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## Nasdaq Welcomes Stitch Fix, Inc. (Nasdaq: SFIX) to The Nasdaq Stock Market

NEW YORK, Nov. 17, 2017 (GLOBE NEWSWIRE) -- [Stitch Fix, Inc.](#) (Nasdaq:SFIX), the online personalized styling service that is reinventing the shopping experience using an innovative combination of data science and human judgment, rang the opening bell at the Nasdaq MarketSite in Times Square today. The event took place in celebration of Stitch Fix's initial public offering (IPO) on The Nasdaq Stock Market.

Photos accompanying this announcement are available at

<http://www.globenewswire.com/NewsRoom/AttachmentNg/01992e07-64a9-4174-aeaa-c45f35dc5023>

<http://www.globenewswire.com/NewsRoom/AttachmentNg/c5f1d89c-bd7d-48fd-aedb-537afea3840e>

Since 2011, Stitch Fix has helped millions of clients discover and buy what they love through personalized shipments of apparel, shoes and accessories, hand-selected by Stitch Fix stylists and delivered to their homes. The company was founded with a focus on women's apparel, but has since expanded its capabilities to accommodate Petite, Maternity, Men's, and Plus apparel, as well as shoes and accessories. Its stylists leverage data science and apply their own judgment to hand select apparel, shoes and accessories for their clients from a broad selection of merchandise.

"At Stitch Fix, we have created a much better way to shop for apparel," said Katrina Lake, Founder and CEO, Stitch Fix. "Every day we help millions of people find what they love, and our success is inextricably linked to our personalization capabilities, enabled by a unique combination of data science and human judgement. Our approach is redefining retail, one Fix and one personal client relationship at a time. This is just the beginning for Stitch Fix; we have so much opportunity ahead."

"Stitch Fix is a disruptor in the retail space with its technology-enabled styling service that brings a personalized shopping experience to their millions of customers," said Adena Friedman, President and Chief Executive Officer, Nasdaq. "We are extremely proud to welcome them to our family of the world's most innovative companies and be a part of their continued success."

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Stitch Fix (Nasdaq:SFIX), the online personalized styling service that is reinventing the shopping experience using an innovative combination of data science and human judgment, visits the Nasdaq MarketSite in Times Square in celebration of its initial public offering (IPO).

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