




SEARCH YOUR STYLE

25 THINGS YOU MIGHT NOT KNOW ABOUT STYLESHACK

1. *Styleshack.com* is your go-to, shop-local platform that makes it easier to find and discover the products you want from independently owned boutiques across the country.
2. Styleshack founder Rachel Schostak applied to Bizdom Detroit in August 2013 and was accepted into their technology accelerator program.
3. Styleshack's headquarters are based in downtown Detroit near "the startup block" around the corner from the Madison Building.
4. Styleshack is one of the first fashion-technology companies to exist in Detroit.
5. *Styleshack.com* is the hub for over 60 independently owned boutiques, with online catalogs available from stores in Michigan, New York, Illinois, Ohio, Nevada, Florida, Colorado and more.
6. If you find a product you like on *Styleshack.com*, you're able to select the "hold in store" option; the products are held for up to 74 hours and will be ready for you to pick up or try on. *#shoplocal*
7. All of Styleshack's current interns are from the University of Michigan.
8. After moving from New York City to Chicago, Schostak moved back to Detroit to work for Denise Ilitch Designs as the social media manager.
9. Schostak studied at the University of Michigan's School of Art and Design for one year before attending the Fashion Institute of Technology in NYC.
10. *Notes from the Styleshack* is the company's go-to blog that covers everything local, suggested styling tips, tech news and fashion trends (*blog.styleshack.com*).
11. Speaking of trends, flannel and plaid are two hot trends this fall. While many think they're the same, they're not – flannel is a brushed cotton/wool fabric, while plaid is a pattern. *#fallfashion*
12. Schostak came up with the idea for the company on her honeymoon when she was brainstorming with her husband about how to make it easier to shop locally and find products from neighborhood stores.
13. The Detroit fashion scene is small, but it's growing with the help of programs and events like Detroit Garment Group, Fashion Speak, Fashion in Detroit, Michigan Fashion Week, and Style Expo.
14. This fall, Schotak's wardrobe staples include black blazers, cream blazers, Equipment blouses, a great pair of leather leggings and a leather jacket.
15. Advice from Schostak: "Don't be afraid to take risks in life and risks in your wardrobe!"
16. Take the style quiz when you sign up for Styleshack. It helps the site to better understand your personal style and to recommend products that are in your area. There are nine different style archetypes based on industry standards.
17. The nine female archetypes are: sporty, eco chic, trendy, professional chic, glam, romantic, classic, boho chic, and edgy.
18. This fall, Styleshack is launching a men's version of the style quiz.
19. While shopping at some of the stores listed on Styleshack, you can receive 10 percent off your order with the promo code **STYLESHACK**.
20. The company has over 10,000 local subscribers.
21. Follow Styleshack on its different social media accounts, including Instagram and Twitter (@Styleshack) and Facebook (*Facebook.com/styleshack*). Oftentimes, they're promoting style contests and giveaways!
22. *Styleshack.com* is getting a face-lift and relaunching with a new version soon.
23. The definition of "styleshack" is a place, physically or virtually, where you store your items of wardrobe and style.
24. Schostak just finished the book *#GirlBoss* by Nasty Gal founder and CEO Sophia Amoruso. She didn't get to the top in the most conventional way, but she proves that hard work eventually pays off – a must-read!
25. A closet staple year-round for the ladies should be a button-down blouse. Where to shop this staple locally? Guys N Gals, Bella Mia, She stores and Rear Ends – all on *Styleshack.com*.  — Ambassador Editorial Team