

# New men's styling service lets you try before you buy

South African online styling service Crate|ov Clothes, gives men the opportunity to be dressed by a professional stylist who selects outfits based on their preferences and then sends them a package of their picks. Customers then send back what they don't want, and pay only for what they keep.



The service was thought up by Crate|ov Clothes founders Sage Victor, Marc van Jaarsveldt and Matthew de Villiers, who wanted to take the hassle out of shopping for men.

"Most men hate shopping and need some help with their sense of style. Crate|ov Clothes aims to solve both problems," Victor says. "We not only provide you with a personal stylist and personal shopper, but delivery and collection of your Crate is at no extra cost to you. We'll only charge you for what keep."

He says that Crate|ov Clothes is not an online shop where you need to scroll through pages and pages of similar-looking shirts and pants. Instead, customers have access to a stylist who can help free up their time by selecting clothes for them.

## How it works

To use Crate|ov Clothes, shoppers have to sign up on the website and fill out a detailed questionnaire that collects data about the item/s that the shopper is looking for, sizing, budget and style preferences. This information is analysed by a stylist who then chooses three outfits they think the customer will like and sends off the crate.

After the shopper receives their clothes, they have seven days to try them on and decide what to keep and what to send back. Once the company receives the crate back, the shopper gets charged for what they keep.

“Crate|ov Clothes is a no obligation service. We strive for convenience and encourage people to order a crate to see how hassle free the whole process is,” says Victor.

The last part of the process is giving feedback to the stylist about what you did and didn't like. “We want your next crate to be perfect, our goal is to not have to collect any clothes that you don't want because you love them all. The more you order the better we become at styling you, it's a journey,” Victor continues. “Your stylist will use your feedback to design your next Crate|ov Clothes, hopefully hitting three out of three the next time and all the times after that!”

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