

Indochino

ABOUT INDOCHINO

Indochino is the world's premier purveyor of custom suits for men. With a unique and innovative online approach, Indochino has revolutionized the way men shop for suits and has made buying a custom suit as simple as buying a song from iTunes.

Most men don't like shopping and find buying a suit to be a frustrating, if not intimidating, experience. Indochino takes the stress out of shopping and lets men buy a suit from the comfort of their home or office. Once a customer has created their online measurement profile (which takes about 10 to 15 minutes) ordering a custom suit takes less than a minute.

When it comes to men's suits, whether for business or a special occasion, the perfect fit is paramount. Off-the-rack suits offer only a single cut to accommodate all body types, requiring at least one fitting and time-consuming alterations. Made-to-measure suits ensure a flawless fit, but are a luxury few can afford – until now.

Every Indochino suit is individually made to a customer's exact measurements, so a perfect fit is guaranteed; and with most suits priced under \$500, Indochino makes custom-tailored apparel accessible to a mass market.

Indochino suits are available exclusively online at indochino.com. If men have access to the Internet, they have access to a great-fitting custom suit from Indochino.

QUICK FACTS

Year Founded:	2007
Founders:	Kyle Vucko (Chief Executive Officer) Heikal Gani (President & Chief Creative Officer)
Number of Employees:	35 (offices in Vancouver and Shanghai)
Number of Customers:	Over 17,000 customers in 60 countries
Ownership Structure:	Privately held
Corporate Headquarters:	375 Water Street Suite 403 Vancouver, BC V6B 5C6
Website:	www.indochino.com

HOW IT WORKS

SELECTING A SUIT

Customers start by browsing Indochino.com and choosing a suit from over 30 stylish options, ranging from classic to fashion-forward designs. There's also a full selection of dress shirts, pants, blazers, outerwear and accessories to complete any wardrobe. New collections are released every two weeks, so there are always new styles to choose from.

CUSTOMIZATION & PERSONALIZATION

Once a suit is selected, it's then customized to fit the customer's personal style and preferences. For those who need a little help, style advice is available every step of the way. Options like lapels, vents, linings, pockets, buttons and 40-character monogramming are all fully customizable. Every man is unique and so is every Indochino suit.

CREATING A MEASUREMENT PROFILE

Guided by an easy-to-follow online tutorial, customers are asked to take a collection of 14 measurements, which takes about 10 to 15 minutes. There's no need for a trip to the tailor, a friend and a tape measure are all that's required. Creating a measurement profile is a one-time process, and after that, ordering a suit is as simple as: point, click and buy.

CONSTRUCTING AN INDOCHINO SUIT

Once an order is placed, Indochino suits are handmade by master tailors in Shanghai to the customer's exact measurements using high-quality fabrics and with an unwavering attention to detail. Indochino suits feature full canvas interlining, which helps maintain the structure of the suit and provide perfect drape, and luxury bespoke detailing like functional boutonnieres and sleeve buttonholes – trademarks of a custom suit.

DELIVERY

With the fastest turnaround time in the industry, Indochino suits arrive by courier within three weeks and are backed by Indochino's 100% Perfect Fit Promise.

INDOCHINO'S 100% PERFECT FIT PROMISE

Indochino's 100% Perfect Fit Promise makes ordering a custom suit risk-free. If an order is anything less than perfect, Indochino will pay for local tailoring or remake the suit for free.

\$75 Alteration Credit

If an order requires adjustments, Indochino will provide a credit of up to \$75 for local tailoring.

Free Remakes

If a tailor deems the order unalterable, Indochino will gladly remake it free of charge.

Hassle-Free Returns

If a customer is not 100% satisfied with their order, they may return it for a full refund.

THE INDOCHINO STORY

It all started with a suit, or lack thereof ...

In 2006, while attending university in Victoria, B.C, Heikal Gani was faced with daunting task of buying his first suit. He visited local stores but couldn't find anything that fit well. Searching on the Internet, he found designer styles that he liked, but couldn't afford. Frustrated, he settled for a generic off-the-rack suit that required extensive (and expensive) tailoring.

He knew there had to be a better way for men to shop for suits.

Heikal approached his classmate and best friend Kyle Vucko, and together they developed a business plan for a company that would make it easy for men to find a great-fitting suit, regardless of location, body type or budget.

The two twenty-somethings put their studies on hold and headed for Shanghai – a city steeped in the tradition of master tailoring. Heikal began building relationships within the tailoring community and set up Indochino's operations in China, while Kyle took the reigns as CEO, commuting between Victoria and Shanghai.

In September 2007, Indochino.com went live with an initial selection of about 10 suits and shirts. Indochino began humbly, with a single tailor and with Kyle and Heikal personally inspecting each order.

The company experienced rapid growth – one tailor quickly grew to 50, and by 2009 Indochino was in need of its own manufacturing facility. 2009 also saw the hiring of Indochino's first employees in Canada and the creation of a North American headquarters in Vancouver, B.C. That year, in the midst of an economic downturn, Indochino tripled its sales from the previous year.

In 2010, Indochino continued to grow, adding staff in both countries. The company expanded its product line and began offering customers more and more personalization features, like custom linings and 40-character monogramming. By the end of 2010, the company had once again tripled its sales figures from the previous year and had sold to over 17,000 customers in 60 countries.

In January of 2011, Indochino completed a \$4-million financing round and continued to expand operations in Vancouver and Shanghai, growing the team to 35 employees.

In less than four years, Indochino has grown from a student start-up to a global brand that is revolutionizing the online apparel industry and making men's lives easier – one suit at a time.