooooh my god I love this add 🥰🥰  
4h Reply

 **niks\_21** LOVE THIS 💕💕  
5h Reply

**QUESTIONS?**



Thank You