



BOMBFELL

Media Kit 2015

CONTACT

press@bombfell.com

What is Bombfell?

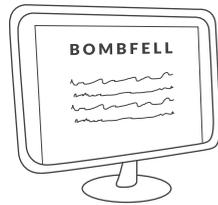
Get clothes picked for you by a
personal stylist.

Clothing retail designed for men.



The Bombfell Offering

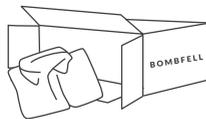
HOW IT WORKS



User completes online style profile.



We select clothes based on his profile and social media data.



User has 10 days to decide to keep or return.



Technology-Driven

6'0"

40"

32"

180lbs

f AUSTIN ELLIS

@AUSTINELLIS

UNI QLO

BANANA REPUBLIC

BONOBOs

GAP

✓

✓

✗

✓

✓

✓

✓

✗

Efficiency via Technology



Affordable human-powered curation



Team and Investors

TECHNOLOGY

Jason Kim



Microsoft

Y Combinator

 **HARVARD**
UNIVERSITY

FASHION

Sarah Lee



Saks Fifth Avenue

theory

JONES NEW YORK

BUSINESS

Bernie Yoo



MTV

MorganStanley

 **HARVARD**
UNIVERSITY

INVESTORS

 **Great Oaks**
VENTURE CAPITAL

SOS VENTURES

DavidShenVentures

 **Romulus Capital**

&Beyond

500
STARTUPS



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How it Started



In 2007 Jason Kim and Bernie Yoo, best friends and former roommates at Harvard, found themselves living in NYC with decidedly dated wardrobes. They convinced fashionable friends to pick out clothes for them, resulting in revamped and improved wardrobes.

Fast forward to 2011, though, and they found themselves desperately clinging to the same wardrobe, well past the expiration date (see adjacent photo). They were overdue for a refresh, but lacked time and expertise to make it happen. It takes too much work to look good.

Teaming up with Sarah Lee, who brings deep expertise in fashion and styling, the three of them started working together on Bombfell to create a clothing service for the majority of guys who just want clothing to be a solved problem.



Exceptional Brands



In the Press

“Now that’s a stroke of genius.”

TechCrunch

Forbes

WWD

match.com

THE WALL STREET JOURNAL.

askmen⁺
BECOME A BETTER MAN

FINANCIAL TIMES

TIME

CBS

abc NEWS



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In the Press (Cont'd)

Life & Style WEEKLY



Style by Mail

LINDSAY LOHAN makes sure the men in her life are as stylish as she is by signing them up for Bombfell. Members receive monthly shipments of girlfriend-approved duds picked for them by a personal stylist. bombfell.com



Employee Discounts Offered



FAQ



What does Bombfell mean?

Think “fellow” meets “Bombshell.” Goodlooking women are called bombshells, but there’s no corresponding term for guys - it’s a glaring gender imbalance. So we coined the term bombfell as the male equivalent of bombshell (your move, Title IX).

How are the clothes selected?

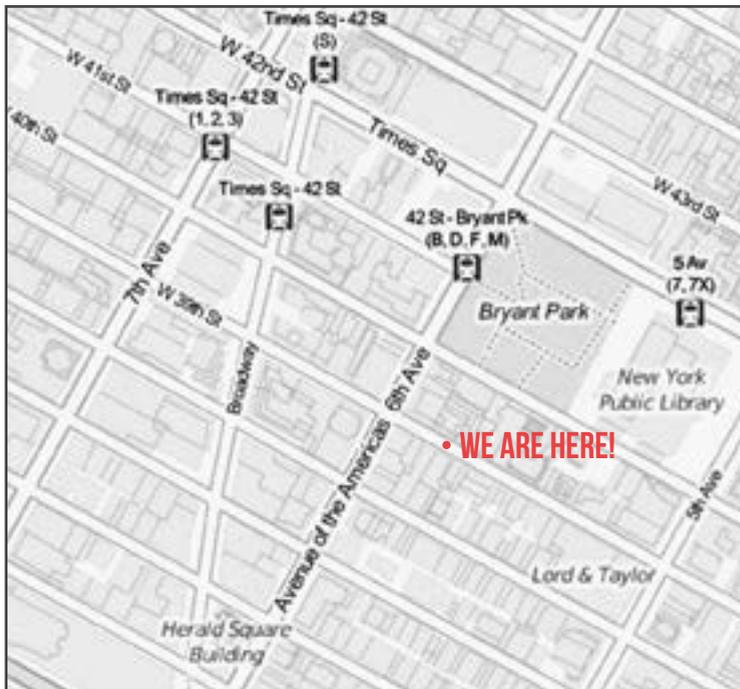
We use technology to make personal styling orders of magnitude more efficient. Our stylists are supported by an algorithm that surfaces the best matches for a user based on fit and style. The stylist then has the final word in making a selection, taking into account special requests and other factors like skin tone.

Where do you get your clothes?

We establish relationships directly with clothing brands. We make money similar to a menswear boutique, buying clothes at wholesale and selling at retail.



Get In Touch



IT TAKES
hard work

— TO —

LOOK THIS GOOD

BOMBFELL.COM

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