Renovata & Company

Outfittery, Europe's Leading Curated E-commerce Business for Men, Welcomes Alexandre Trottier as Chief Product Officer

London, England — August 1, 2019 Renovata & Company is pleased to announce the placement of Alexandre Trottier as chief product officer for Outfittery, a curated e-commerce menswear business. Trottier will drive product innovation to help unlock the value of the company's unique combination of proposition, market position, scale, economic platform, and human and data-driven personalization.

Headquartered in Berlin with 300 employees, Outfittery makes it easier for men to shop for fashion online. Customers simply answer a few questions about their clothing style and sizes. Outfittery's style experts then contact them and put together outfits that are conveniently shipped to their homes. Customers keep what they like and send the rest back. Outfittery offers this innovative service free of charge, and they provide 70 high-quality fashion brands to more than 600,000 customers.

Within just six years, Outfittery has become the go-to destination for menswear, with a brand awareness of over 75% among men in its core markets in Germany, Austria, Switzerland, the Netherlands, Belgium, Luxembourg, Sweden and Denmark. The company raised over $59M from leading venture capital firms—including Highland Europe, Northzone, Mangrove Capital, Holtzbrinck Ventures and Octopus—and has grown into the largest European player in its category. As the business continues to expand aggressively, Outfittery is poised to become one of the world's leading digital consumer businesses.

The Outfittery team is in its third phase of growth. The first (2012-2015) was the high-growth market entry phase; the second (2016-2017) focused on improving technology, data, automation and unit economics; and the current phase (2018) is about accelerating profitable growth.

"Alexandre's goal is to broaden the product proposition, enabling the customer to choose from several ways into the service," says Thomas Jepsen, Renovata & Company partner. "He brings extensive experience in all aspects of consumer business operations and software and a strong focus on product development, innovation, business strategy and analytics."

Prior to joining Outfittery, Trottier was chief product officer for Bonial.com, a site that drives consumers to retailers and brands. Before that, he was chief product officer for Carmudi.com, an automotive classifieds platform. He has been vice president, product management at Tungsten Revenue Consultants; senior product manager for Electronic Arts; and director of customer loyalty and retention at Mate1.com; and he has held other consulting roles.

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Renovata & Company is a global executive search and private equity advisory firm. We are trusted by financial sponsors, their portfolio companies and public corporations to deliver transformational leaders and valuable investment insights. Renovata & Company's executive search activities are focused on the most complex search assignments—board-level mandates which include board directors, CEOs, CFOs and other C-suite executives, as well as investment professionals and Operating Partners—and we provide strategic counsel to clients across the technology, digital, business services, industrial, consumer and retail sectors. Renovata & Company has relationships with over 50 of the top 100 private and growth equity firms globally. Our private equity advisory services include diligence support, backable executive introductions and deal sourcing delivered by our affiliate, L Capital Advisors. We also make equity co-investments alongside our private equity clients through our investment affiliate, L Capital. We are privately held and operate from six offices across two continents: Boston, Hamburg, London, New York, San Francisco and Stockholm. www.renovata.com

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