

Bombfell

2017 Media Kit

www.bombfell.com





**Look the way you've
always wanted to.**

**Say hello to your
personal stylist.**

How Does It Work?

1. Sign Up

Tell us about yourself and your style preferences. Set your budgets, tell us what you're looking for and when you want it.

2. Preview

Your stylist will send you a preview email before every shipment. Cancel or change anything you don't like. We'll ship after 48 hours otherwise.

3. Try On

You have 7 days to try everything on. Pay only for the clothes you keep and send back the rest, with free shipping both ways.

Technology

Human-in-the-loop AI built on a data-informed technology platform



The Best Value Anywhere

- No styling or subscription fees
- Preview your order before it ships
- You're in control: no 5- or 10-item order minimums
- A dedicated personal stylist
- Quality, distinctive brands sourced by experts
- Convenient home try-on
- Free shipping and returns

The Founders



Jason Kim

Microsoft / Y Combinator / Harvard

TECHNOLOGY

Sarah Lee

Saks Fifth Avenue / Theory / Jones New York

FASHION

Bernie Yoo

MTV / Morgan Stanley / Harvard

BUSINESS

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. Like many men, they turned to significant others and stylish friends to go shopping with them to find the right clothes that fit and looked good.

Fast forward to 2011, though, and they found themselves desperately clinging to the same wardrobe, well past the expiration date. They were overdue for a refresh, but they lacked the time and quickly tired of asking favors from others to go shopping.

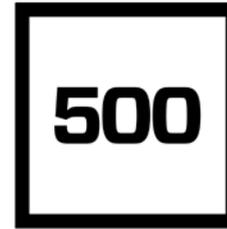
Teaming up with Sarah Lee, who brings deep expertise in fashion and styling, the three of them started working together on Bombfell to help men look their best with comfort and ease.



Our Investors

VOLITION
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&Beyond

Exceptional Brands

mavi



BIG STAR

7DIAMONDS
TM NO:CTM 3279714



**COOPER JONES
SUPPLY**



life/after/denim

PX

HALSEY 

In the Press

TechCrunch

"Bombfell... combines an ease-of-use, affordability, and personalization that few others can match."

TIME

"... the service and professionalism of the company was that of a sophisticated working man."



Frequently Asked Questions



What does Bombfell mean?

Think Bombshell meets fellow. Good looking 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. Operating on the cutting edge of "Human-in-the-loop" AI, our stylists leverage recommendation engines that surface the best matches for each client based on fit and style. Our stylists always have the final say and personally handpick each and every shipment.

Where do you get your clothes?

We source our clothing directly from over 80 clothing brands. We make money similar to a menswear boutique, buying clothes at wholesale and selling at retail.

Look the Way You've Always Wanted To

www.bombfell.com / contact: press@bombfell.com

New York, NEW YORK

