



ModCloth

NICE TO MEET YOU!

(NOW, HERE'S A LITTLE BIT ABOUT OUR BRAND.)



WE WANT TO BE MORE THAN A COMPANY TO HER...

**WE ASPIRE TO BE A BRAND SHE LOVES  
AND FEELS A REAL CONNECTION WITH.**



## OUR PURPOSE

WE'RE COMMITTED TO INSPIRING PERSONAL STYLE AND HELPING  
OUR CUSTOMERS FEEL LIKE THE BEST VERSION OF THEMSELVES.





ModCloth 

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REMARKABLE FASHION AND DECOR,  
INSPIRED BY OUR COMMUNITY, AND  
DELIVERED WITH UNCOMMON CARE.



HOW SHE

**FEELS**

WEARING MODCLOTH

PLAYFUL

SEXY

CONFIDENT

JOYFUL

COMFORTABLE

CONNECTED

PRETTY

ACCEPTED

EMOTIONAL BENEFITS

HOW SHE

*Looks*

WEARING MODCLOTH

CONFIDENT

PUT TOGETHER

CAREFREE

UNIQUE

BEAUTIFUL

AESTHETIC BENEFITS

OUR  
FOUNDATIONS

COLLECTION

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COMMUNITY

---

CARE



# COLLECTION

SHE DISCOVERS OUR VAST AND UNIQUE COLLECTION

REMARKABLE FASHION FROM  
100<sup>S</sup> OF INDEPENDENT DESIGNERS

STYLES SHE CAN'T FIND  
ANYWHERE ELSE IN A  
FULL RANGE OF SIZES

← EXCITING NEW ITEMS AND RICH CONTENT ADDED DAILY

# COMMUNITY

SHE INSPIRES AND IS INSPIRED BY THE COMMUNITY

COMMUNITY-FUELED FEATURES  
LIKE FIT FOR ME INSPIRE  
CONFIDENCE IN SHOPPING

SHE VISITS THE  
STYLE GALLERY



TO ADMIRE, SHARE  
AND SHOP

SHE PARTICIPATES THROUGH VOTING AND CONTRIBUTING





# CARE

SHE CAN COUNT ON UNCOMMON CARE

24/7 SUPPORT  
EVERYWHERE  
OUR CUSTOMER IS

SIZING  
AND  
STYLING  
HELP

"VERY HELPFUL! PROBABLY  
THE BEST CUSTOMER SERVICE  
I HAVE RECEIVED FROM  
ANY ONLINE RETAILER PERIOD."

"GREAT CUSTOMER SERVICE.  
IT'S ONE OF MANY REASONS  
I LOVE THIS COMPANY."

"NEVER CHANGE! ♡  
MODCLOTH HAS THE  
BEST CUSTOMER CARE!"

WE'RE  
LISTENING,



WE'RE  
TRUSTWORTHY,



WE MAKE  
THINGS RIGHT

Empathy

Anticipation

Creativity

Transparency

OUR LOOK  
AND FEEL

UNIQUE  
PLAYFUL AND FUN Beautiful  
CLASSIC SMART  
VINTAGE Indie  
INSPIRED

x x

OUR VOICE  
AND TONE

ADVENTUROUS

**Stylish** INCLUSIVE  
CLEVER

APPROACHABLE

AUTHENTIC **Creative**

**Confident** POSITIVE

ROMANTIC **Social** **Fun**  
CURIOUS

COMPASSIONATE

# STYLE Experiment

Devise distinguished looks  
that go beyond  
everyday ensembles.

Shop Fall & Work Fashions ▶



## BIG-DAY BOUTIQUE

When it comes to  
wedding attire & gifts,  
our vintage-inspired  
collection takes the  
wed cake.

SHOP  
VINTAGE  
WEDDING STYLE ▶

## DECADES IN THE MAKING

This season, reimagine classic  
looks in your own way

SHOP VINTAGE-INSPIRED  
STYLES ▶



## Patterns AT PLAY

Our collection will be your  
'motif' operandi this spring.

VIEW THE STYLEBOOK ▶

WE DELIVER OUR BRAND THROUGH  
ASPIRATIONAL, ENGAGING,  
AND DELIGHTFUL CREATIVE  
THAT ENCOMPASSES CLASSIC AND  
MODERN AESTHETICS.



Fresh  
Start  
Discover your color inspiration.  
FIND A NEW FAVE SHADE ▶

## SWEETHEART SHOP

DRESSES & DECOR IN ROMANTIC  
SHADES YOU'LL ADORE!

SHOP  
VALENTINE'S  
FINDS NOW ▶



NEED IT BY 2/14?  
ORDER BY:  
2/7 for Ground  
2/8 for 2nd Day  
2/12 for Overnight



## TIMELESS FINERY

For unforgettable looks, mix two  
splashes of retro with a dash of modern.

Shop Mid-Century Marvels ▶



## FESTIVE FINERY

Create elegant ensembles  
for all your events!

SHOP HOLIDAY PARTY STYLE ▶

WE'RE A SOURCE OF FUN AND ENTERTAINMENT.

# WHERE DO WE FIT IN HER LIFE?

WE FULFILL HER CRAVING FOR STYLE INSPIRATION FROM PEERS WITH SIMILAR TASTES AND INTERESTS, AND THE VALIDATION OF BELONGING TO A COMMUNITY.

WE HELP HER EXPRESS HERSELF WITH OUR UNIQUE FASHION & DECOR.

# IT'S ALL ABOUT SELF EXPRESSION



SHE EXPRESSES  
HERSELF THROUGH  
MODCLOTH BY:

TRYING ON DIFFERENT  
FACETS OF HER PERSONALITY  
THROUGH FASHION



*Sharing  
her sense  
of humor*



**FOLLOW**



SEEKING KINDRED  
SPIRITS TO HELP,  
INSPIRE, AND  
LEARN FROM



ACTIVELY EXPLORING  
HER OWN UNIQUE  
IDENTITY AND VOICE



SHE'S CREATIVE AND EXPRESSIVE THROUGH MUSIC,  
COOKING, CRAFTING, AS WELL AS PLAYING WITH FASHION

SHE SOAKS UP AS MUCH KNOWLEDGE AS SHE CAN  
— READING, TAKING CLASSES, SEEKING NEW EXPERIENCES



## WHO SHE IS

SHE'S A STUDENT OF NATURE, A LOVER OF  
ANIMALS, AND A FAN OF NERDY THINGS



SHE TRAVELS AND SETS GOALS TO SEE THE WORLD



WHO SHE IS

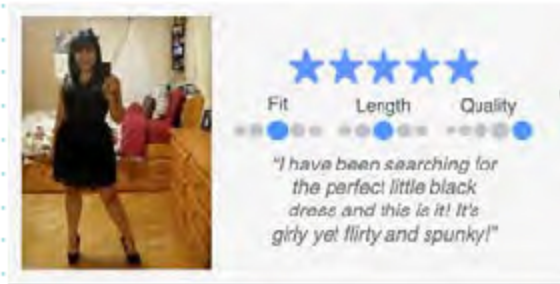


# ModCloth

Your  
**CHOICE**



Your  
**VOICE**



Be the  
**Buyer**

Your  
**STYLE**

