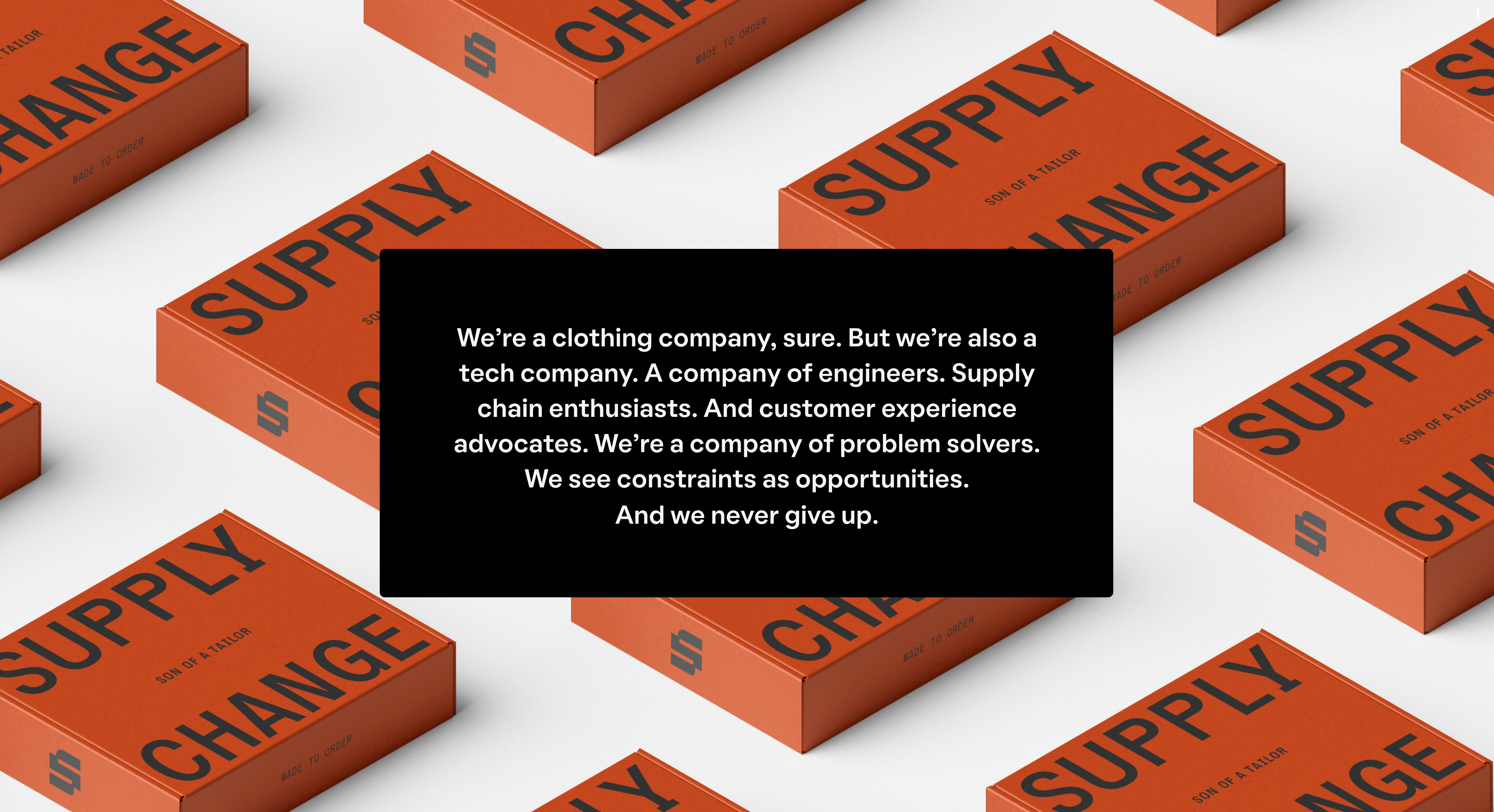


REENGINNEERING

SON OF A TAILOR

FASHION



The background consists of several orange cardboard boxes scattered across a white surface. Each box has the word 'SUPPLY' in large, bold, black capital letters on its top face, and the word 'CHANGE' in the same style on its side face. Below 'SUPPLY' on the top face, the text 'SON OF A TAILOR' is visible in smaller letters. On the side face, below 'CHANGE', the text 'MADE TO ORDER' is visible. A small, stylized logo is also present on the side of each box. A black rectangular box is centered over the image, containing white text.

**We're a clothing company, sure. But we're also a  
tech company. A company of engineers. Supply  
chain enthusiasts. And customer experience  
advocates. We're a company of problem solvers.  
We see constraints as opportunities.  
And we never give up.**





Sizing algorithm more  
accurate than  
competition

## WE ARE LEADING OUR INDUSTRY...



The largest made-to-measure casual wear  
webshop in the world



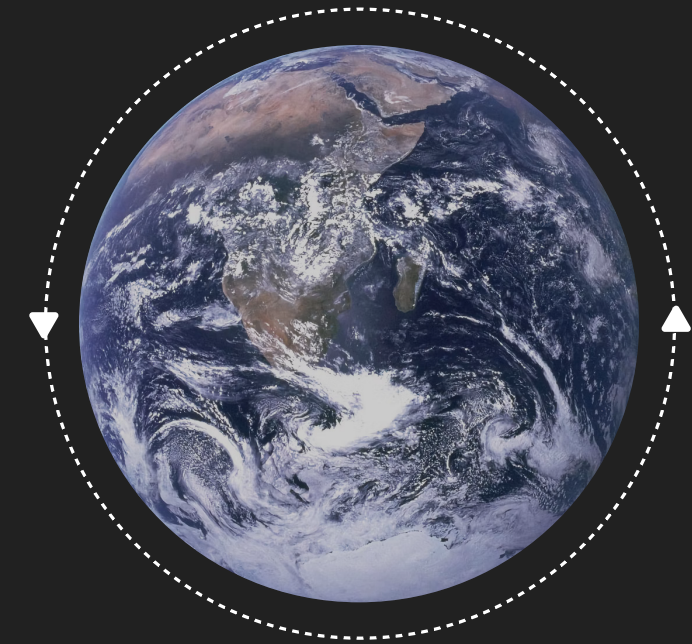
Fastest delivery time from  
order to customer across the  
made to measure industry



The largest made-to-order  
webshop in our region



Unit cost for made to order  
that is coming close to mass  
production cost



Global sales distribution



...AND HAVE A UNIQUE BRAND...

ONE

OF

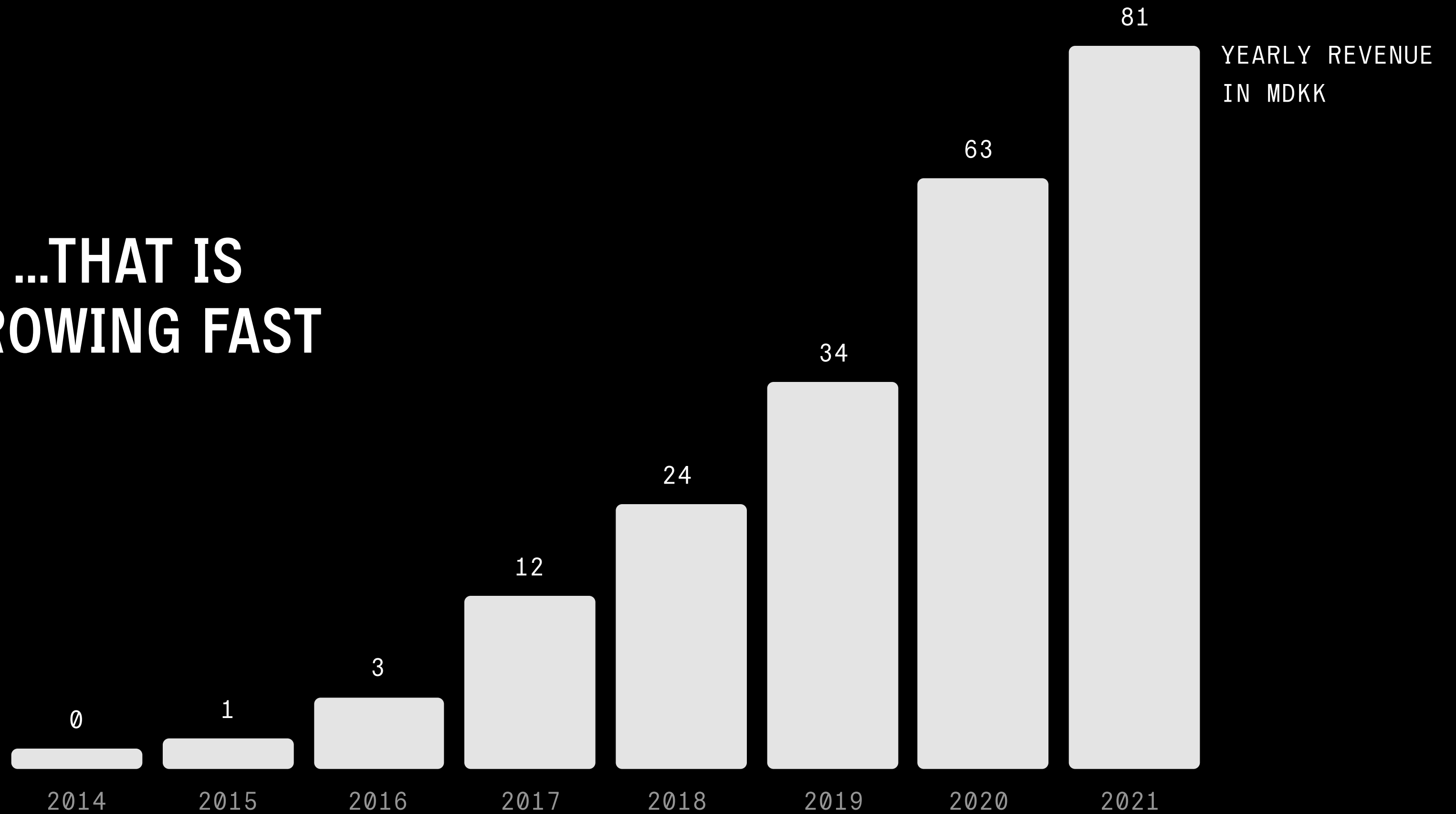


A

KIND



**...THAT IS  
GROWING FAST**





# CUSTOMER BASE

47K

2019

85K

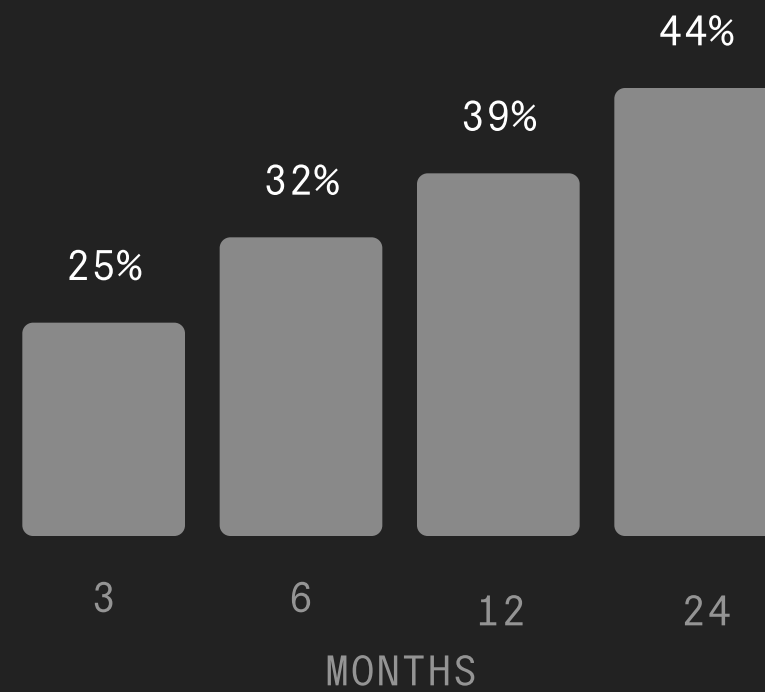
2020

125K

2021



## CUSTOMERS RETURN...



% customers returning #  
months after first purchase

## ...TO BUY EVEN BIGGER BASKETS...

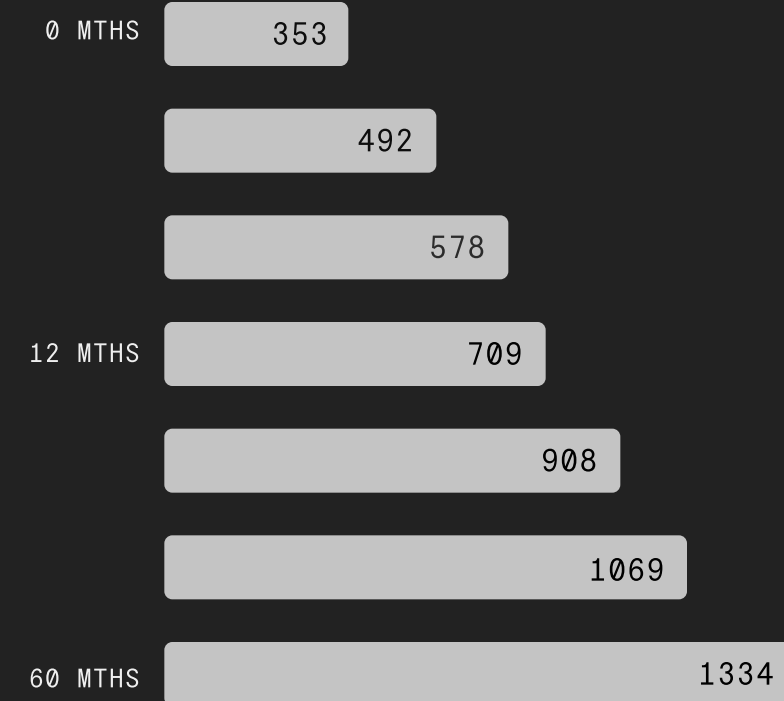


1,9 products per order  
by new customers



3.2 products/order from existing  
order + higher value items

## ...WHICH ALL BOOSTS LIFETIME CUSTOMER VALUE...



MEASURED AS GROSS MARGIN II IN DKK



# TRULY GLOBAL

UNITED STATES: 20%

UNITED KINGDOM: 14%

GERMANY: 9%

DK: 6%

WORLDWIDE: 51%





# LEAD TIME

DAYS

21

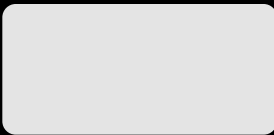
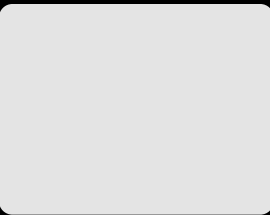
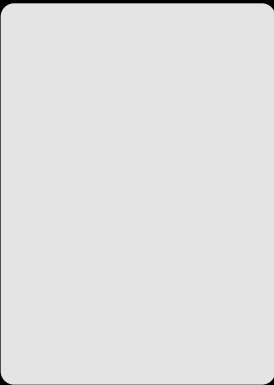
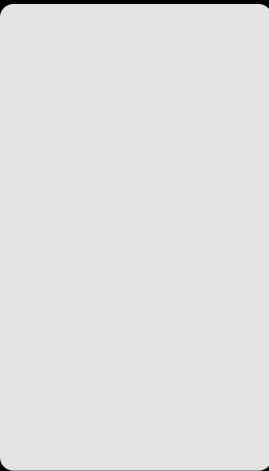
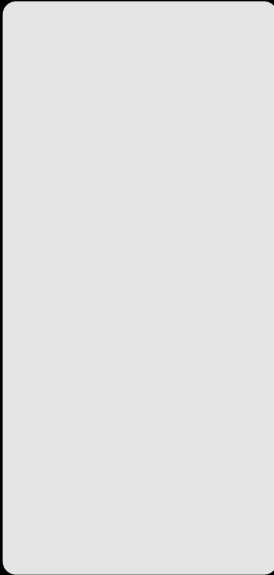
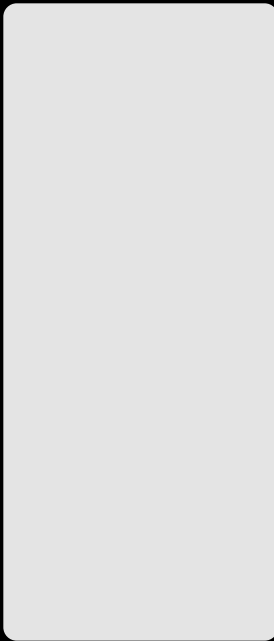
18

16

14

8

6



2017

2018

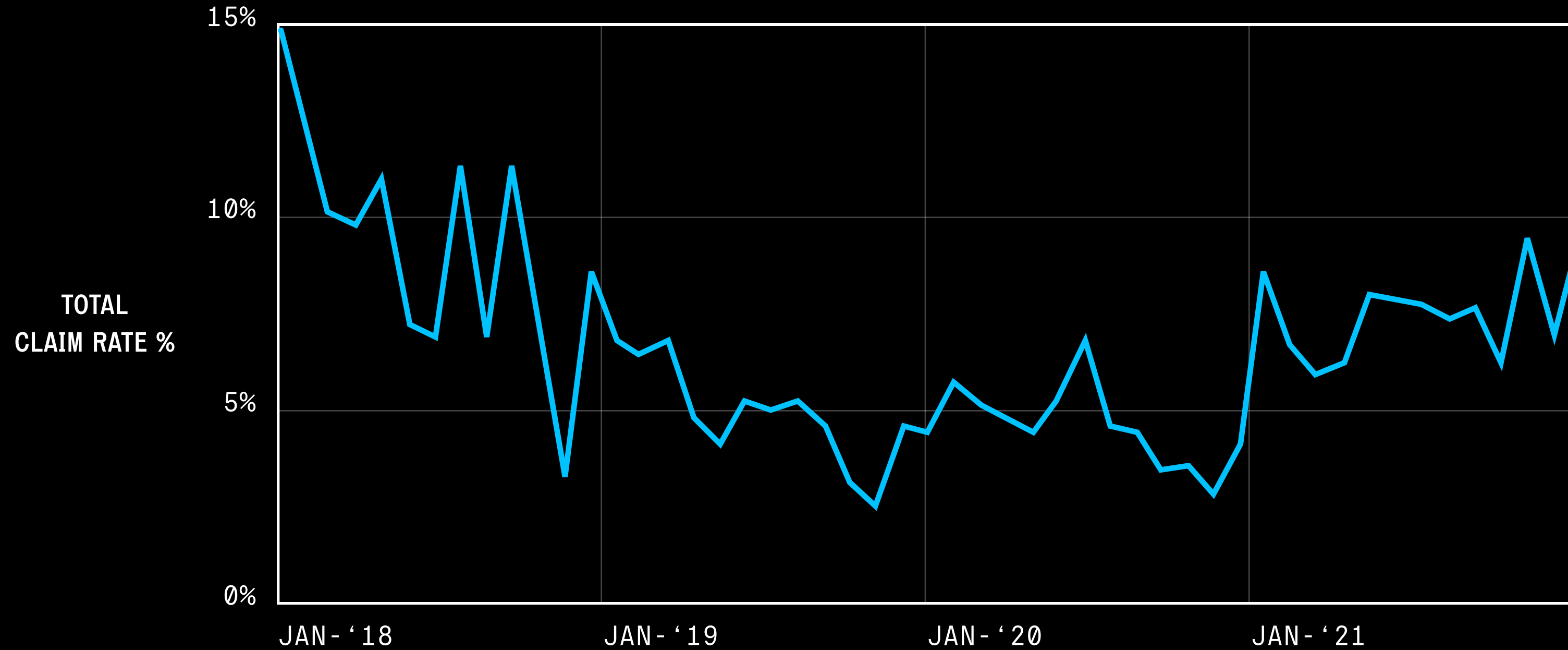
2019

2020

2021

2022

# OUR CLAIM RATE DECREASED UNTIL WE DECIDED TO TAKE IT UP

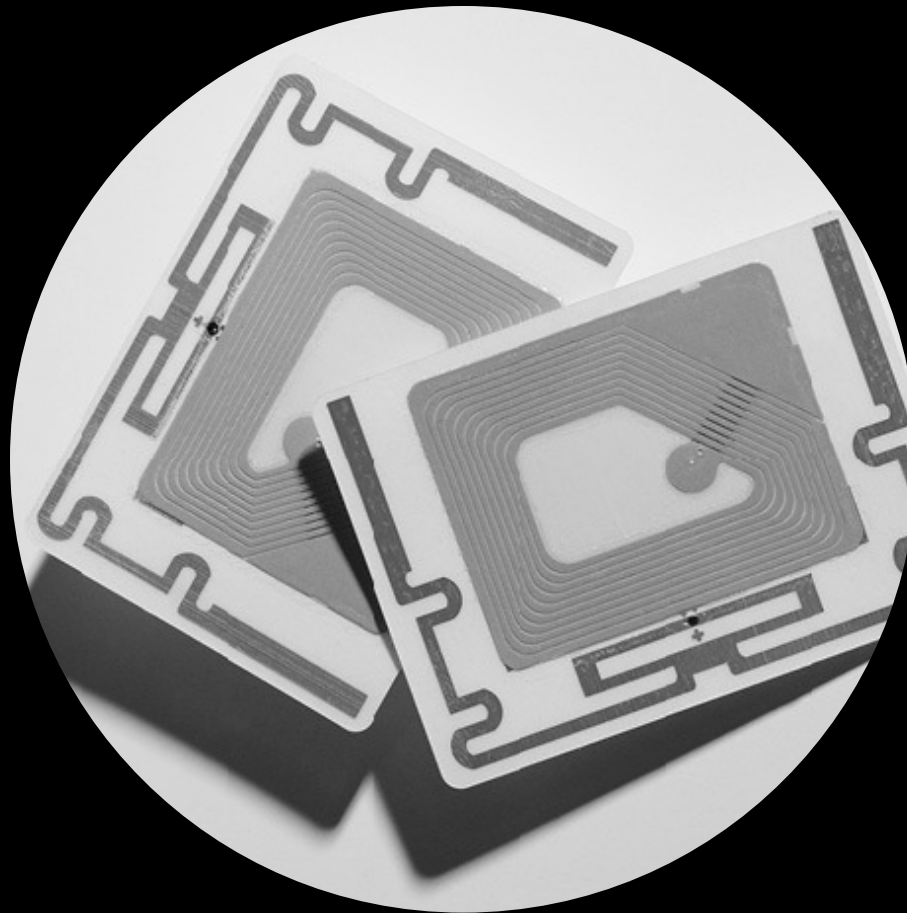




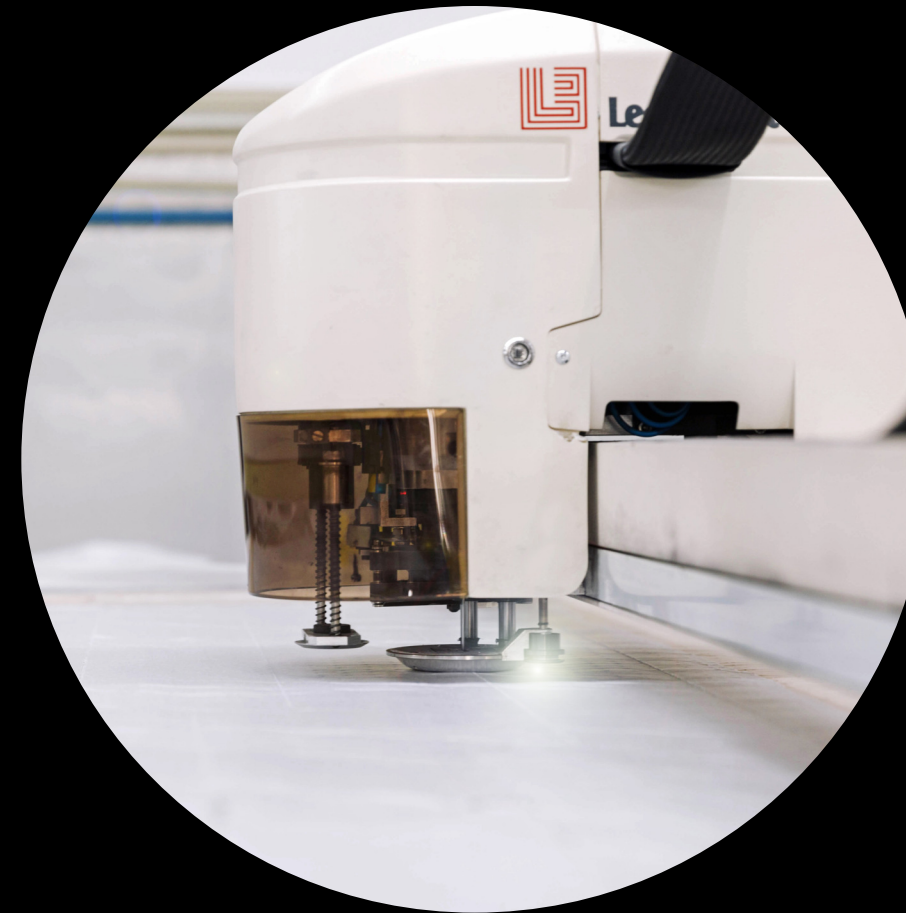
# TECHNOLOGY



**AGILE SUPPLY CHAIN**



**DIGITAL TRACKING**

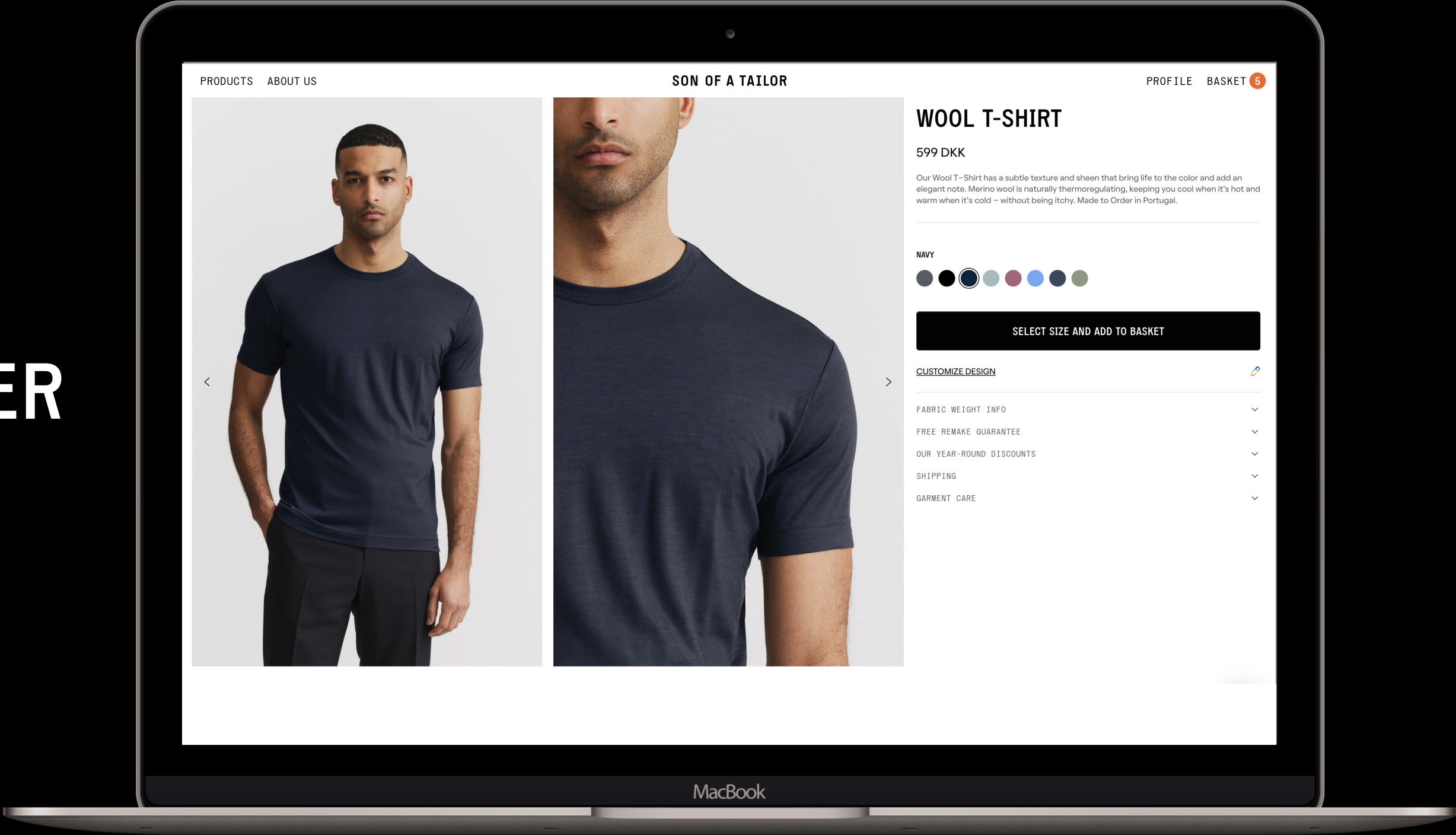


**SIZE TO CUTTING  
INTEGRATION**



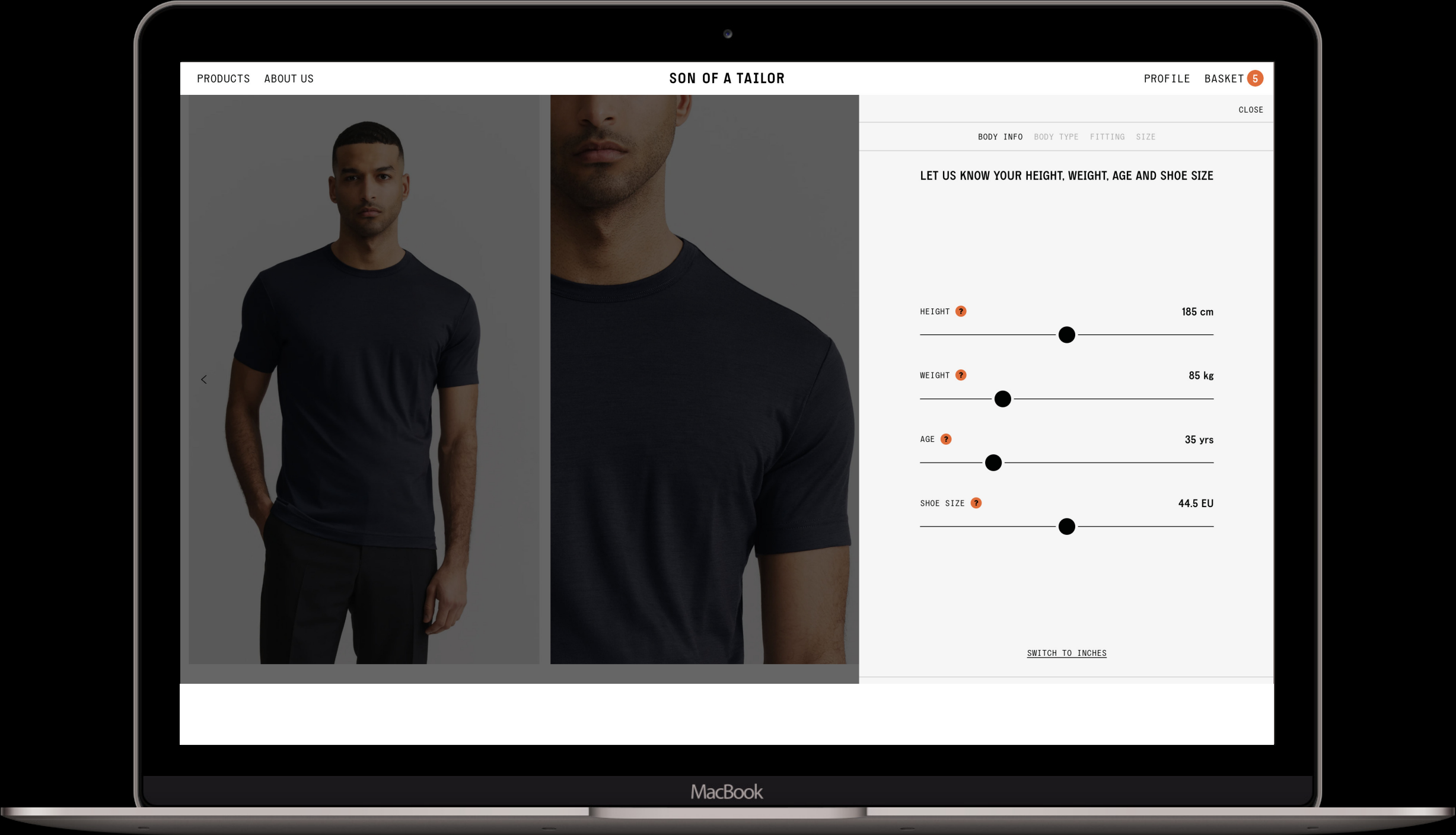
**SIZE TO 3D  
KNIT INTEGRATION**

UNIQUE CUSTOMER  
EXPERIENCE

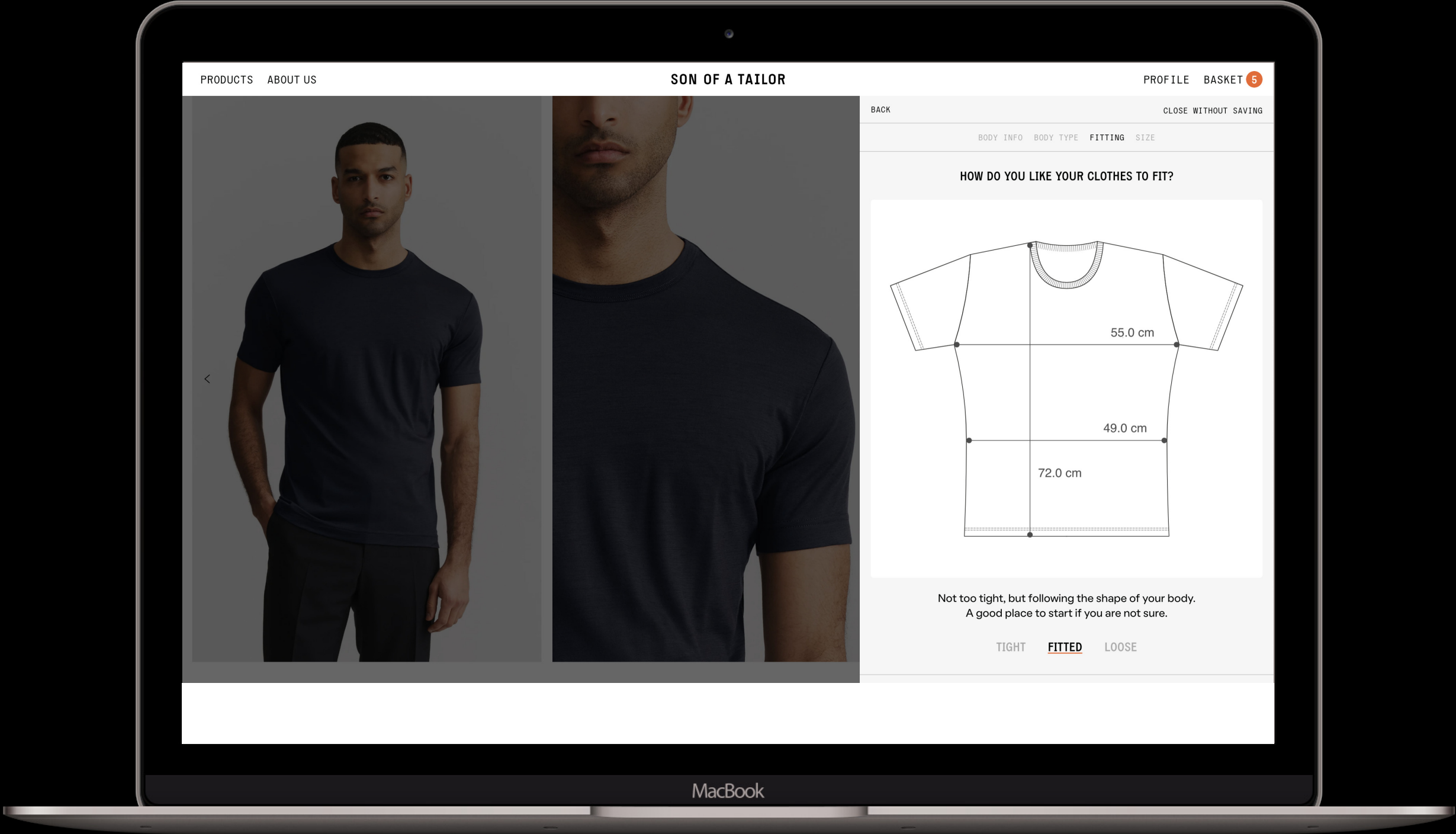




# UNIQUE ALGORITHM



# UNIQUE SIZE









HAPPY CUSTOMERS

70

NPS

4.6

TRUSTPILOT



# AN INDUSTRY MUST WIN

**40%**

40% of all fabric used in clothing production is wasted before reaching the customer

**60%**

60% of all clothing is thrown out within a year of being made

**60%**

Customers return up to 60% of their online purchases



# HALF THE CARBON FOOTPRINT

KG CO2



14,66

TRAD. RETAIL

11,78

TRAD. E-COMM.

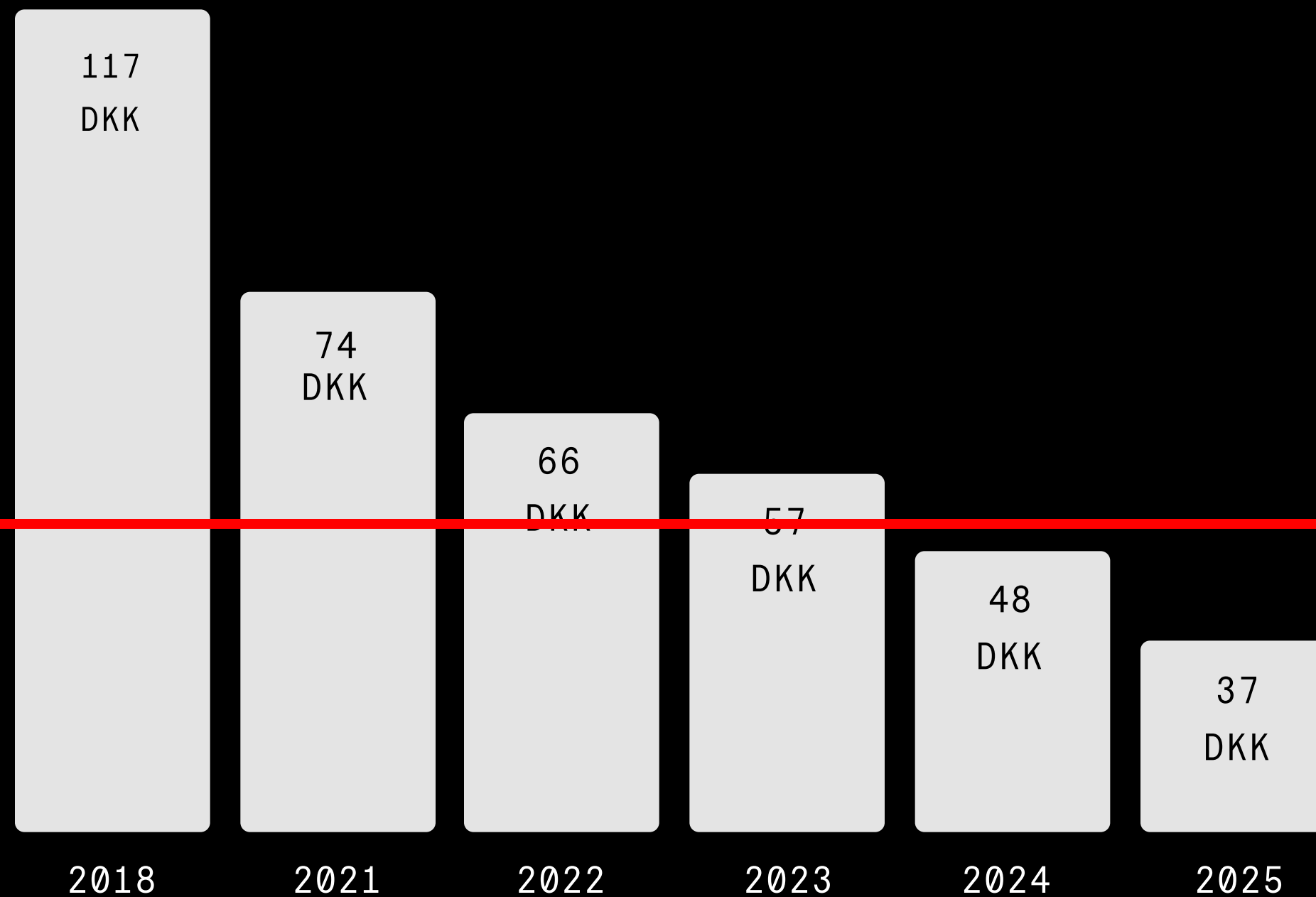
8,04

SON OF A TAILOR



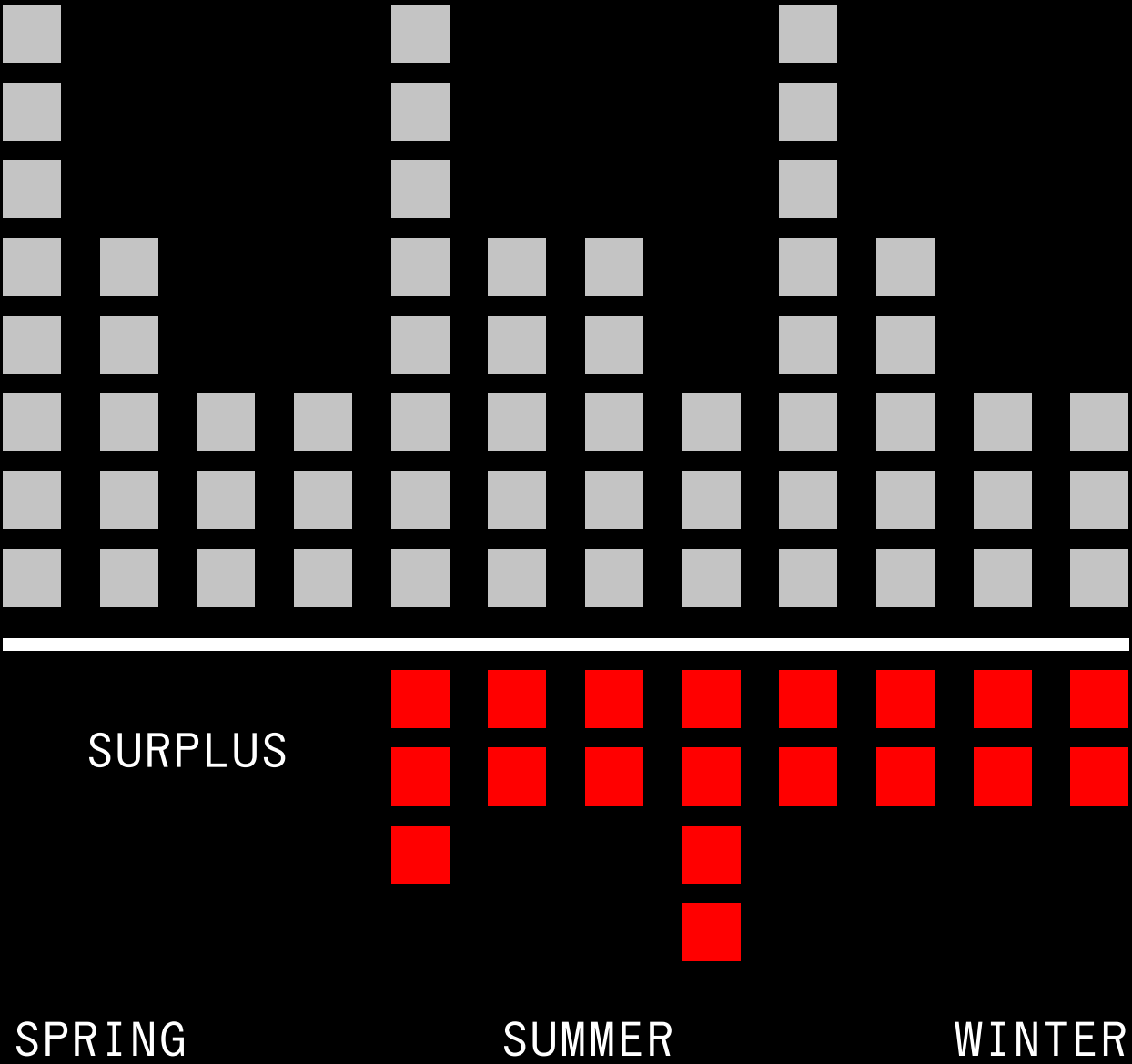
# SOAT UNIT COST VS MASS-PRODUCTION

MASS PRODUCTION  
UNIT COST: 52,01

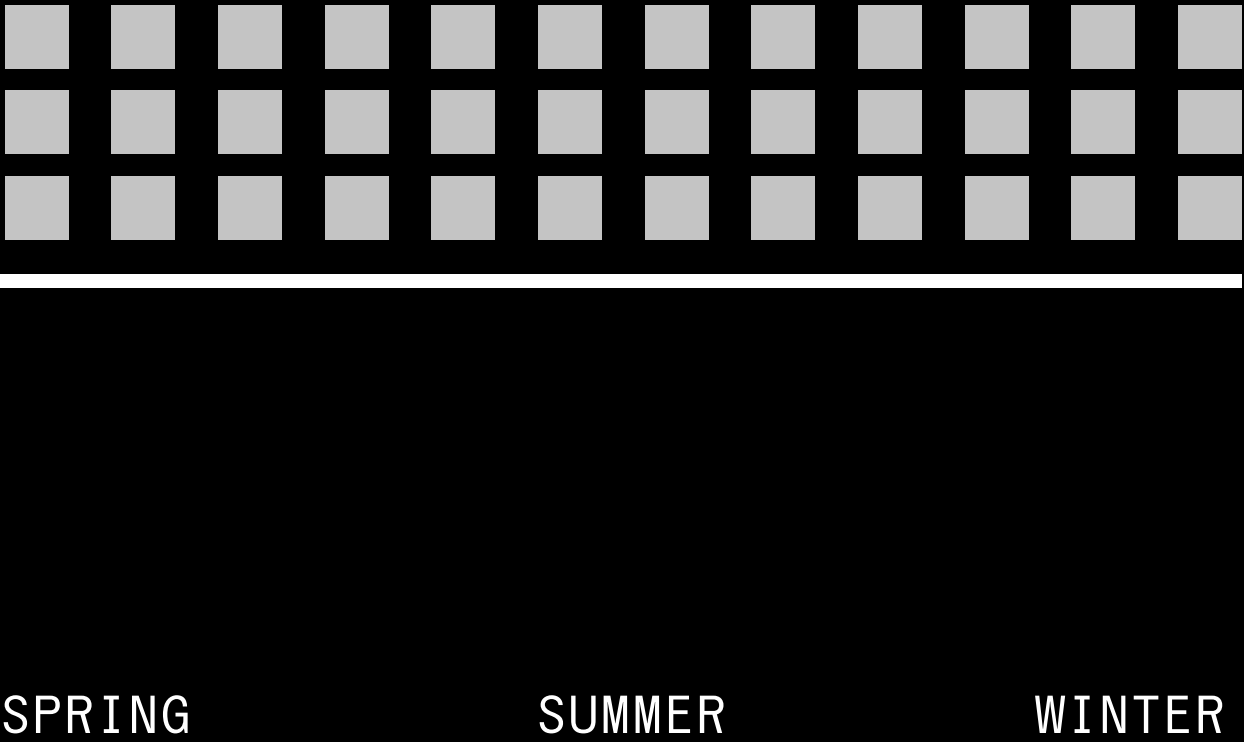


# BUSINESS TO BUSINESS

TRADITIONAL



SON OF A TAILOR





WOOD WOOD

PAS NORMAL  
STUDIOS  
INTERNATIONAL CYCLING CLUB

HAN KJØBENHAVN

 Knowledge Cotton Apparel

soulland

  
KLITMØLLER  
COLLECTIVE

MADS  
NØRGAARD  
COPENHAGEN

J.LINDEBERG

SAMSØE  $\phi$  SAMSØE

OSCAR  
JACOBSON

NN●7  
NO NATIONALITY

CARTEL<sup>®</sup> COPENHAGEN

BY MALENE BIRGER

NORSE PROJECTS

aim'n

AXEL ARIGATO

Ritter  
SPORT

WHEAT forêt

Danske Bank

HOLZWEILER

LES DEUX

LIBERTINE  
LIBERTINE

GikkEL  
COPENHAGEN

LAB FRESH

 minimum

B&O  
BANG & OLUFSEN

 Marriott

SKT.

PETRI

AXEL

EJJEH  
1926

**SUPPLY  
CHANGE™**