



# WHITEPAPER

## FUTURE OF FASHION

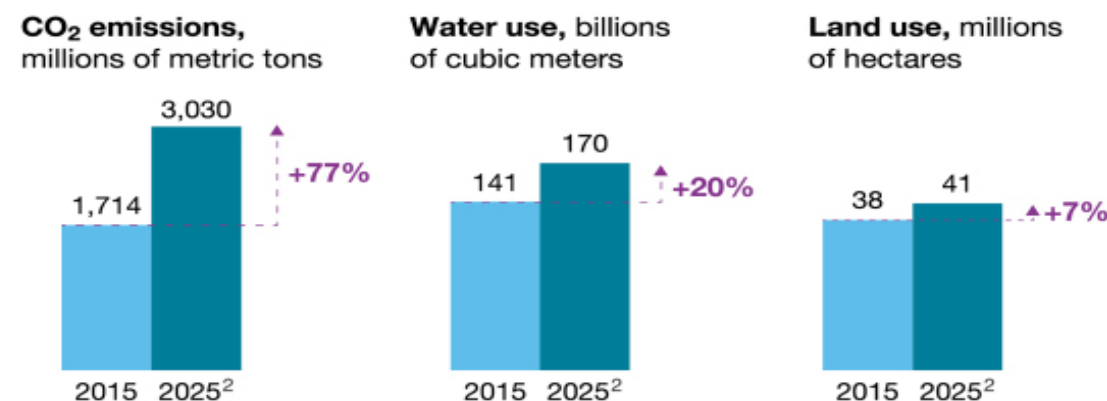
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# Introduction

The global apparel market is valued at 3 trillion dollars and accounts for 2% of the world's Gross Domestic Product. The impact that fashion has on our planet and our lives are truly immense. Fast fashion is a new form of fashion which came as a replacement for classic sociological conceptions of class and mass fashion. Fast fashion is based on the approach to fashion as a global industry and division of labor in the world economy, where production and distribution of goods are the lot of developing countries - the countries of the "third world", whereas marketing and consumption are carried out mainly in capitalist countries. Fast fashion is responsible for huge overproduction. Generally speaking, 30% of the clothes produced is never sold. This is how the modern fashion industry has become a second largest polluter in the world, second only to oil. There used to be only 4 seasons: Spring/Summer and Fall/Winter. But things changed quite drastically with the coming of fast fashion, it brought upon us 52 "micro-seasons" per year. With new trends coming out every week, the goal of fast fashion is for consumers to buy as many garments as possible, as quickly as possible, throw it out and repeat. In excess, the overtly sexual advertising, the humanitarian issues, the waste, the lawsuits, the list goes on.

**Increases in environmental impact if 80% of emerging markets achieve Western per capita consumption levels<sup>1</sup>**



<sup>1</sup>Rest of world maintains its current levels of per capita consumption.

<sup>2</sup>Estimated.

McKinsey&Company | Source: World Bank; McKinsey analysis

In Sewniq we are dedicated to change everything you know about the modern fashion industry. Our mission is to revolutionize the whole industry by equipping the consumer with the necessary tools to be in control of the whole fashion production cycle. Our goal is a new fashion industry. To create a world where everyone on the planet has access to high-quality/low-cost clothes. Everyone with an idea will be able to design their own collections and even sell them. People will not be limited to what the giants of the industry sell, to what they decide everyone should be wearing. Imagine the world where everyone designs their own clothes, the world where fashion is limited only by expanse of your imagination. This is what we strive to bring to the world.

# Limits of fashion

The fashion industry has been recognized and marketed as a place full of creative and talented image makers who are able to boost consumer confidence through the clothes they sell. For the longest time the consumer creativity has been suppressed by fashion leaders who tell them what they need and want in order to stay up to trend. However, the fashion industry fails to cater to every consumer individuality. Have you ever envisioned a perfect garment for yourself or your loved ones, but had to seek out an alternative similar clothing due to lack of money and/or skills to custom make it? What follows after is a wave of disappointment as the item in your head is simply out of your reach. It is when our brains started to get used to being spoon fed by designs that we see, as we cannot get what we create in our imagination. Our inner talent and imagination is suppressed. We have been made believe that those image makers are the ultimate go to source for what to wear.

Aren't we freed from the time when fashion elites such as famous political and celebrities led the trend? We have famous Instagrammers who inspire us today. Fashion brands such as Chanel and Louis Vuitton are constantly collaborating with talented emerging artists, taking inspiration from streets to produce exclusive capsule collections and are inspired by 'us'. But that is an illusion. Though the industry has moved from its traditional hierarchy where prestigious designers took inspirations from fashion elites to regular people on streets, it did not change the core of the issue. We are still wearing what the designers design. We are still getting inspired by famous 'regular people' who have money and resources to get designer wear. These designs are not purely from our imagination.

*“Gone are the days when one could design in a vacuum and force products down the consumers’ throats. He/She who is closest to the end consumer wins the race...”*

*Survey respondent*

# Limits of fashion

Another limitation of the fashion industry is the fact that they are not consumer-driven enough. They are not willing to produce garments that fulfill the needs and wants of each individual customers. The industry is mainly divided into three sectors: brands, retail and manufacture. Each operating on its own. Though more and more companies from retail to manufactures are trying to tap into one another's industry to become a hybrid company, in order to take control of the end to end process. The process is too complex and incurs too high a cost if they were only to produce one garment for one customer. This is why the industry has to depend on influential trend setters to produce garments that will appeal to general public or their groups of target customers. Companies have to ensure that they are ultimately generating profit. This is also why huge companies such as Nike, who has vast resources is not willing to go for full customization at a large extent with their product, as they still value profit over consumer wants.

*“As a fashion designer, I was always aware that I was not an artist, because I was creating something that was made to be sold, marketed, used, and ultimately discarded.”*

*Tom Ford*

# How they **do it**

Fashion company works by hiring group of designers who design base on past sale records and trend report done by third parties trend companies. Their goals are to design garments that will represent the brand, and that will appeal to their target customers. Designers have to utilize fabric and trims that are pre-decided for them by merchants of the design company, thus limiting designers' creativity.

Luxury fashion houses may have their own fabric and trim designers and manufacturers that allow for greater creativity, but the design process incurs so much cost that ultimately results in pricing point unattainable for general public.

When the designs are confirmed, the designs are sent to technical designers for technical development. Once the patterns of the designs are confirmed, the tech pack of each garment is produced. Instructions are then sent to samplers to make sample garments. After the sample has passed the test by responsible departments, it is finally sent to manufacturers for mass productions. The final products are then sent to retail stores to reach the target customers.

As you can see, a typical product lifecycle of one particular design of a garment has to go through many stages before it is can be sent for production. The process incurs heavy labor cost, not to mention the cost of heavy marketing and branding involved, which in the end results in high retail price of the garment. As it is such a heavy investing to produce one garment, fashion companies have to forgo the creative aspect of design, and base designs on materials left from past seasons and some cheap materials to bring down the cost.

As consumers, we not only pay for the raw materials to make the garment, but also the labor, time and marketing aspect of the entire production process.

## Who are we ?

We are a group of dreamers who expertizes in fashion design, software engineering, and business management. Our idea of Sewniq first came when we realized that young fashion designers with talents cannot produce their designs at a reasonable cost and lack of platform to reach their audience. We realized that all manufactures only mass produce to ensure profit and they will not take one individual idea seriously. The idea first helped us to recognize a group of people in need. Then we realized that not only aspiring designers would love to see their designs take form, everyone of us can imagine and design. As consumers, we know ourselves the best and we know the specific details that we look for in a garment. What if we can buy our own design? Thus Sewniq came about.

## Why Sewniq ?

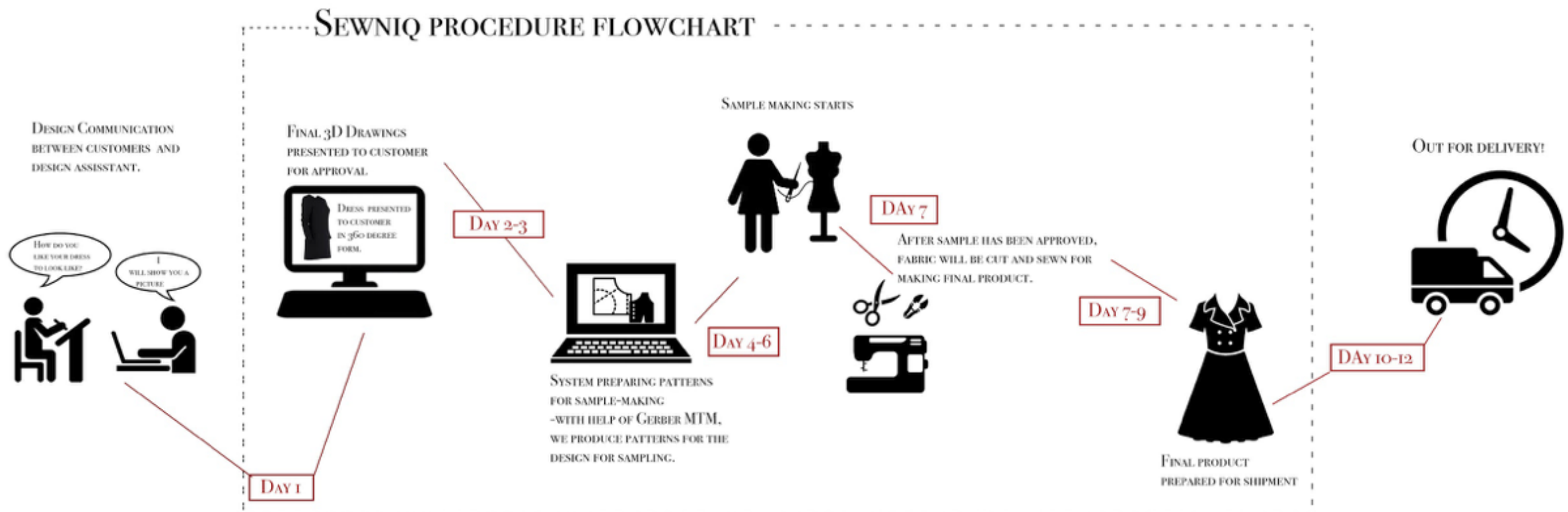
At Sewniq, we see the limitation the current fashion industry. We recognize and encourage everyone to design for themselves. We are fully customer driven and we value our customer's idea. We set out to revolutionize the fashion industry by making you the center of it. We understand that not everyone has the technical skills to make a garment. That is why we are here to provide you with those services that will transform your ideas into reality. We work with a group of designers who are able to envision your idea, and a group of technical expertise who are able to transform your idea into an actual garment. All we need from you are your ideas and we will take care of the rest. We set out to make your idea come true at a lowest price possible. We understand that our platform may disrupt the whole fashion industry and diminish existing brands powers. We will give you a platform where you wear what you want to wear, not what the industry tells you to wear.

	Fashion industry	Sewniq
1. High quality, low cost	X	✓
2. Concise planning	X	✓
3. Limitless creativity	X	✓
4. Accessible to consumers	X	✓
5. No excess of supply 5.1 No pollution 5.2 No waste of resources	X	✓
6. Cater to every consumer needs	X	✓
7. Blockchain based	X	✓
8. No class segregation	X	✓



# Sewniq platform / How we do it

Sewniq is an online platform for designing, manufacturing, and selling of apparel. You don't have to be a professional designer to create the ideal clothes for yourself and your family. You don't need to be able to draw sketches and make technical packs, and cut, and sew because our professionals will do it for you. We will help you to design and manufacture whatever vision you have. The whole process takes only a little week to complete!



Sewniq platform simply connects people with ideas and those who can actually realize those ideas. We connect those 2 personalities in a place we call "designing chat room" where they can communicate via text or mic. The customer then will explain their design idea to a professional designer, who will draw a quick sketch, and then create an actual 3D model of the design. We made this process simpler by adding a picture uploading functionality. To save precious time the customer is able to observe this whole process live via screen share feature so that if something goes wrong they can always stop the designer and ask to correct it.

## How to use Sewniq Design Platform

At Sewniq, we have a group of dedicated professionals who are knowledgeable in fabric, visual presentation and garment constructions. Once you have an idea, and have decided to utilize our platform, you can log on to sewniq.com and get connected with one of our executors. Once you are connected with our staff, you will be offered a vast data of basic prototypes of garments from tops to bottoms to outerwears. Once you have chosen the basic prototypes, our staff will start to draw out your idea as you go along explaining your idea verbally. You can also offer a picture that describes the garment you imagine to help our staff envisioning your design. Once we have finish drawing out your design, it will be presented to you in 3D form on Accumark 3D that you are able to see how the garment will fit you in real life.

## Personal online store

Every customer is a designer, and we believe that every designer deserves their own store where they can show off and sell their collections. That is why everyone who works on our platform also gets their personal store. Create collections that people will love, advertise them, sell and have a real income.

## Production process at Sewniq

As we all realized how fast fashion has place a huge burden on the environment, we have decided to go against the norm. We are being pampered too much by fast fashion companies and Amazon that we would rather exchange quality for speed. At Sewniq, we want our customer to enjoy and appreciate quality products and be aware of how our wants have an impact on the environment. We use Gerber's Accumark made-to-measure software to create accurate custom made patterns for each design. The garment will then be cut and sewn by hand by our tailors. Sewniq does not compete with other companies on speed, but quality.

## Technological Specification

Only thanks to the modern technology we are able to manufacture unique designs for everyone. At Sewniiq, we incorporate with the best technologies and softwares on market into the operation of our business to ensure both efficiency and accuracy.

### Design- Kaledo

We incorporate PLM solutions to aid the communication between our realizers and our target customers. Lectra's design software Kaledo is able to achieve accurate textile simulation and technical design sketches to guarantee accurate specification communication between our customers and our staff.

### Accumark 3D

We will present the final garment in 3D format picture using Accumark 3D. This is to give our customer an idea of how the product will look like in the end.

### Gerber's Accumark made-to-measure software

The technology increases efficiency and accuracy in the pattern-making process by using high-tech 3D body scanners. Once your measurement is in our data, the software will automatically import your measurement data and export cut data for fabric cutting.

### Centric PLM software

The PLM software takes care of the production data from design to production. It is a vast data storage system that allows different roles of our company share first-hand information at the same time. So all staff of different department share accurate information.

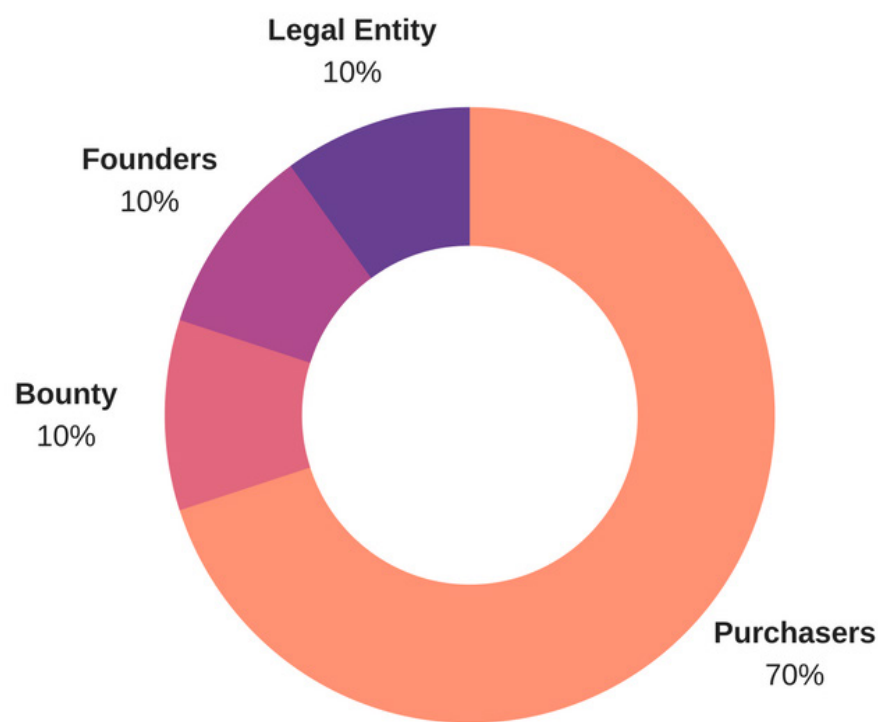
# SNQ Token

SNQ is Sewniq's decentralized token based on Ethereum protocol. The token serves the purpose of the main trading currency on Sewniq platform.

The initial coin offering of SNQ is a phase when early participants and supporters are able to fund the project in exchange for SNQ token.

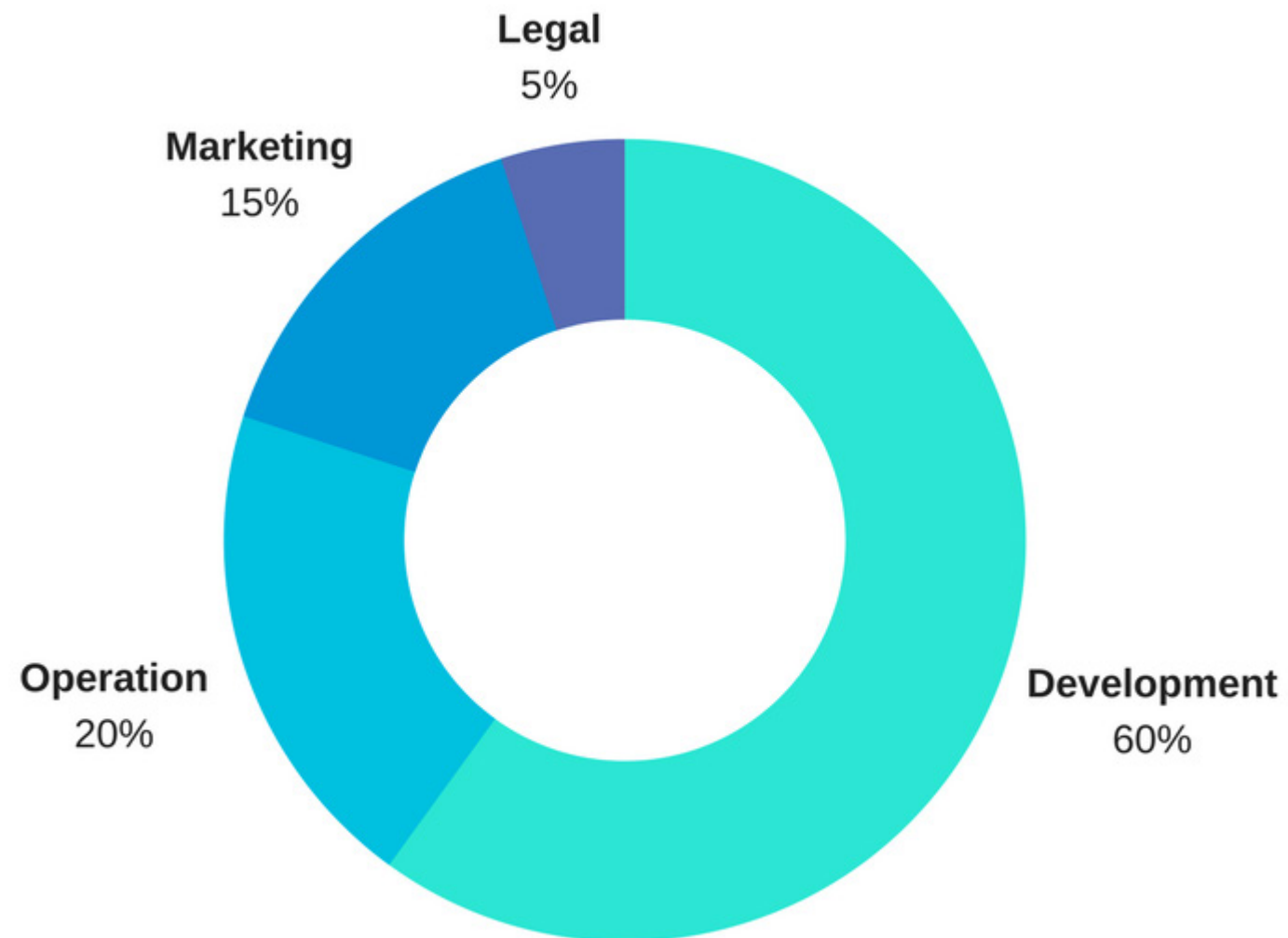
The SNQ token will act as a stock and will benefit the token holders proportionally to the success of Sewniq.

## SNQ token sale



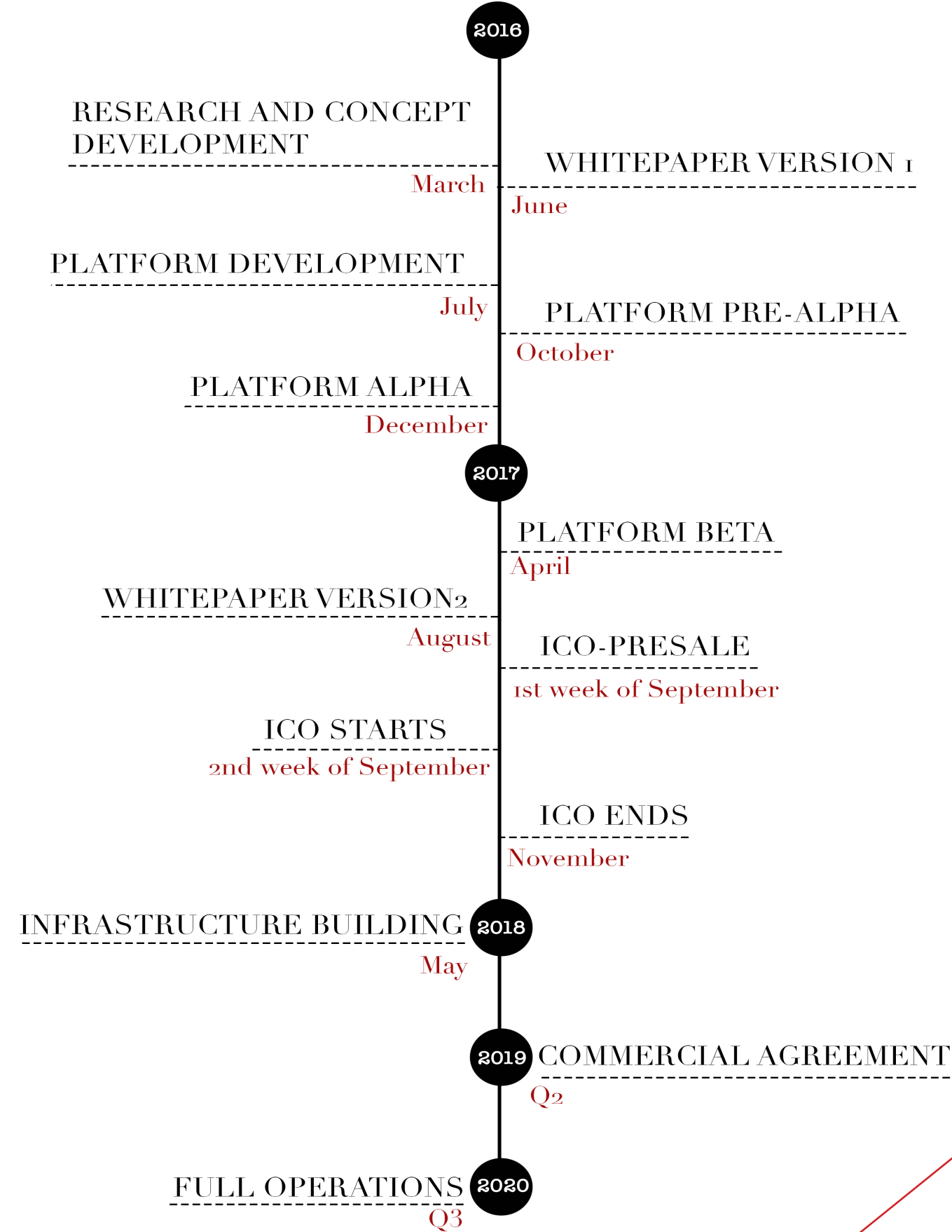
At 9pm Central European Time (CET), Sewniq will offer 70% of its tokens for purchase to the purchasers. The remaining 30% will be divided equally between bounty, early adopters & founders and legal entity.

## Intended use of revenue



All funds will be used to further develop the project. 60% of the revenue raised will be used for research & development, and building infrastructure. The remaining 20% of the fund will be used for operation, 15% for marketing, and 5% for legal purposes.

# Roadmap



## Our Team

# Robert-A. Schneider

## FOUNDER / CEO

Over 26 Years of Worldwide Customer Service in the Machine Tool Industry out of Switzerland, 14 Years Residential Real Estate, Commercial & Investments Local, National & International.

Previously resided in Switzerland, Germany, France, Italy, England & Norway.

Robert- Andre Schneider is originally from Switzerland, where he grew up and absolved all his schools. He also served in the Swiss Army Airborne Division where he obtained Special Forces Training amongst other.

After successfully obtaining a diploma as a precision mechanic in the Diamond Tool Industry he furthered his knowledge and entered in to the field of Machine Tool Manufacturing, where after extensive training he became an After Sales/Service Engineer and traveled for over 27 years worldwide installing sheet metal punch presses as well as sheet metal laser equipment and other machinery!

Later he moved to San Francisco and took on several projects throughout California for local customers as well as for a renowned laser manufacturer from Switzerland.

He established a West Coast service center for Washington, Oregon, Northern and Southern California. After having successfully established Customer relations he found himself spending more and more time back east at the U.S. Headquarters in Long Island as well as other States not in his territory, much to the dismay of his West Coast customers.

In 2016 he came up with a revolutionary idea to create a platform that aims to change the fashion industry. He gave it a name "Sewniq".





# Our Team



**EARL HALDERMAN**  
PROJECT MANAGEMENT



**EVGENII OVSIANNIKOV**  
BUSINESS DEVELOPMENT  
MARKETING



**YDEL JIANG**  
DESIGN &  
IMPLEMENTATION



**ALEX CHUPIN**  
LEAD DEVELOPER



**CONNIE CHU**  
BACK-END SOFTWARE ENGINEER



**VICTOR PARK**  
FRONT-END/UI SOFTWARE ENGINEER





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