

The fashion industry faces significant challenges, including overproduction, excessive waste, and a substantial environmental footprint. Consumers are increasingly aware of these issues and seek sustainable alternatives that align with their values. However, most companies that produce active, durable wear are not truly sustainable.

At EcoAltura, we're transforming the fashion industry with hyper-personalized, made-to-order apparel that eliminates overproduction and waste. Using advanced 3D body scanning and AI algorithms, we ensure a perfect fit for every customer. Our platform allows users to customize colors, patterns, and features, making each piece truly unique. We offer two lines, AlturaHike and AlturaSnow, with interchangeable materials. By producing only what's needed, we reduce excess inventory and shipping waste, significantly lowering the environmental footprint of traditional apparel and fabric-based equipment. This on-demand strategy not only fosters sustainability but also enhances the purchasing experience, aligning personalization with eco-friendly practices. In every step of the process, we prioritize function and climate-consciousness.

Our primary target market consists of young adults (ages 25-35) who are environmentally conscious professionals with disposable income, seeking high-performance outdoor gear. Additionally, we would cater to older adults (ages 35-60) who similarly value durable and sustainable gear for outdoor activities like skiing and hiking, and additionally offer a basic kids line in generic sizes.

Uniquely we prioritize sustainability and cutting-edge technology:

- 3D sizing AI- Tailor360 technology allows EcoAltura to most accurately produce clothing to each customer. This is combined with our choice for made-to-order products which abides by our climate-conscious business model. For the customer, this ensures the perfect product that encourages longevity and sustainability.
- EcoAltura also provides a service called AlturaCycle which promotes lifelong use of the products.
- All scraps from ordered products and previously ordered products will be used to create an additional bag, free of charge to the customer, that will be used for the package for shipping. The adhesive and label are water dissolvable.
- Implementing Tailor360 in the app will allow customers to create their own avatar, complete with the products they order. Being a part of the app allows you to be a part of the EcoAltura online community to connect with other climate-conscious individuals and sign up for volunteer and community building events held through EcoAltura.

By focusing on personalization, innovation, and environmental responsibility, we aim to redefine the outdoor apparel market and foster a community of eco-conscious adventurers.