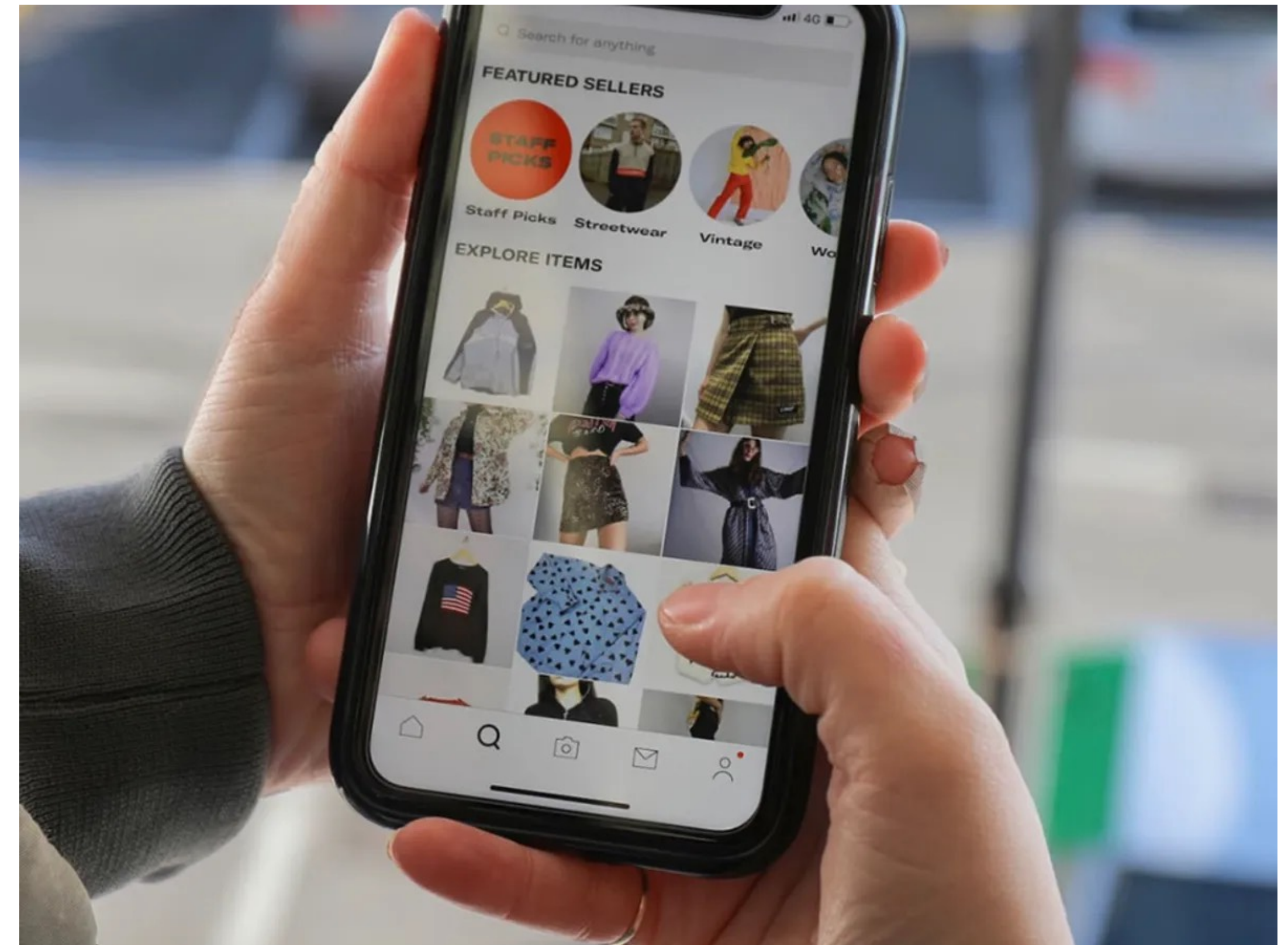


Passé

Passé: where style meets sustainability and friendship.

Trade, not waste or spend, with Passé's community-driven fashion marketplace

Haley Hooper



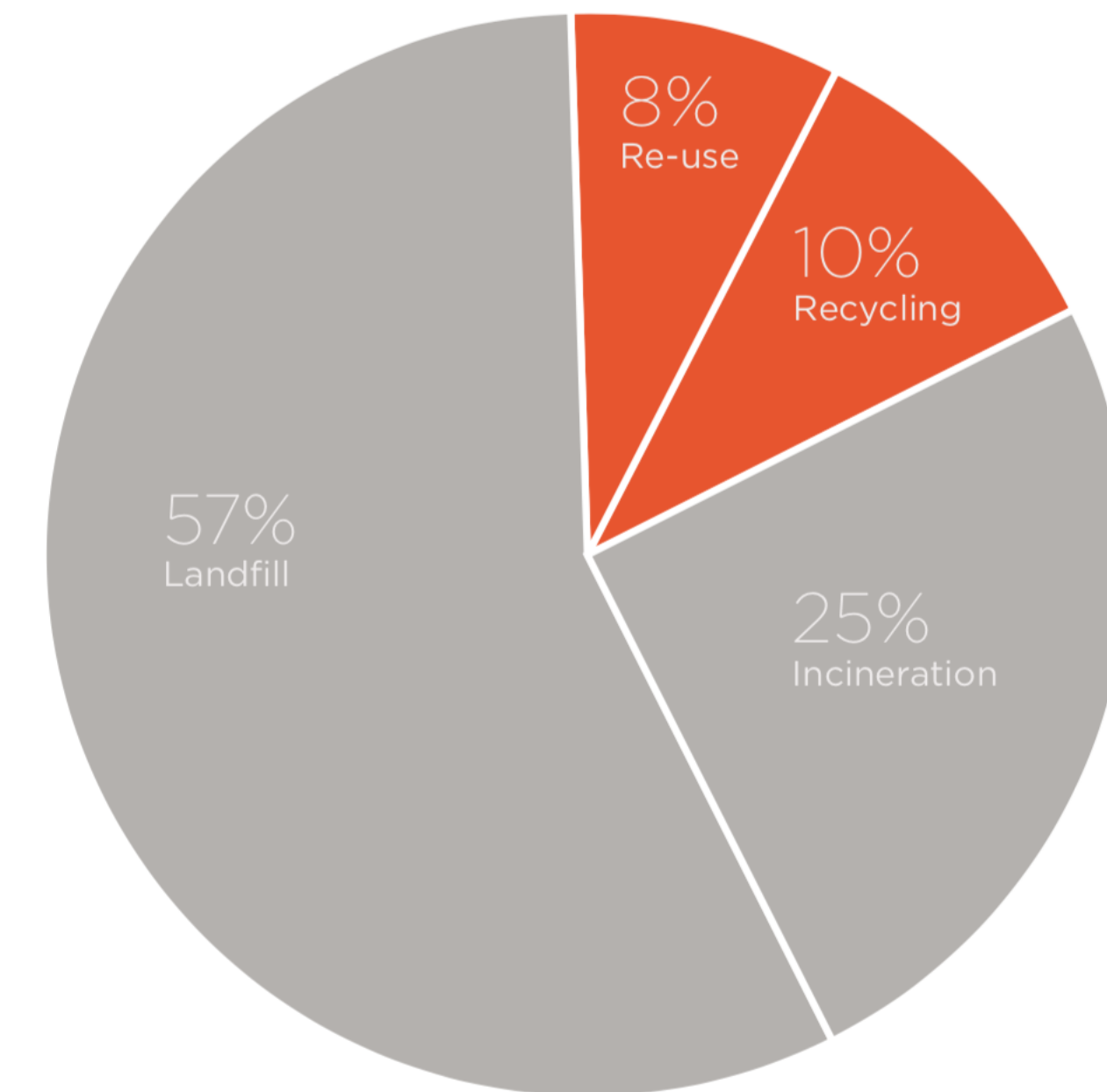
The Problem

Fashion is considered to be the second-highest polluting industry in the world.

The fashion industry is responsible for 2.1 billion tonnes of carbon emissions each year. It produces around 4% of total global greenhouse gas emissions - more than shipping and aviation combined.

The traditional fashion industry is wasteful and unsustainable.

FIGURE 2
Final share of clothing waste per year



Source: Pulse Report, 2017

Sustainability

The sustainable fashion market has seen significant growth in recent years, as attitudes toward environmentalism have changed.

The sustainable fashion industry is currently worth over \$6.5 Billion. It is expected to grow to \$10.1 Billion by 2025.

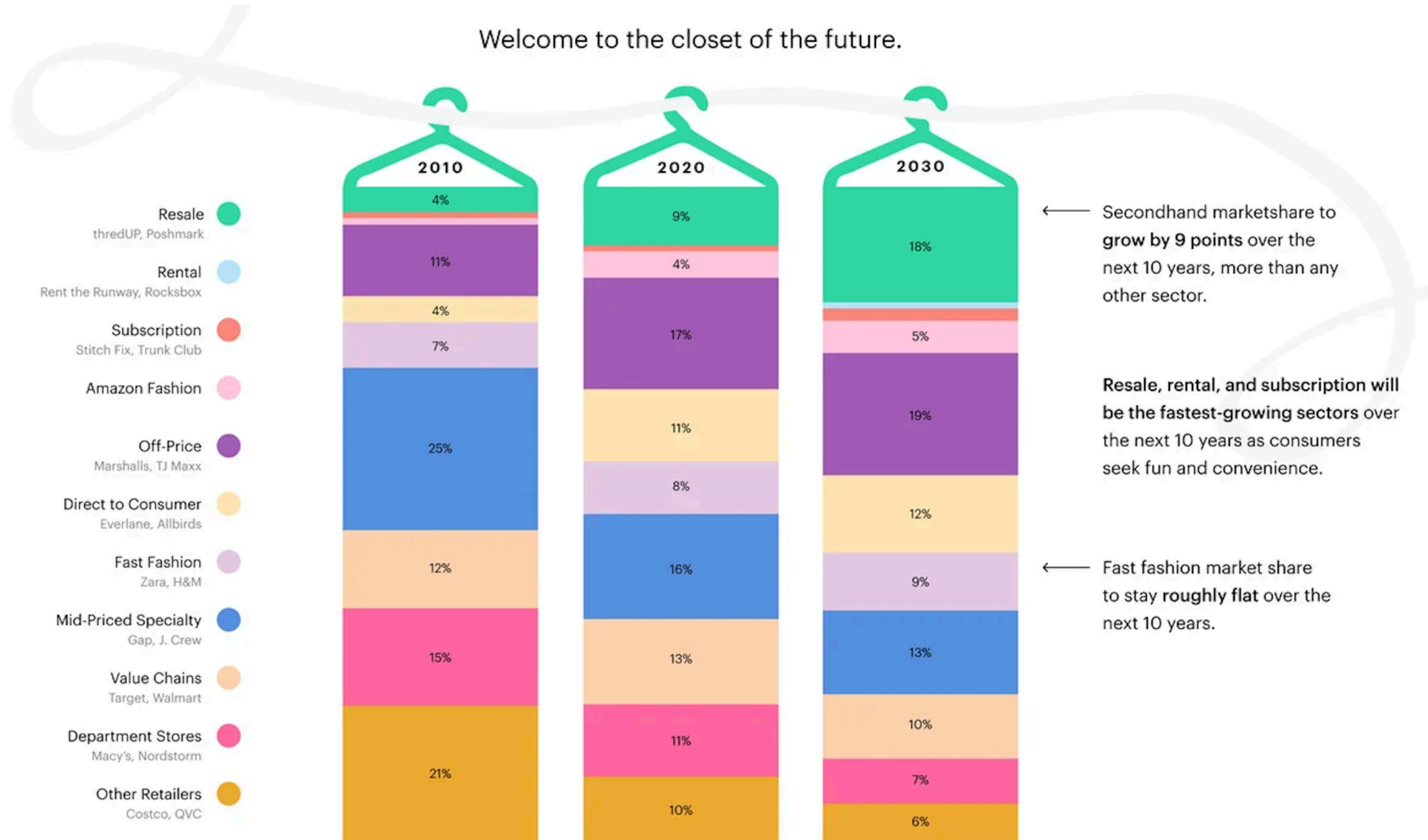
By 2030 that number is expected to hit \$15 Billion.

The average annual growth rate of the ethical fashion market is 8.3%. This could grow to 9.7% a year by 2030.

Furthermore, products marketed as sustainable are expected to grow 5.6 times faster than those that were not. The Asia Pacific region accounts for 36% of the global ethical fashion market, the largest global share.

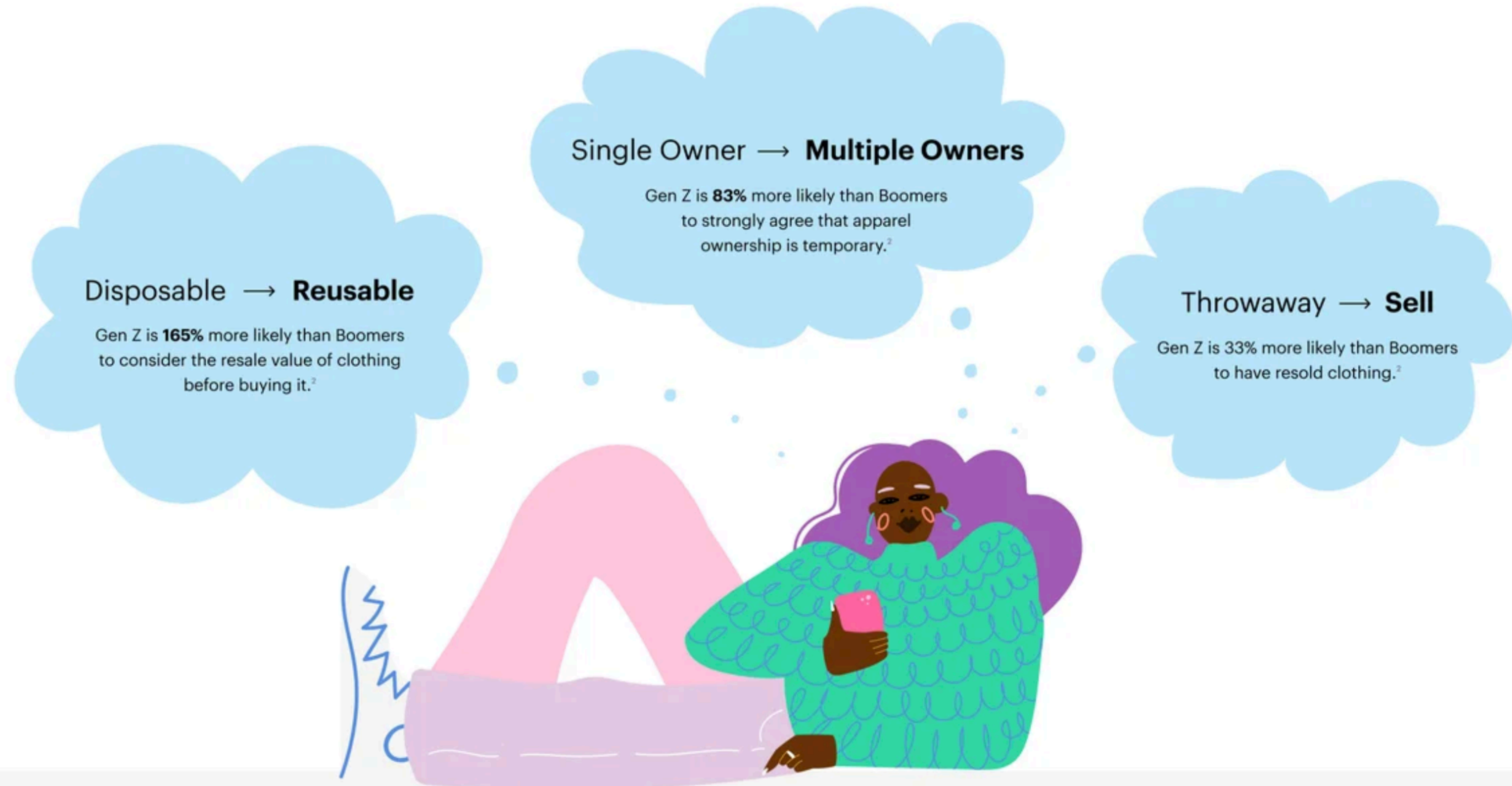
Market

The global fashion market is valued at over \$3 trillion and is expected to continue growing.

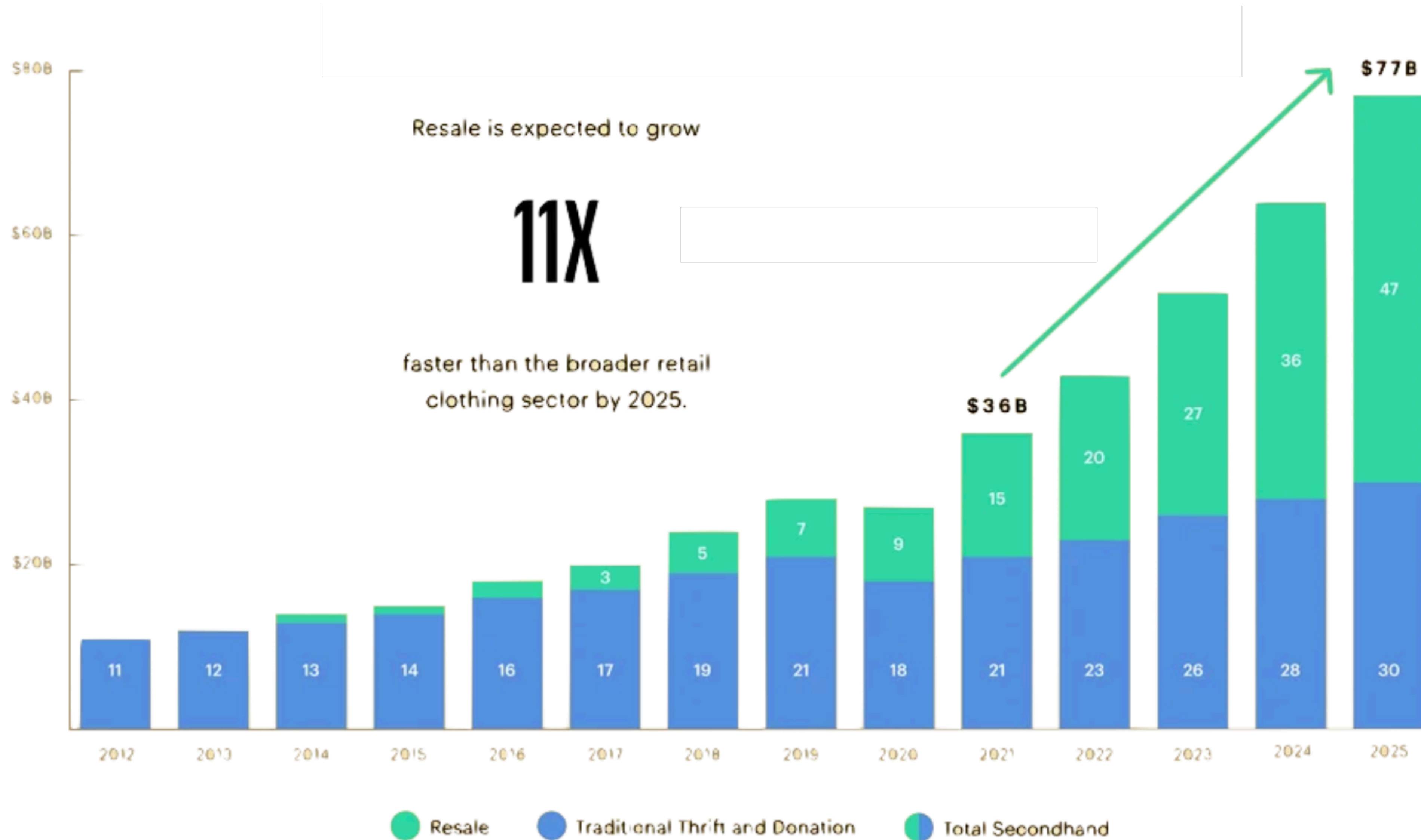


Goal: Create a more sustainable and community-driven fashion ecosystem

The next generation of shoppers have more circular fashion habits.



Secondhand Market is Projected to Double in the Next 5 Years

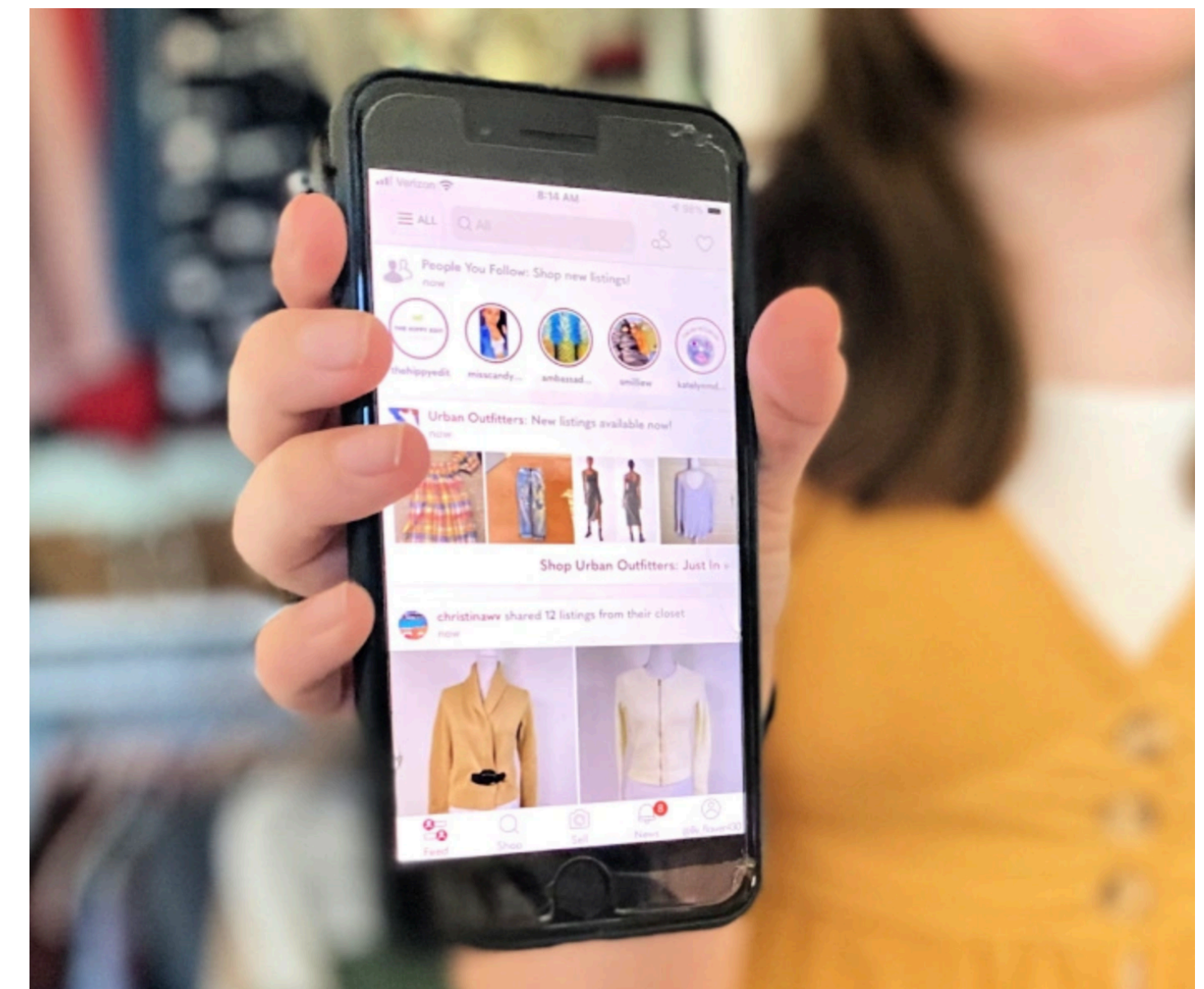


Product

Passé will revolutionize the way we consume fashion by creating a community-driven, money-free marketplace for clothing exchange.

Our mission is to empower individuals to refresh their wardrobe in a way that is both cost-effective and environmentally friendly.

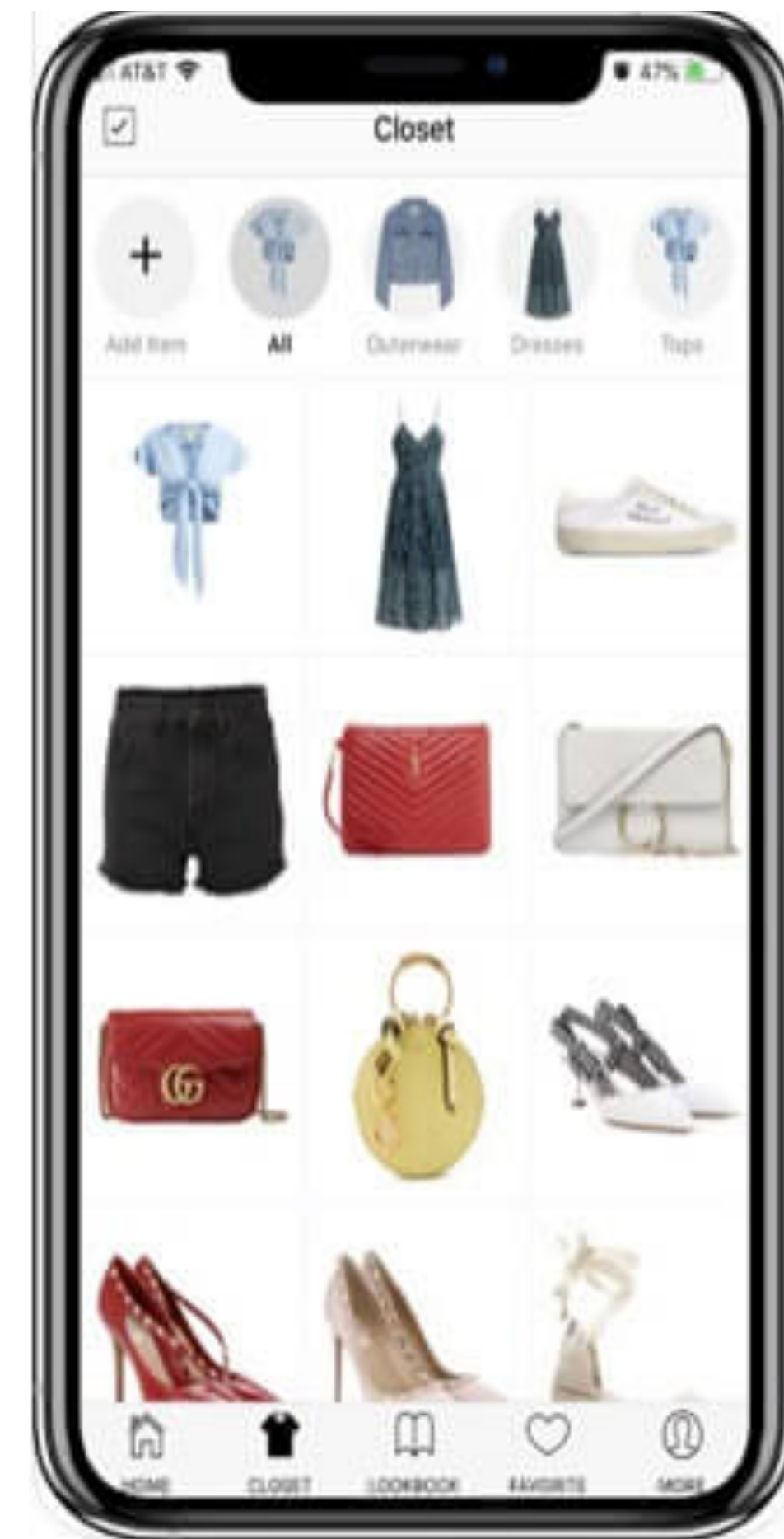
Revolutionizing the way we consume fashion by creating a community-driven, money-free marketplace for clothing exchange.



Platform

It is a platform that connects friends and allows them to trade their gently worn clothes with one another. It promotes sustainability, community, and personal style, while also providing a cost-effective way to refresh one's wardrobe.

Features: User-friendly interface, ability to search for specific items, messaging system for communication with trading partners, and a rating system for building trust.



“Competition”

Passé is different from competitors in many ways:

Community-driven: Passé is based on the idea of friends trading clothes with one another, rather than buying or selling clothes to strangers. This creates a more personal and community-driven experience, where users can connect with friends and like-minded individuals who share the same values.

No monetary exchange: Passé operates on a no-money-exchange model, unlike thrifting or eBay, where users can trade clothes with one another without the need for money. This creates a sustainable and cost-effective way to refresh their wardrobe.

Overall, Passé is a unique marketplace that focuses on community, sustainability, and personalization, while providing users with a cost-effective and environmentally-friendly way to refresh their wardrobe.



Business Model

Membership fees, commissions on successful trades, and partnerships with brands and retailers.

Pricing strategy: Free for basic features, with paid membership options for additional features.

Distribution channels: Online platform, targeted advertising, and partnerships with community organizations and events.

Conclusion

Passé will revolutionizing the way we consume fashion by creating a community-driven, money-free marketplace for clothing exchange.

It promotes sustainability, community, and personal style, while also providing a cost-effective way to refresh one's wardrobe.

