

CORNERING THE
CIRCULAR FASHION
ECONOMY

SwapUp

Presented by Jaz Foster & Liz Stack

Who We Are

JAZ FOSTER

- First Year Fordham MBA
- Marketing Management for BDP, Textron
- B2B Marketing Consultant for international logistics



LIZ STACK

- First Year Fordham MBA
- Merchandising at Saks Off Fifth
- Strategic Management at Blank NYC Denim



The Problem

A cluster of approximately 20 purple dots of varying sizes, scattered in the upper left corner of the slide.

The Single Use Outfit

A SPECIAL OCCASION GARMENT
OFTEN CANNOT BE USED OR WORN
MULTIPLE TIMES

A cluster of approximately 20 black dots of varying sizes, scattered in the lower right corner of the slide.

The Problem

PRICE/TIME BARRIERS

LACK OF INVENTORY

SMALL SPACES, SHRINKING
CLOSETS

DONATIONS = LANDFILL



Swap up is the Solution

SWAP IN. SWAP OUT. SWAP UP



Who is our customer?

Anna, 26

- Product Developer
- Lives in Brooklyn with a roommate and her dog, Charlie
- Has 4 weddings and one gala this year, not to mention Birthdays
- Trying to minimize her closet
- Shops green whenever possible



How You Swap Up

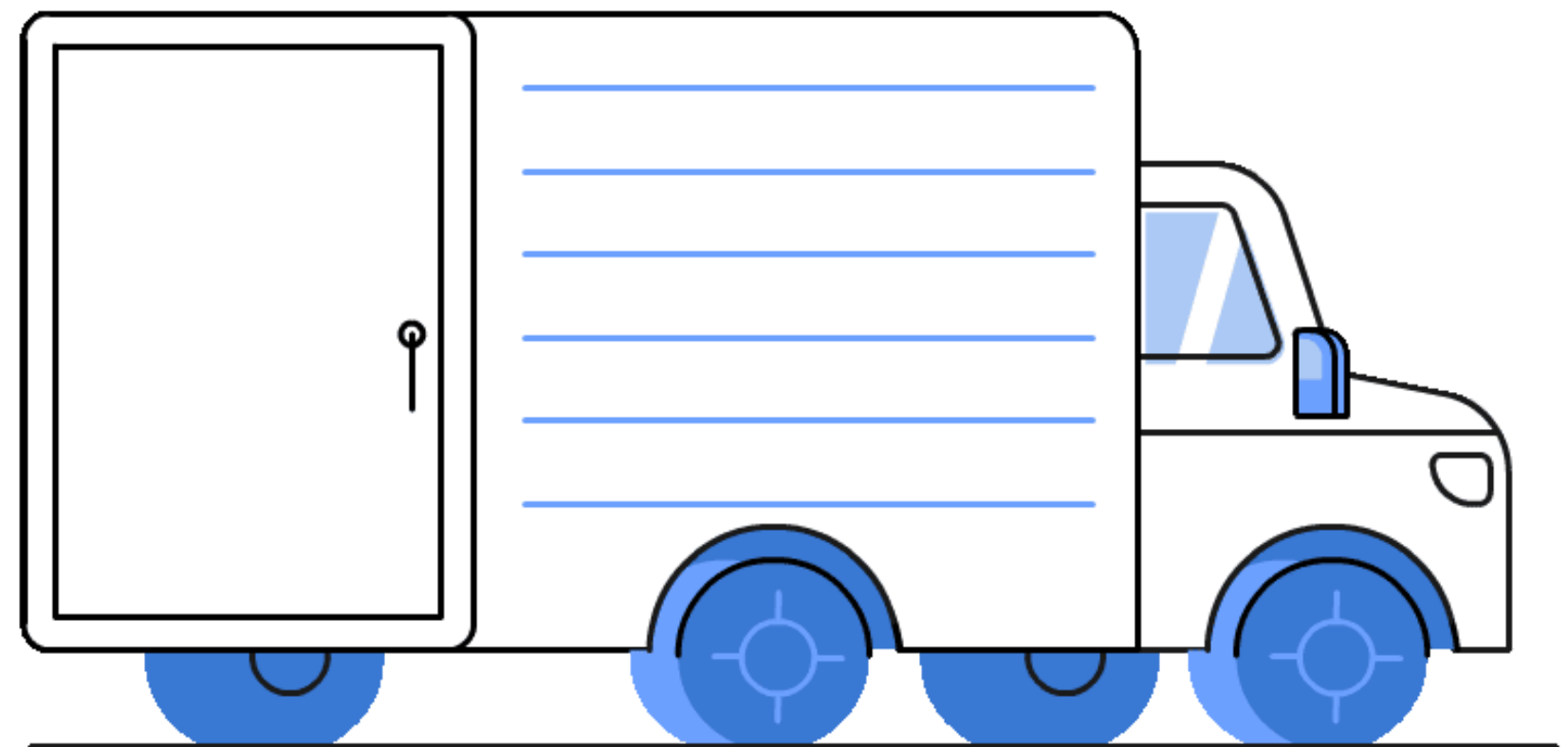
01

**GO ONLINE AND BUY
A DRESS FOR A
DISCOUNTED PRICE**



How You Swap Up

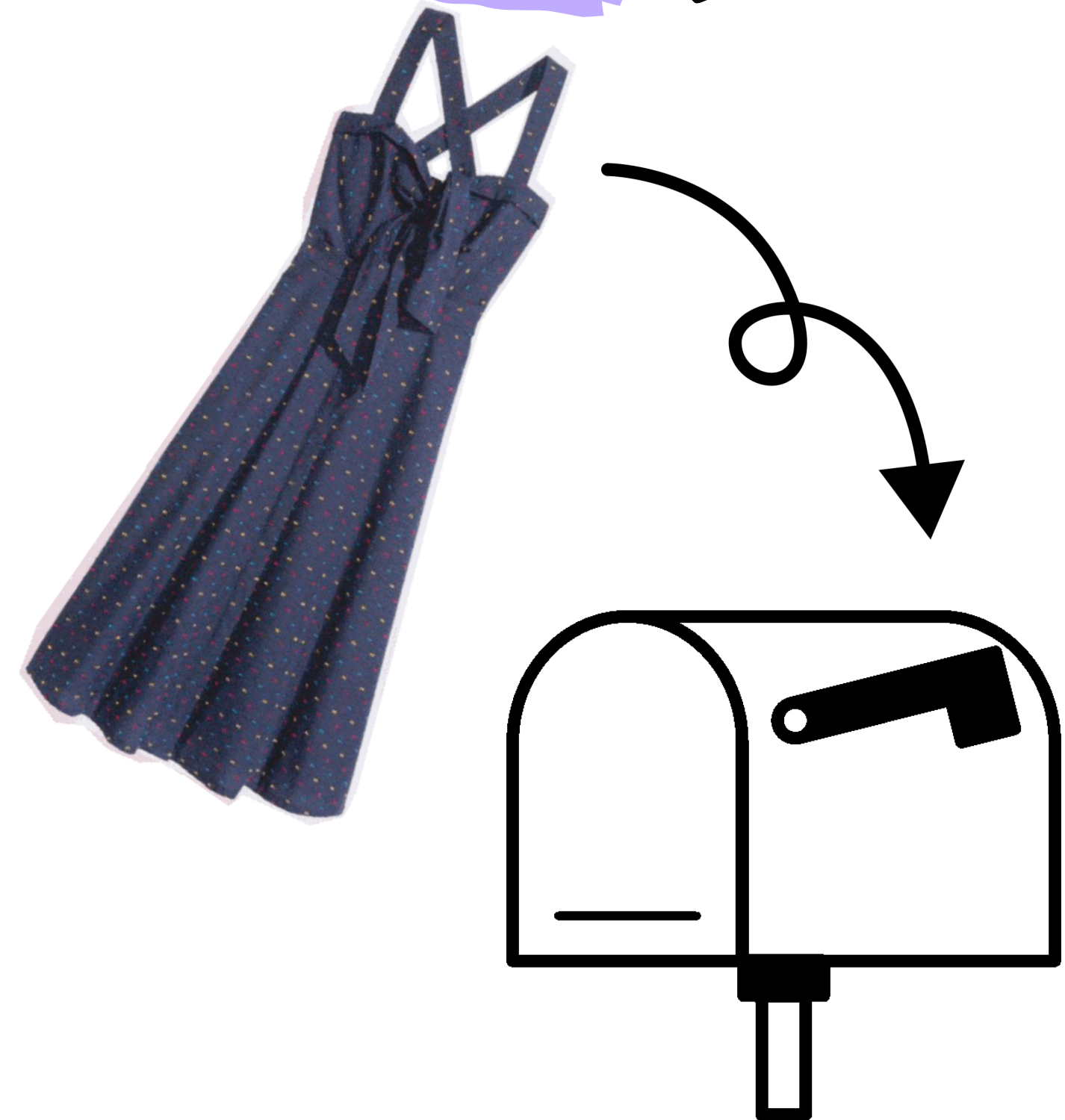
02 RECEIVE A DRESS & REUSABLE BAG



How You Swap Up

03

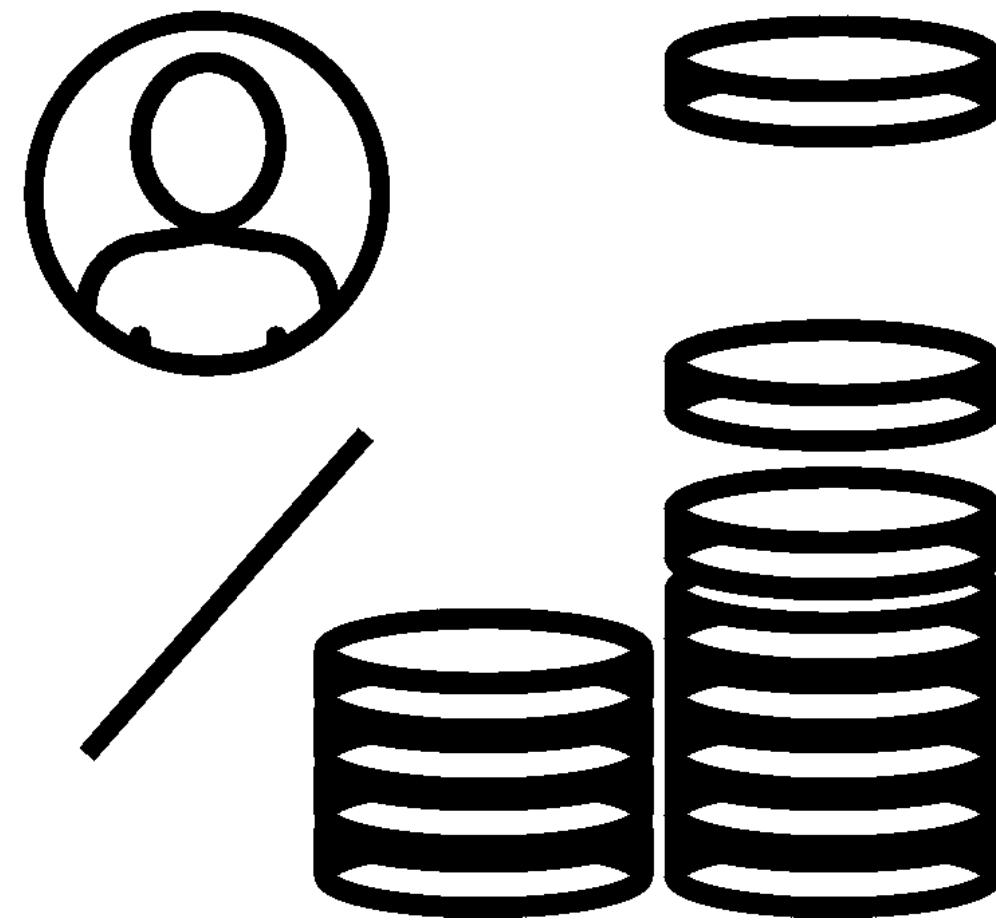
**SEND BACK ITEMS
FROM YOUR
CLOSET**



How You Swap Up

04

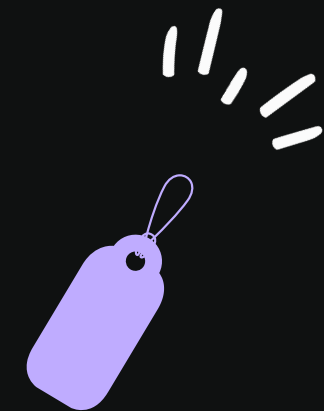
**RECEIVE A CREDIT
IN YOUR ACCOUNT**



Why SwapUp?



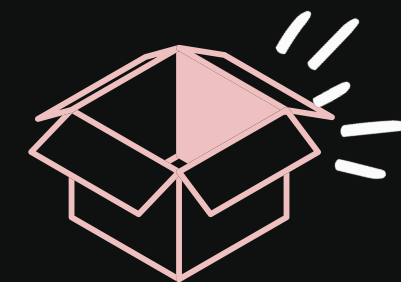
Diligent curation



**Point Based
Pricing**



**Insta-worthy
clothes**



**Green cleaning &
shipping**



2.2M

**Women in
NY Metro Area
ages 20-49
income of 75K-200+**

Census Bureau & Census Reporter

40%

**% Women who buy
new garment for each
special event**

Survey Done by Swapup

925K

Market Size



18.5K

Swap Up
Community

2% of Market Size

\$15

Monthly
Subscription Cost

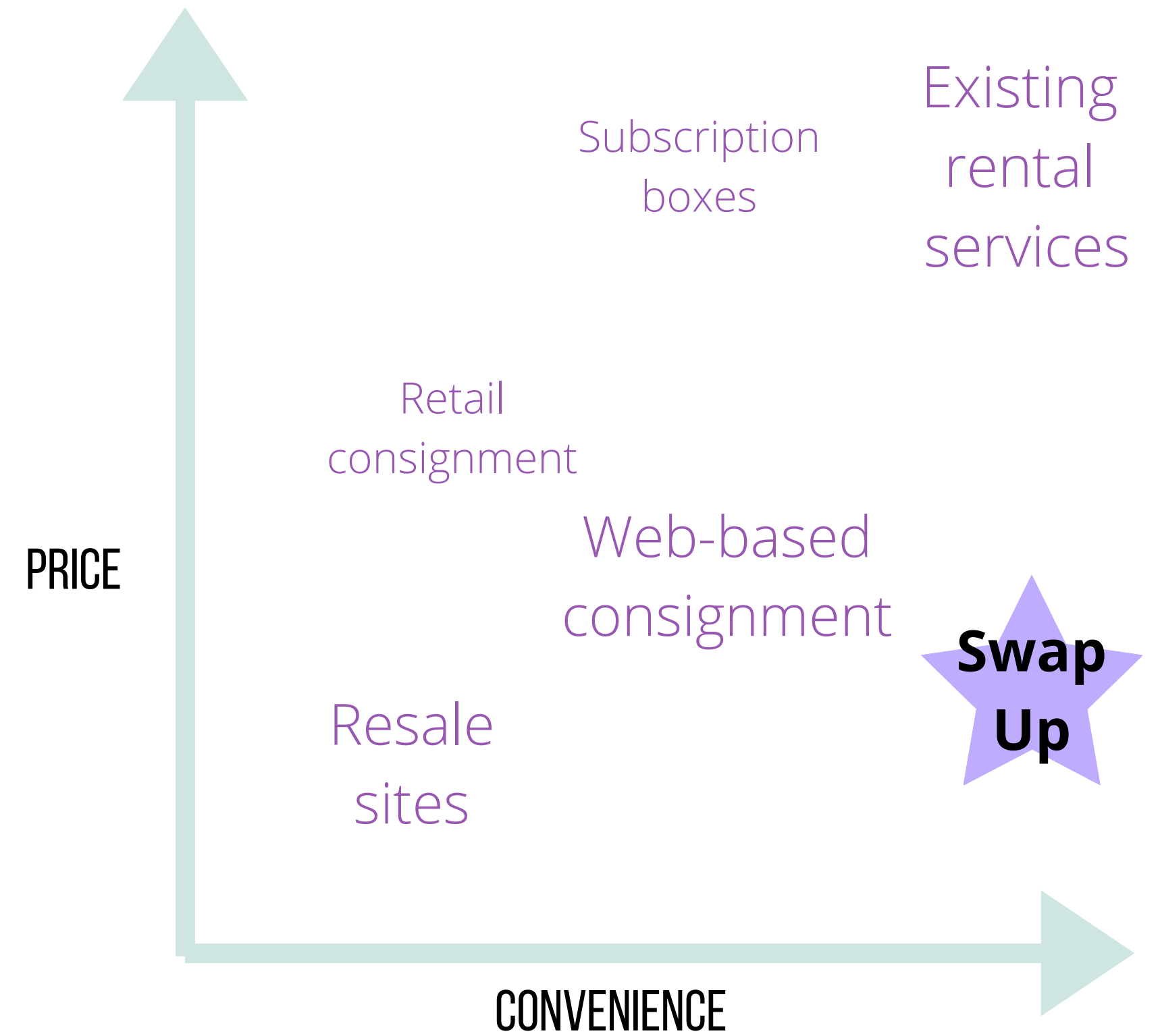
Dependent on
warehousing, cleaning,
shipping & site
maintenance


\$277K

Potential
MRR



The Competition





The Closet Eco System

**Low cost
subscription service**



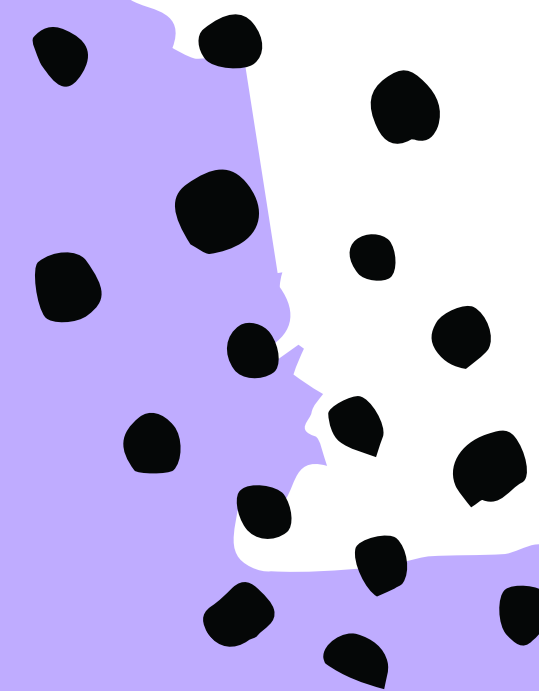
**Styles valued based
on current trends**



**Well-stocked swap
bank creates loyalty**

M

Thank you!



M

Appendix

THE RESALE MARKET HAS GROWN

21X

FASTER THAN THE RETAIL APPAREL MARKET
OVER THE PAST THREE YEARS

51%

OF CONSUMERS PLAN TO SPEND MORE ON
SECONDHAND IN THE NEXT 5 YEARS

W

Sustainability

WHY SECONDHAND
IS THE FUTURE

If Everyone Bought One Used Item Instead of New
This Year, We Would Save:³

SAVINGS

5.7B lbs of
CO2 emissions



11B kWh
of energy



25B gallons
of water



449M lbs
of waste



EQUIVALENT

Half a million cars taken
off the road for a year

Light up the Eiffel Tower
for 141 years

Fill up 1,140
Bellagio fountains

The weight of 1M
polar bears

Wardrobing Partners

WE PURCHASE STYLES THAT ARE IN EXCELLENT
CONDITION BUT NO LONGER ABLE TO BE SOLD IN
DEPARTMENT STORES, PROVIDING CRITICAL
INVENTORY SUPPORT

bloomingdale's

NORDSTROM

Neiman Marcus

★ macy's