



SLOW FASHION

PURE ECO.

ENDLESS

POSSIBILITIES.





For **people** who must **save on their clothes**, our product is a **new fashion brand** that provides **economic and eco-sustainable solutions**.

Unlike thrift shopping, we offer the possibility to **give another life to your clothes**.

PROBLEM

The **overconsumption** of clothes has led the industry to develop a **business model** based on **disposable** clothing.

To meet the increasing demand of clothes, **fast fashion exploits workers** and **pollutes** the environment.



PROBLEM

- **Overconsumption** of clothes.
- **Exploitation** of workers.
- **Pollution** of the environment.



OUR SOLUTION: WHAT IS IT & LOGO DESIGN

An app where people can learn to sew, make tailor repairs, and style their old clothes through online courses;

Alternatively a service of sartorial repairs and a webstore selling upcycled and eco-friendly clothes from businesses and users alike will be available.

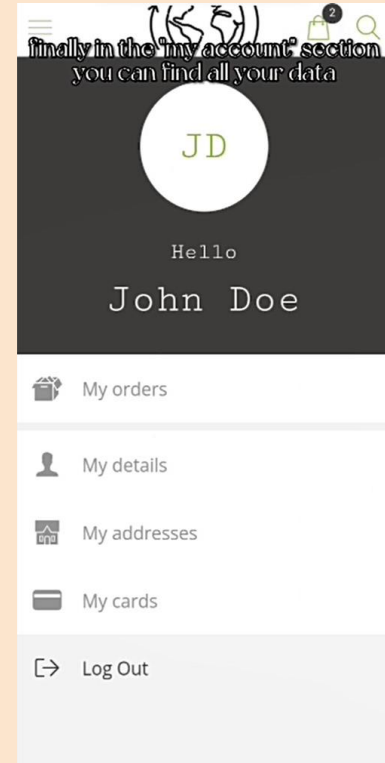
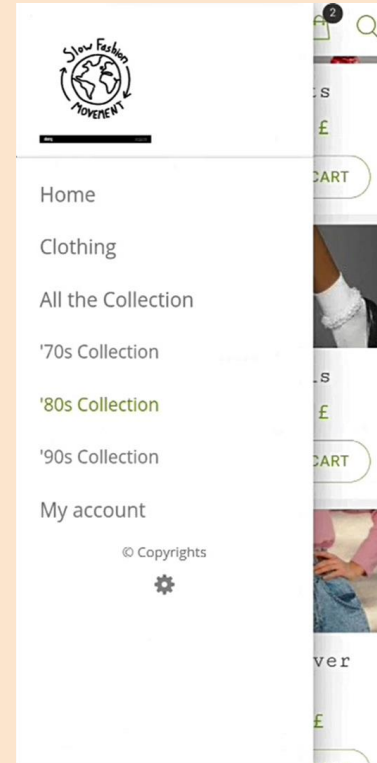
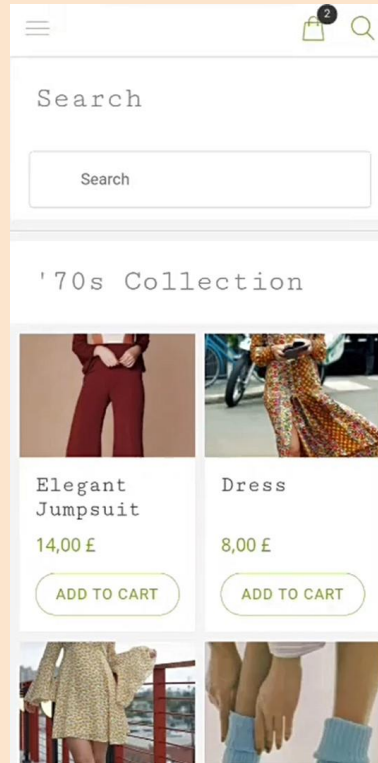


SLOW FASHION

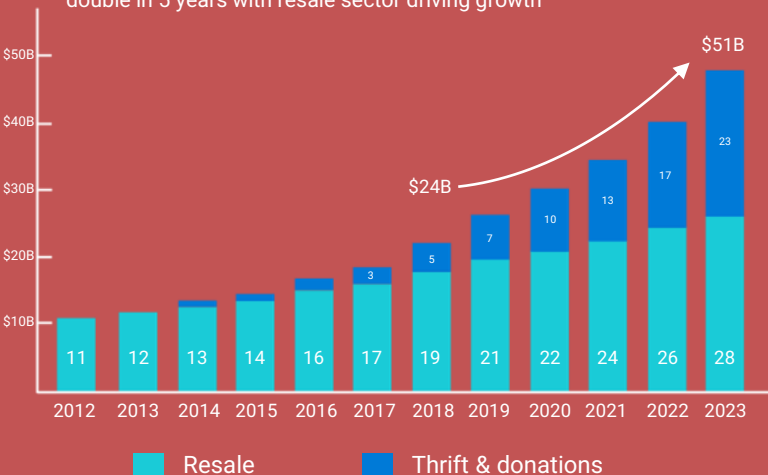
OUR SOLUTION: LANDING PAGE & BENEFITS

BENEFITS

- Saves money
- Reduces waste
- Minimizes pollution
- Available worldwide
- Easy to access



Total secondhand apparel market projected to double in 5 years with resale sector driving growth



Secondhand is projected to grow 1.5x more than fast fashion



MARKET SIZE

Nowadays many people are conscious that **fast fashion** is a **real problem**, especially the **younger** and around **60% of consumers** say **repair, second-hand** and **sustainable disposal** are important to them.

Right now a **second-hand online platform**, like Vinted or Depop, can reach between **26** and **45 million people** around the world.

Slow Fashion hopes to **convert** at least the **users** of this already existing app **into customers** and to **increase the number** over the years.



BUSINESS MODEL

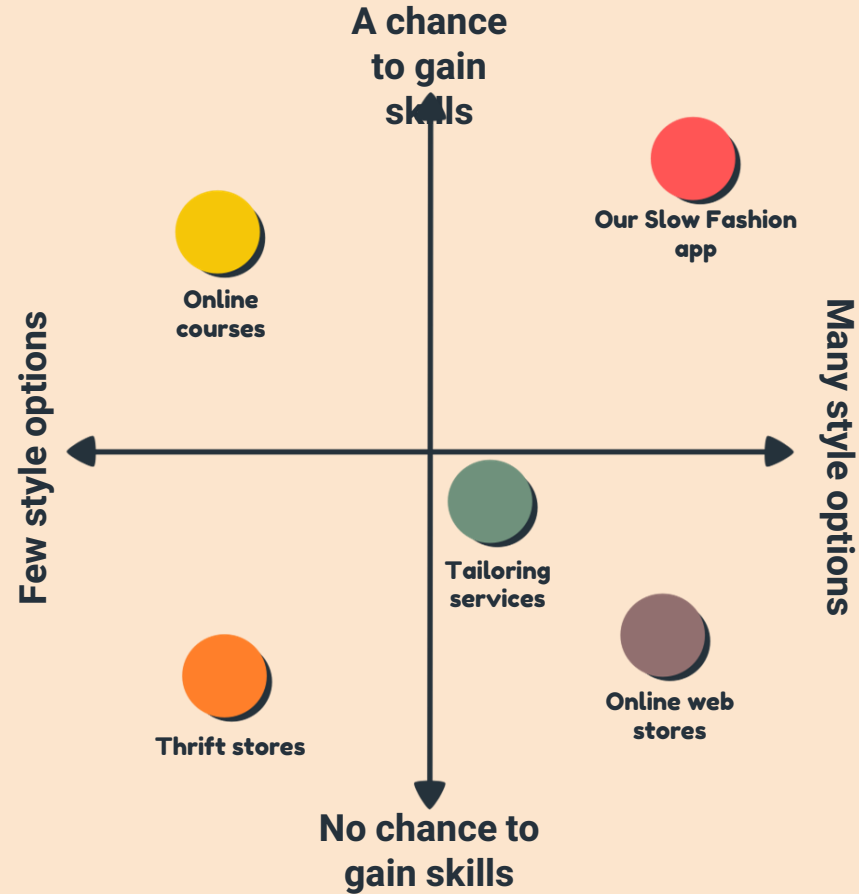
The majority of the revenue will be made through direct sales. Users can download the app for free and access courses, tailoring services and buy products through single purchases.

To encourage engagement, with every purchase, five percent of the payment would go to nonprofits.

COMPETITION

Compared to our competitors, **Slow Fashion** offers the customers a **chance to learn and acquire skills** that will **benefit** their **lives** and the **planet** in the **long run**.

Slow Fashion also offers a **wide range of styles**, something that is very **hard to find** in regular **thrift stores**.

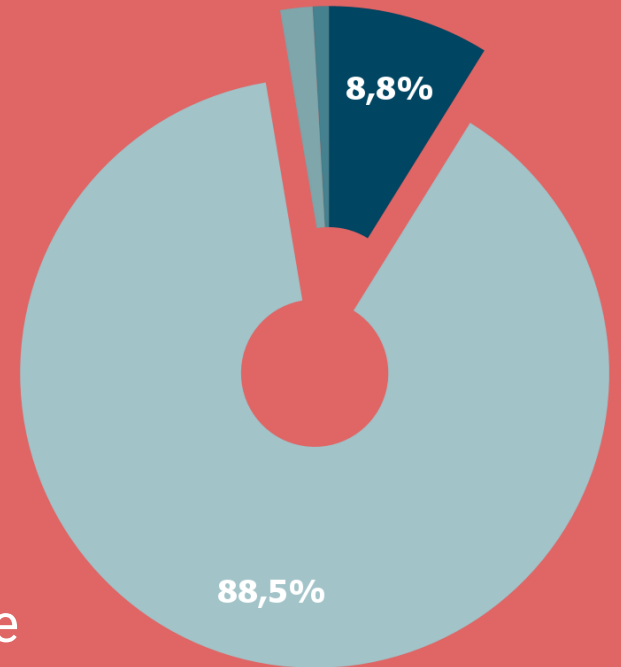


FINANCING

To **develop the app**, a **first investment** of approximately **\$100k** is required.

Subsequently, a **second investment** of approximately **\$12 000** is necessary to set up a **tailoring warehouse** and to create a **marketing strategy** .

Based on our **research** we saw that **customers are willing to buy our products** which means that our **income in three years** will **overcome the expenses**.



● Marketing ● App ● Warehouse ● Other

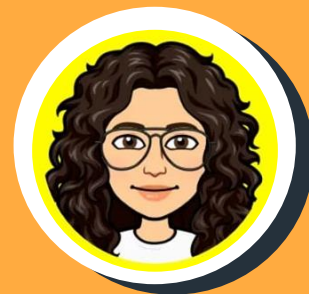
TEAM



**Stefania
Lo Proto**



**Elisa
Mari**



**Elena
Fatucci**



**Martina
Moneta**



**Chiara
Minghella**



**Rafael
Melkonyan**