

# WeDress Collective



[jasmin@wedresscollective.com](mailto:jasmin@wedresscollective.com)



[wedresscollective.com](http://wedresscollective.com)

## SUMMARY

WeDress Collective is an online peer-to-peer fashion rental platform that offers a sustainable and smart way to enjoy high quality fashion. Offering the fun of dressing up in new fashion with NO guilt and sacrifice! Together as a COLLECTIVE we are transforming the way WE DRESS by offering our members **a smart, convenient and sustainable option to enjoy high quality fashion.**

**Megatrends/Why now:** Covid-19 & the climate crises are changing consumer habits: Sustainability & digitization matter more than ever before

**Customer segment:** fashion savvy millennials with conscious mindset

## BUSINESS MODEL

**Pain:** The typical sustainable fashion consumption journey can be quite challenging, since a fashionable and conscious lifestyle are difficult to reconcile and rental offers on traditional platforms are mostly limited in style & diversity

**Gain:** transforming the way WE DRESS by offering its members a convenient, inclusive and sustainable option to enjoy high quality fashion for a fraction of the retail price.

**Product:** P2P-Platform (+ PaaS coming next)

**CAC:** 30 EUR **CLTV:** 105

### Revenue Streams:

NOW: - commission on invoiced rental

LATER: - white label solution (PaaS)

- Subscription based model with exclusive content for fashionistas

- paid brand collaborations

**Key KPIs:** Nr of rentals; Users

## MARKET

With sustainability & circularity being huge trends in fashion, the global online clothing rental market is expected to reach a value of **2.1 Billion US Dollars by 2025**. WeDress Collective will be ready to lead the revolution.

WeDress is the 1st peer-to-peer (P2P) rental platform for fashion in Austria and one of the earliest players in the German-speaking market.

We would not see ourselves as direct competitors to existing fashion providers just as retailers, shops and secondhand suppliers, but rather as complementary. We observe some **great international brands in the P2P-fashion rental business**.

With WeDress we want to quickly (ad)dress the German-speaking market, providing our service in **Vienna, Munich & Berlin** since Sep 2020 and further expanding to Hamburg, Cologne and other relevant cities in Germany by 2022.

## TEAM

### Jasmin Huber

- European Studies & Sustainability Management
- extensive experience in management consulting and auditing in the field of sustainability & fashion (Big four); +10 years experience in the professional business sector (financial services)
- [linkedin.com/in/jasmin-huber-897786127](https://www.linkedin.com/in/jasmin-huber-897786127)

### Roman Khassraf

- Software Engineering and Internet Computing (TU Vienna)
- talented enterprise software architect with 15 years of experience as a software developer, with a focus on highly scalable, cloud-native applications (Kapsch Businesscom, Rise, self employed)
- [linkedin.com/in/roman-khassraf-628486200](https://www.linkedin.com/in/roman-khassraf-628486200)

### Julia Rabello

- Fashion Business University of Sao Paola / Madrid
- extensive experience as a creative director, fashion producer & social media manager, milliner (hat designer & producer)
- [linkedin.com/in/julia-leonel-rabello-47706399](https://www.linkedin.com/in/julia-leonel-rabello-47706399)

## TRACTION

- >250 users (10%/month)
- > 50 rentals since the end of lockdown in AT/D
- >500 rental items
- Daily growing community of approx 1000 followers on instagram
- >15 brand partnerships collaborating with us and pushing the rental mindset forward (coming next: Vinokilo, SABINNA etc)
- Supported by networks & mentors from the fashion industry

## NEXT STEPS AND NEEDS

### We are currently looking for:

a pre-seed investment of approx. **500k** to financing our next steps (18 month), covering:

- Back-end / Front-end Development
- Product & Service Development
- Marketing & PR
- Other (Legal, etc.)