

Moment of Truth: Dia&Co — Video Transcript

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I've been plus-size all of my life. One of the really special things about Dia is that we can bring this woman into the mainstream of retail in a way that she never has been before. Trying to protect her experience, we didn't have any kind of subscription option.

As we've scaled to millions of women, data has just been a huge part of being able to listen. Looking at data, we realized our customer was coming back to shop every month, every two weeks, basically creating a subscription for herself. And so we said, "let's make it an option."

The customer is the compass and the heart and soul of who we are as a company.