



MODCLOTH PRESS KIT

Founded by high school sweethearts, Eric Koger and Susan Gregg Koger, and built on a foundation of love for vintage & retro clothing, ModCloth.com is an online clothing, accessories, and decor retailer that aims to provide a fun and engaging shopping atmosphere for our customer. In just several years, we've grown from our humble beginnings in a Carnegie Mellon University dorm room to "America's Fastest-Growing Retailer."

MODFACTS:

- ▶ ModCloth was founded in 2002 when Eric & Susan were only 18 and 17 respectively.
- ▶ In 4 years, ModCloth has grown from 3 to over 275 employees (and growing)!
- ▶ We have offices in Pittsburgh, Los Angeles, and San Francisco.
- ▶ ModCloth has over 80,000 followers on Twitter (and growing)
- ▶ ModCloth has more than 500,000 fans on Facebook (and growing)
- ▶ ModCloth works with over 700 independent designers
- ▶ ModCloth averages over 500 product reviews daily
- ▶ ModCloth has had over 11 million votes on items in their Be the Buyer program

WHAT MAKES US SPECIAL:

ModCloth's mission is to democratize the fashion industry. We seek to do so by empowering our community of shoppers through a social commerce platform that brings products to market with customer feedback and validation. Programs like Be the Buyer™ allow customers to vote items from emerging designers into production.

ModCloth has built a loyal community through engaging, interactive contests on our blog and an active involvement in social networks such as Twitter and Facebook, and we're gaining even more attention for our use of new social platforms, such as Instagram and Pinterest.

FOR MORE INFO:

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OUR STORY:

ModCloth founders Susan Gregg Koger and Eric Koger met in high school. Susan spent most of her weekends and summers thrift store shopping, and she often found herself unable to pass up a great vintage find, no matter the size. That meant that her closet quickly grew over-packed with vintage wares she herself could not wear, so the idea of ModCloth started as an outlet for her love for fashion. Eric, however, had a different interest. He adored Susan, and he wanted to help her realize her dreams. In 2002, he designed a website to help her turn thrifting into a modest money-making hobby. They had a sale the first day.

In 2006, after both graduated from Carnegie Mellon University, Susan and Eric made the decision to take ModCloth from a hobby to a career. They expanded their selection to include clothing and decor from independent designers that fit ModCloth's vintage-inspired aesthetic.

Flash forward to today, where Susan and Eric's friendship and romance have grown into a business partnership and a marriage. The combination of Susan's creative mindset with Eric's business and technical acumen makes them a dynamic duo. Since ModCloth's inception, the business has steadily grown, expanding from its dorm room beginnings to offices in Pittsburgh, San Francisco, and Los Angeles. Susan drives the company's creative vision and searches the world for small designers and unique pieces that fit her customers' discriminating tastes, while Eric runs the business side as CEO. ModCloth's team of eclectic, fashion-forward, and tech-savvy employees now numbers over 275, and we're still growing.

PRESS & AWARDS:

ModCloth's unique clothing and decor have been featured in fashion magazines like *Lucky*, *Cosmopolitan*, *Glamour*, *In Style*, and *Seventeen*. We've also gained attention for our skyrocketing success from business publications such as *Forbes Small Business/CNN Money, Inc. Magazine*, *The New York Times*, and *Fortune*, and the company, as well as its founders, have earned the following notable awards:

► 2011:

Named to list of "100 Best Places to Work In PA" by the Team Pennsylvania Foundation

Eric and Susan named to *Forbes'* list of "30 Under 30"

Susan named a White House "Champion of Change"

Susan named an honoree for *San Francisco Business Times'* "2011 Influential Women in Business"

► 2010:

Susan named one of *Fortune's* "Most Powerful Women Entrepreneurs"

Voted "America's Fastest-Growing Retailer" by *Inc. Magazine*

Voted #2 "Fastest-Growing Private Company" in America by *Inc. Magazine*

► 2009:

Eric and Susan named finalists for *BusinessWeek's* "Americas Best Young Entrepreneurs"

Eric and Susan named to *Inc. Magazine's* list of "30 Under 30"