

1 Week

Design Management

Project Research & Documentation

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Group - 5

Fashion & Lifestyle



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Content Covered

- Theme: Fashion & Lifestyle
- Categorization of fashion and lifestyle
- Market Gaps
- Rentals
- Travel
- About Packless
- Mission
- Who are we for?
(Target Audience)
- Role in User journey
- Market Validation
- Understanding Rentals
- Challenges in Rentals
- Tackling the challenge of Hygiene Concerns
- Cloth Damage Handling
- How it works?
- Customer Acquisition
- Revenue Streams & Cost Structure for Stakeholders: Business, Vendor, Customers
- SWOT Analysis
- Business Model Canvas
- 5Cs of Marketing
- Competitive Advantage
- STP: Segmentation, Targeting, Positioning
- Brand Positioning
- Scalability & Expansion Plans
- Future Scope





Fashion & Lifestyle

The Indian fashion and lifestyle market is experiencing significant growth, driven by a combination of increasing digital adoption, rising consumer spending, and expanding access to fashion across diverse demographics. As of 2025, the Indian fashion and lifestyle market continues its robust expansion, driven by digital adoption, rising consumer spending, and increased accessibility across diverse demographics.

Market Size and Growth Projections

- Overall Market
 - India's fashion sector: \$17.24B in revenue by 2025, Growing at 9.02% CAGR to reach \$24.35B by 2029
- Online Fashion Retail
 - Expected to grow by \$51.79B by 2028
 - Driven by rising internet penetration, smartphone use, & evolving consumer preferences

Emerging Trends

- Sustainability & Ethical Fashion
 - Eco-friendly practices, organic materials, & fair labor standards
- Inclusivity & Diversity
 - Size-inclusive, adaptive, and gender-fluid collections
- Technological Integration
 - AR virtual try-ons, AI-driven recommendations, & seamless omnichannel shopping.

Key Drivers of Growth

Key Market Drivers

- Digital Penetration:
 - Smartphones & internet enable fashion access in Tier II/III cities
- Youthful Demographics:
 - 66% under 35; tech-savvy & trend-driven consumers
- Social Media & Celebrities:
 - Instagram, YouTube & influencer endorsements drive trend discovery

Challenges

Market Competition & Supply Chain Resilience

- Competition:
 - Domestic & international players drive need for innovation, quality, & superior customer experience
- Supply Chain:
 - Global disruptions prompt investments in agile, robust logistics & sourcing
- Skill Development:
 - Rising demand for practical, industry-ready skills leads to talent investments & educational partnerships

Categorization of fashion and lifestyle

Fashion (Apparel & Accessories)

- Clothing & Apparel: Ethnic wear, casual wear, formal wear, streetwear, luxury fashion, gender-fluid fashion, plus-size clothing
- Footwear: Sneakers, sandals, luxury shoes, sports shoes, handmade footwear
- Accessories: Bags, belts, wallets, hats, scarves, socks, sunglasses, gloves
- Jewelry: Fine jewelry, artificial jewelry, body piercings, smart jewelry
- Eyewear: Spectacles, blue-light glasses, designer sunglasses

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Functional & Smart Fashion

- Tech-Integrated Fashion: Smart fabrics, temperature-control clothing, posture-correcting wearables
- Functional Accessories: Travel-friendly bags, multi-pocket fashion, convertible outfits
- Workwear & Utility Fashion: Medical scrubs, corporate fashion, military & safety gear
- Experience & Event-based Lifestyle
- Fashion & Lifestyle Events: Fashion shows, styling workshops, retail pop-ups
- Luxury Lifestyle Services: Personal styling, shopping assistants, subscription boxes
- Experiential Fashion: VR fashion, AR-powered clothing trials

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Lifestyle & Personal Care

- Beauty & Skincare: Cosmetics, organic skincare, derma skincare, men's grooming, ayurvedic skincare
- Haircare: Shampoos, hair serums, wigs, extensions, hair accessories
- Bath & Body: Body scrubs, perfumes, deodorants, essential oils
- Wellness & Self-care: Meditation products, yoga essentials, sleep accessories, herbal teas, vitamins

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Home & Living (Fashion for Spaces)

- Home Décor: Rugs, cushions, wallpapers, aesthetic room makeovers
- Luxury Home Fragrances: Candles, diffusers, incense, room sprays
- Bedding & Soft Furnishings: Bedsheets, blankets, designer pillow covers
- Kitchen & Dining: Designer dinnerware, eco-friendly utensils, artisanal foodware

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Niche & Cultural Fashion

- Traditional & Handloom Fashion: Banarasi silk, Kalamkari, Chikankari, Kashmiri Pashmina
- Regional & Tribal Fashion: Gond art sarees, Naga shawls, Rajasthani Mojaris
- Sustainable & Ethical Fashion: Vegan leather, zero-waste clothing, thrift fashion

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Sportswear & Athleisure

- Activewear & Gym Wear: Running shoes, leggings, compression wear
- Yoga & Wellness Wear: Meditation robes, breathable fabrics
- Sport-specific Fashion: Golfwear, swimwear, hiking gear

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Luxury & Designer Segments

- Luxury Fashion: High-end brands, couture, bespoke tailoring
- Designer Collaborations: Artist-led fashion, limited edition drops
- High-End Corporate Fashion: Designer suits, premium office wear

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Alternative & Subculture Fashion

- Streetwear & Hype Culture: Sneaker culture, graphic tees, graffiti prints
- Goth, Punk, Cyberpunk Fashion: Dark fashion, neon futuristic wear
- Cosplay & Costume Fashion: Anime fashion, festival outfits
- Kids & Pet Fashion
- Kidswear: Trendy baby clothes, school accessories
- Pet Lifestyle & Fashion: Designer pet outfits, luxury pet grooming

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Emerging Trends

- Metaverse & Digital Fashion: NFT fashion, virtual avatar clothing
- Space-Inspired Fashion: Zero-gravity wear, astronaut lifestyle products
- Gaming & E-Sports Fashion: Gamer-friendly outfits, LED-infused wear

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Market Gaps

1. Untapped Gen Z Fashion Categories

- Metaverse Fashion: Digital fashion for virtual avatars (like Nike & Adidas NFT fashion).
- Customizable Fast Fashion: AI-powered made-to-order clothing.
- Tech-Enabled Indian Ethnic Wear: Sarees that change color in different light, heat-sensitive embroidery.

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2. Fashion & Lifestyle for Untapped Demographics

- Plus-Size Fashion: Less than 5% of Indian brands cater to plus sizes.
- Elderly Fashion: Functional yet stylish fashion for 60+ consumers.
- Pet Fashion & Lifestyle: High-end pet apparel, luxury accessories, pet perfumes.

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3. Fashion x Function Innovations

- Clothes with Built-in Skincare: Anti-acne pillowcases, Vitamin-infused shirts.
- Mood-Responsive Clothing: Fabric that changes texture based on body temperature.
- Fashion with Storage Solutions: Hidden pockets for snacks, chargers, AirPods.

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4. Lifestyle & Home Innovations

- "Fashion for Homes" Concept: Designer bedsheets, furniture, wallpapers curated like fashion collections.
- Smart Home Wellness Wearables: Nightwear that monitors sleep & adjusts temperature.

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UNEXPLORED OPPORTUNITIES

Size-Adaptive Fit

Too Many Clothes, Yet "Nothing to Wear"

Fast Fashion Waste Problem Handling

Overwhelming Digital Detox & Work-Life Balance Struggles
Some apps are there for this but NO APP

MARKET GAPS

Ineffective Sleep Solutions

Lack of Affordable Sustainable Fashion

Unused Clothes in Wardrobes

Ideas

Thrift -rentals

Smart Pet Collars & Tags – AI-powered collars that monitor pet health and display info through interactive QR tags.

It is sad how animals do not have a voice of their own, how about we give it to them through these AI powered collars that will keep informing their parents about how the animal is feeling?

Attachable Pockets
Modular Fashion

Pocket Trousers

Disposable clothing

Modular fashion or bags

Luggage with wheels

Portable, travel-friendly washing machine for clothes.

Smart Compact Umbrella –
Auto-opens, windproof, self-drying, and attaches magnetically to bags.

UV & Air-Powered Self-Sanitizing Travel Backpack

There is no travel-specific, portable solution for refreshing clothes.

Rentals

India's Fashion Rental Market

- Market Size:
 - Estimated at around \$200 million in 2024 with rapid growth projections
- Booming Market:
 - Driven by Bollywood & wedding culture
 - Growing faster than the global average
- Leading Platforms:
 - Flyrobe, The Stylelease, The Clothing Rental

Key Drivers

- Sustainability: Eco-friendly & circular fashion practices
- Economic Benefits: High-end fashion at lower costs
- Social Influence: Celebrity trends & social media impact
- Technology: Virtual try-ons & AI-powered recommendations





Travel

Travel in Fashion & Lifestyle (India)

- Contributing to India's booming fashion rental market (estimated ~\$200M in 2024), blending travel, fashion, and lifestyle seamlessly ,Dynamic Travel Trends:
- Increasing domestic & international travel fueling demand for versatile, travel-ready wardrobes

Rental Integration:

- Platforms like Flyrobe, The Stylease, & The Clothing Rental now curate travel-specific collections
- “Travel wardrobe rentals” offer diverse styles for business, leisure, & special events
- Eco-friendly practices resonate with travelers seeking to reduce waste while staying stylish

Digital & Social Influence:

- Virtual try-ons & AI recommendations enhance selection for travel needs
- Influencer-driven travel content inspires outfit choices and cultural exchange

Introducing



No strings attached!



We are
Sustainable

No
Strings
Attached!

Carbon
Footprint
Reduction

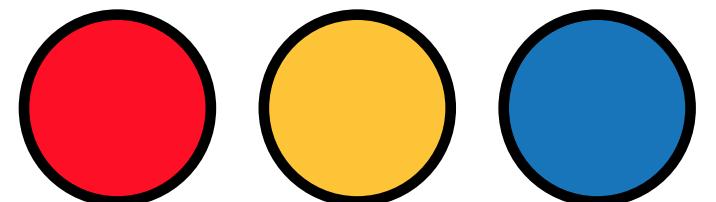
Boosting
Local
Economy
& Culture

Mission





Who are we for?



We are for...

75% of Indian Gen-Z consumers prefer renting over buying for event outfits (Source: BCG Report)

Frequent **travellers** (business/leisure).

Fashion-conscious individuals.

Event attendees (weddings, parties, conferences).

Digital **nomads** and **remote workers**.

Minimalists who prefer access over ownership.

**Rent stylish outfits
at destination,
reducing luggage.**

**Affordable & flexible
pricing – rent, return,
or buy.**

**Sustainable &
hygienic –
professional cleaning
after every use.**

**Convenient –
doorstep delivery
or store pickup.**

Travel Light

No more overpacking or heavy luggage. Rent stylish outfits at your destination and skip baggage fees and laundry hassles.

New Trip, New Wardrobe

Get fresh, occasion-specific outfits without the commitment of buying. Whether it's beachwear, business attire, or adventure gear, Packless has you covered.

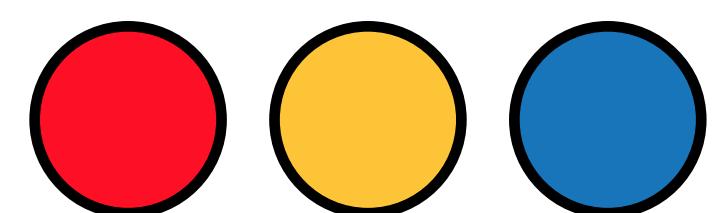
Spend Where it Matters

Instead of wasting money on clothes you'll wear once, invest in what truly matters—adventures, fine dining, and unforgettable moments.



What is the role in User's journey?

Packless makes travel effortless by eliminating packing stress. Rent destination-ready outfits, travel light without baggage fees, and stay stylish. After the trip, return the clothes hassle-free—so you can focus on experiences, not wardrobe worries.



₹10,000 Cr+
travel fashion
industry.

Sustainable
fashion
demand is
rising by 20%
YoY.

75% of urban
millennials prefer
"access over
ownership."



Market Validation

Total addressable market (TAM)-The global online clothing rental market was valued at \$1.73 billion in 2024 and is growing at 11% CAGR



Understanding Rentals

Why it works?

- ✓ Rent the Runway (USA) – Strong brand partnerships, hygiene assurance, and flexible returns.
- ✓ Flyrobe (India) – Capitalized on wedding & festive demand but faced inventory challenges.
- ✓ Airbnb – Built trust in the rental economy with transparent reviews & security deposits.

Key Takeaway: Customer trust, convenience, and hygiene are crucial for success.

Why it failed?

- ✓ Le Tote (USA) – High return rates & logistics cost. Optimize supply chain, improve quality checks.
- ✓ Stage3 (India) – Narrow audience (only luxury fashion). Cater to broader segments (travelers, casual wear).

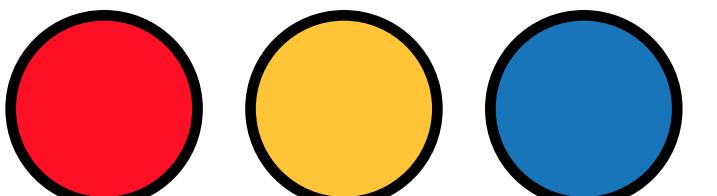
Take-aways?

- ✓ Asset-light model (no high inventory costs)
- ✓ Local vendor partnerships (reduces financial risk)
- ✓ Hygiene & cleaning assurance (improves trust)
- ✓ Tech-enabled logistics & returns (reduces inefficiencies)
- ✓ Scalable demand with targeted marketing (travelers, event-goers)



Rentals Challenges

Pain points and factors in Rental Fashion Business



Consumer Perception and Behavior

Hygiene Concerns
Ownership vs. Access

Profitability Concerns

High Operational Costs

Inventory Management and Logistics

Supply Chain is the Key

Saturation of High-End Focus

Many rental platforms concentrate on luxury items, leaving a gap in the market for everyday apparel rentals.

Accessibility and Inclusivity

Limited Size and Style Range
Geographical Constraints



★ Event
Festival

Tackling the challenge of Hygiene Concerns

Transparency: Every item has a cleaning log visible to customers via the app.

- **Sealed & Fresh Packaging:** Items arrive freshly cleaned, scented, and packed in eco-friendly bags.
- **Replacement Guarantee:** If a customer receives a damaged or improperly cleaned outfit, we provide an instant replacement or refund.
- **Eco-Friendly Approach:** We use biodegradable detergents, minimal water usage techniques, and energy-efficient dry cleaning methods.



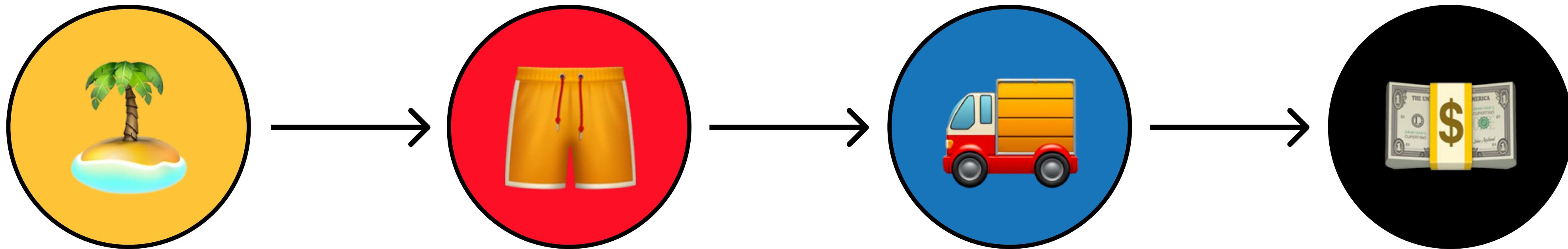
★ Event
Festival

Cloth Damage Handling

- **Minor Damage (Wear & Tear, Stains, Loose Threads)** – Covered in rental fees, repaired, no charge to the customer.
- **Moderate Damage (Small Tears, Missing Buttons)** – Repair cost deducted from security deposit.
- **Major Damage (Large Tears, Irreversible Stains)** – Customer pays up to 50% of outfit MRP.
- **Severe Damage / Loss (Unusable or Lost)** – Customer pays full purchase price.
- **Damage Protection Plan (₹100 per rental)** – Covers moderate repairs, reduces liability.
- **Quality Control** – Pre- and post-rental checks ensure accountability.
- **Vendor Compensation** – Vendors receive a payout for irreparable outfits.
- **Customer Transparency** – Clear policies & photo verification for trust.



How it works?



Choose your Destination & Trip Type

Select the city you are traveling and select the trip type.

Wardrobe Selection

Choose from AI-driven recommendations for style, climate, and culture.

Select Time & Delivery Point

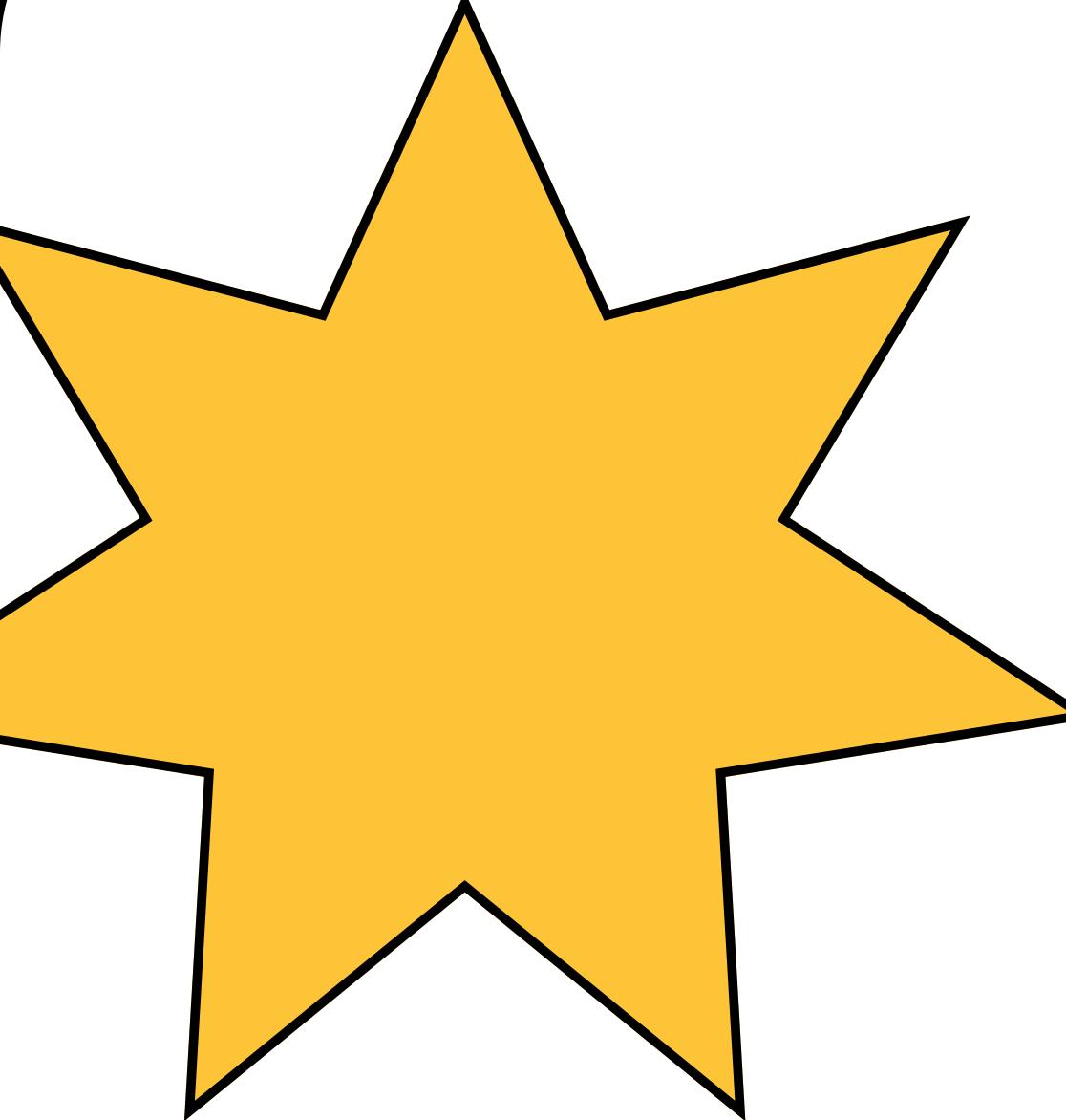
Select the time and pick-up. Receive it at airport/hotel; return before departure.

And just make the payment!

Select from either the subscription & pay-per-use model.

Customer Acquisition

Provide **exclusivity** by letting them know it's **limited**.



Level 1 Users

Social media marketing, influencer collaborations, partnerships with hotels and travel agencies, digital ads, and SEO-driven content marketing.(Target fans and followers)

Level 2 & 3 Users

Leverage level 1 users and seep through the market (Target the skeptics)

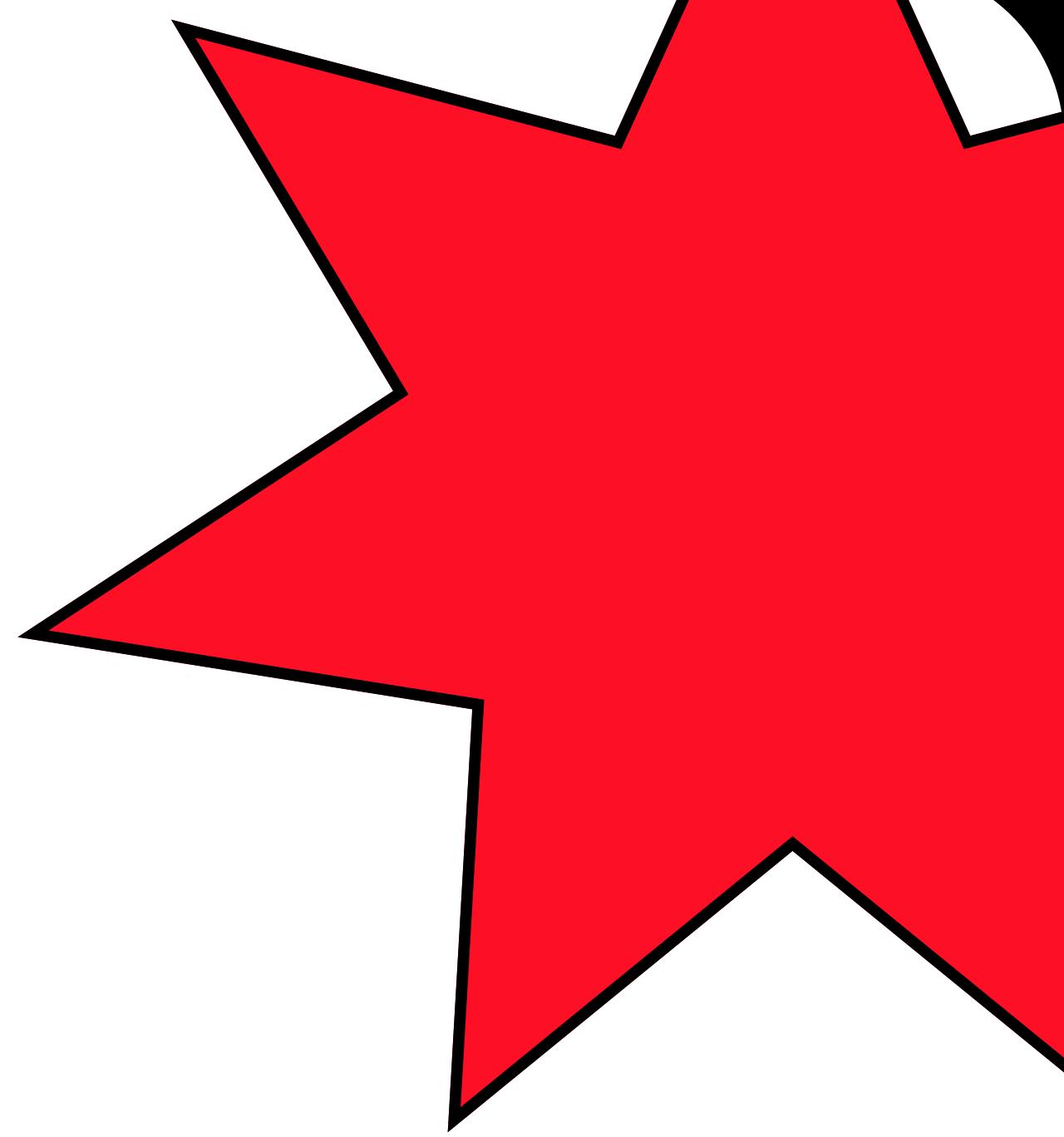
Provides Retention By

Loyalty discounts, subscription perks, AI-powered outfit recommendations, and referral programs.



Revenue Streams & Cost Structure for Stakeholders:

- Customer
- Vendor
- Business



Estimates

Cost Structure for Customer

Rental Fee (Per Outfit)- ₹350

Rental Fee (3-Outfit Set)- ₹999

**Security Deposit (Refundable)- ₹500 - ₹1,000 based on
the cost of the outfit**

**Damage Protection (Optional, 50% uptake expected)-
₹100**

Late Return Fee- ₹250 per day

Purchase Option- ₹1,200



Revenue Streams for Vendors

Rental Commissions (40–50%)

Direct Sales (Buy Option - 90% share to vendor)

Increased Brand Visibility

Off season sales

Zero Inventory Risk

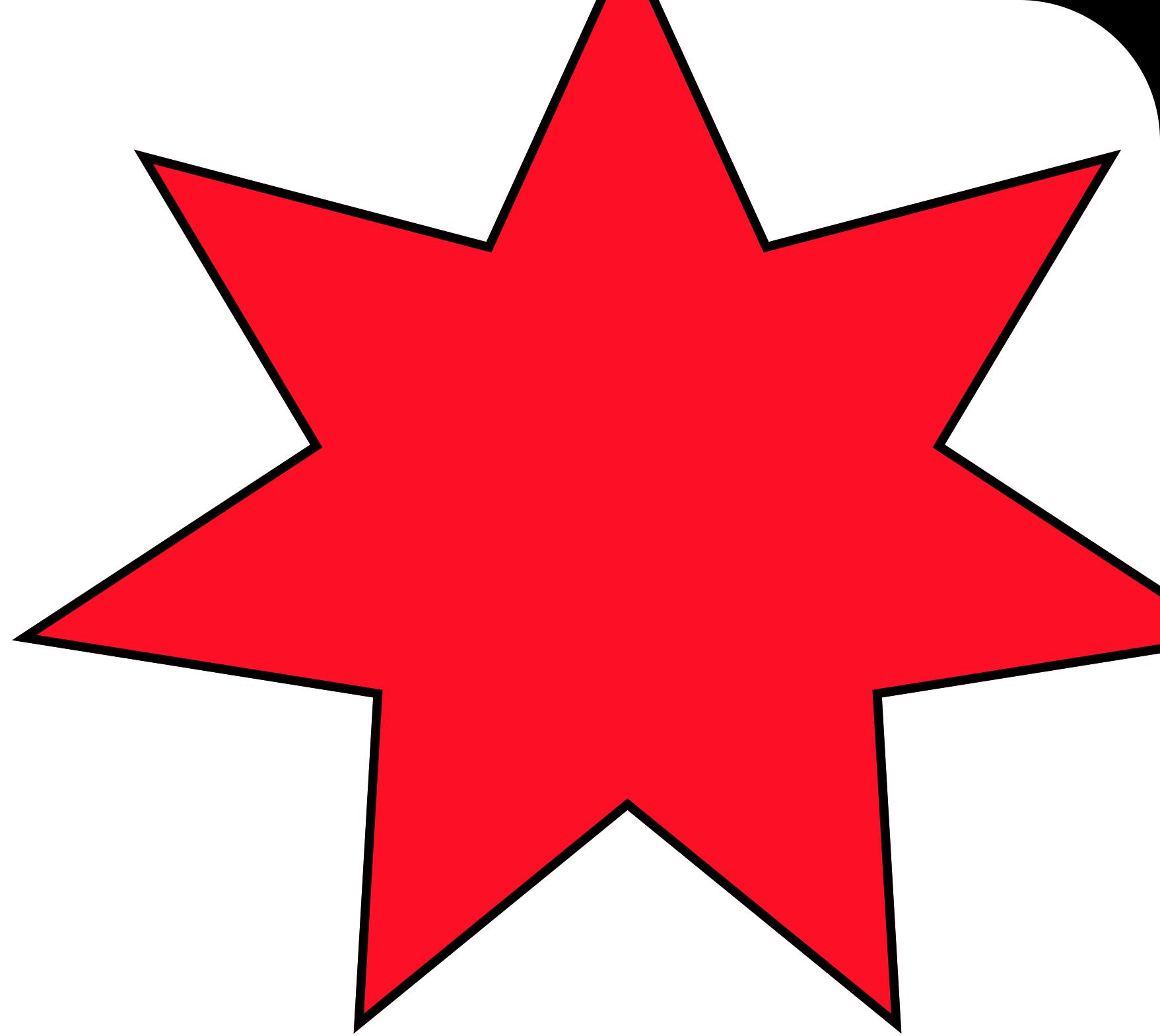
Since ownership remains with the vendor, they do not lose stock unless the item is sold.

New Revenue Channel

Boutiques make money from rentals instead of relying only on sales.

Increased Customer Base

They reach a larger audience online without spending on marketing.



Estimates

Cost Structure for Vendor

Vendor Cost per Outfit- ₹1,500

Vendor Payment per Rental (After 40% Commission)- ₹210

Average Rentals per Outfit: 10 – 15 times

Total Earnings from 15 Rentals- ₹3,150

Resale Value (If Sold After Rentals)- ₹1,200

Total Vendor Earnings- ₹4,350 (Including Resale)

Vendor Profit per Outfit- ₹2,850 (ROI: 1.9x)

Flexible Contracts

Vendors can list/delist items anytime.

Revenue Sharing Agreements

50–60% of rental earnings go to vendors

Quality Control Support

We provide cleaning & repair assistance for wear-and-tear maintenance

Tech Integration

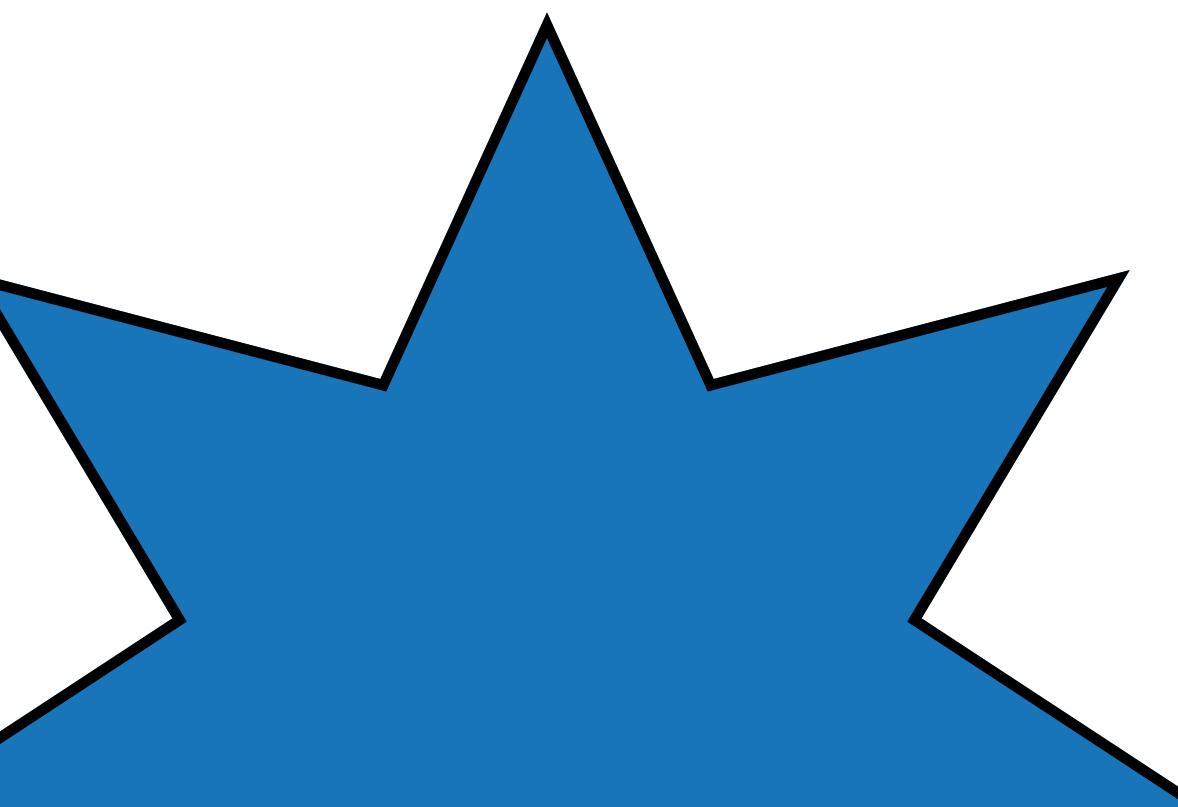
A vendor dashboard allows them to track rentals, payments, and customer preferences.

Vendor Partnership Agreement



Revenue Streams for Business

- Rental Fees
- Purchase Commission
- Subscription Plans
- Late Fees & Damage Charges
- Brand Partnerships



Low Inventory Risk

Unlike traditional retail, we don't hold stock, reducing capital expenditure.

High Revenue Potential

₹25+ crore revenue in Year 1, with potential to triple as we expand to more cities.

Scalable Model

Growth depends on increasing boutique partnerships and user adoption, both of which are cost-efficient.

Sustainability-Driven

Investors looking for eco-friendly business models will find this highly attractive

Estimates

Cost Structure for the Business

Cleaning & Maintenance- ₹50 per rental

Logistics & Delivery- ₹50

Tech & Platform Maintenance- ₹30

Customer Support- ₹30

Marketing & Promotions- ₹50

Total Costs Per Outfit- ₹210

Vendor Commission (40%)- ₹140

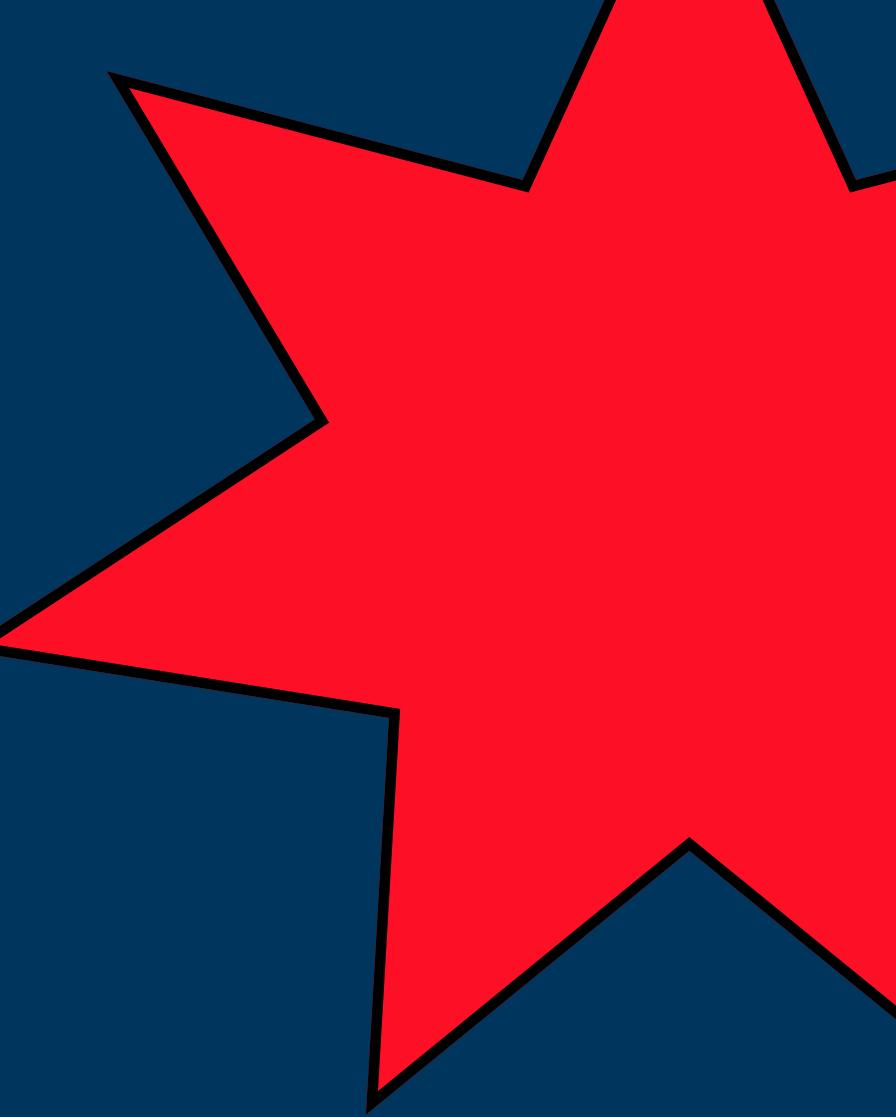
Damage Protection (50% uptake at ₹100 each)- ₹50

Late Return Fees (15% uptake at ₹250 each)- ₹38

Total Revenue Per Outfit- ₹228

The net profit is the game of is Scale (case study studied- Zomato)





Business Model Canvas

2. Key Activities

- Rental & inventory management
- Quality checks & cleaning
- Delivery & return operations
- Customer service & styling support

1. Key Partners

- Local boutiques & designers
- Dry cleaning & logistics partners
- Hotels & travel agencies
- Payment & tech platforms

6. Key Resources

- **Physical:** Moving clothing inventory, storage hubs, cleaning units
- **Digital:** Website, app, AI recommendations, CRM system
- **Human:** Stylists, operations, customer support, marketing
- **Financial:** Investor funding, rental revenue, brand partnerships
- **Strategic:** Strong vendor network, brand reputation, customer insights

3. Value Proposition

- Circular Economy
- Spend where it matters.
- Rent stylish outfits hassle-free
- No need to pack, travel light
- Cost-effective fashion rental
- Sustainable fashion economy

4. Customer Relationships

- App-based chat support & recommendations
- Personalized offers & loyalty programs
- Reviews & referral incentives

5. Customer Segments

- Business travelers
- Leisure travelers
- Event attendees (weddings, conferences, parties)
- Digital nomads & remote workers
- Fashion-conscious consumers looking for variety

7. Channels

- Packless mobile app & website
- Hotel & travel agency partnerships
- Digital marketing (social media, influencers, ads)
- Corporate & event-based collaborations

8. Revenue Streams

- Rental fees per outfit (duration-based)
- Purchase option for rented items
- Subscription plans for frequent travelers
- Late return fees
- Damage protection fees
- Brand sponsorships & collaborations

★ BUSINESS MODEL CANVAS



9. Cost Structure

- Vendor payments (commission-based per rental)
- Logistics & last-mile delivery costs
- Cleaning & garment maintenance expenses
- Technology development & platform maintenance
- Customer service & operations expenses
- Marketing, branding & advertising costs

5C's Method Research

COMPANY (INDUSTRY OVERVIEW & CURRENT STATE)

Definition & Scope

The Fashion & Lifestyle industry covers apparel, accessories, beauty, personal care, footwear, home décor, and wellness—anything that shapes consumer identity and lifestyle.

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Market Size & Growth Trends

- Global Fashion Market (2024): \$1.7 trillion (Source: McKinsey)
- India's Fashion & Lifestyle Market (2024): \$135 billion, expected to reach \$200 billion by 2027 (Source: Invest India)
- Luxury fashion in India is growing at 12% CAGR (Source: Bain & Co.)
- E-commerce dominates sales, but offline retail is still strong in Tier 2 & Tier 3 cities.

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Emerging Industry Trends (2025 & Beyond)

- AI & Personalization: Brands using AI for custom styling (Nike, Zara's AI shopping assistant).
- Sustainable Fashion: Consumers prefer eco-friendly & ethical brands (H&M Conscious, Patagonia).
- Rental & Resale Boom: Thrift fashion & luxury rentals growing (Nykaa Fashion Pre-Loved, Rent the Runway).
- Genderless Fashion: Unisex & fluid fashion gaining popularity (Fenty, Gucci's MX line).
- Smart & Functional Fashion: Tech-integrated clothing (Self-cleaning fabrics, AR fitting rooms).
- Direct-to-Consumer (DTC) Boom: Brands cutting middlemen, selling directly (boAt, Lenskart).

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COMPETITORS (MARKET LANDSCAPE & MAJOR PLAYERS)

Key Players & Their Strategies

- Global Brands:
 - Fast Fashion: Zara, H&M, Uniqlo (Speed & affordability).
 - Luxury: Gucci, Prada, Louis Vuitton (Exclusivity & brand heritage).
 - Sportswear: Nike, Adidas, Puma (Tech innovation, celebrity endorsements).
 - Sustainable Brands: Patagonia, Stella McCartney (Eco-conscious shoppers).

Indian Brands:

- Ethnic & Fusion Wear: Fabindia, Manavji, W (Mix of modern & traditional).
- Fast Fashion: Pantaloons, Westside (Affordable, trend-driven).
- Luxury & Designer: Sabyasachi, Manish Malhotra (Premium & bridal).
- DTC & Digital-First Brands: Rare Rabbit, Bewakoof, Snitch (Aggressive online marketing).

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Competitive Advantages of Major Players

- Strong brand identity & loyal customer base.
- Efficient supply chain & fast production cycles.
- Heavy investment in digital, AI, and influencer marketing.

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CUSTOMERS (CONSUMER BEHAVIOR & DEMAND TRENDS)

Changing Consumer Preferences

- Sustainability-first shopping (Eco-friendly, second-hand, cruelty-free).
- Hyper-personalization & AI-based styling.
- Price sensitivity (affordable yet stylish).
- Influencer-driven shopping (Instagram, YouTube, Tiktok trends).

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India's Consumer Segments

- Luxury Shoppers (₹50K+ per item): High Net Worth Individuals, Bollywood, Wedding market.
- Middle-Class Urban Consumers (₹1K-₹10K per item): College students, professionals.
- Aspiring Tier 2 & Tier 3 Shoppers (₹500-₹5K per item): Want stylish but affordable products.
- Gen Z & Millennials (Digital-first consumers): Buy from Instagram brands & thrift stores.

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Market Entry Barriers for New Brands

- High capital for production & inventory.
- Difficult to compete with established marketing budgets.
- Supply chain & sourcing challenges.
- High return rates in online fashion.

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CONTEXT (MACRO FACTORS AFFECTING THE INDUSTRY)

Economic & Technological Factors

- Booming e-commerce (Mynta, Ajo, Amazon Fashion).
- AI & AR-driven virtual try-ons.
- Sustainability policies & textile bans.
- Fast adoption of resale, rental & thrift fashion.

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Challenges

- High return rates in online shopping (50%+ in some cases).
- Counterfeit fashion market (Fake luxury products on rise).
- Logistics & warehousing costs for DTC brands.
- Rising raw material costs due to inflation.

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COLLABORATORS (POTENTIAL PARTNERS & BUSINESS OPPORTUNITIES)

Key Partnership Opportunities

- Textile Manufacturers: Organic cotton, recycled fabrics, smart textiles.
- Tech Companies: AI, AR, smart fashion innovations.
- Influencers & Celebrities: Micro-influencers drive 80% of fashion brand sales.
- E-commerce Platforms: Mynta, Nykaa Fashion, Meesho, Instagram Shops.

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Competitive Analysis (5Cs of Marketing)

Company (Us)

Asset-light, travel-focused wardrobe rental.

Customers:

Travelers, event-goers, eco-conscious users.

Competitors:

Flyrobe (defunct), Rent the Runway, Style Theory.

Collaborators:

Local vendors, designers, logistics partners.

Context:

Growing travel & sustainable fashion trend.



Competitive Advantage of Packless

Inventory
Model

Target
Audience

Cost
Structure

Sustainability

Local Vendor-Based
vs
Mixed (warehouse + vendor)

Travelers & Event-Goers
vs
Luxury fashion

Low overhead, on-demand
vs
Warehouse costs

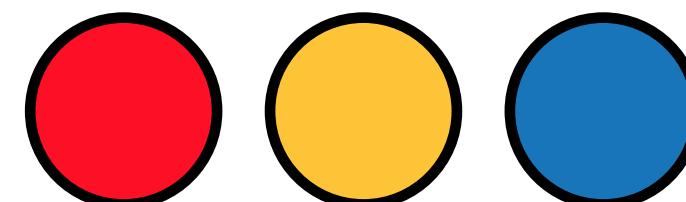
Circular economy
vs
Partial sustainability



STP: Segmentation, Targeting, Positioning



Segmentation



Demographic:

Young professionals, travelers, event-goers.

Psychographic:

Minimalists, sustainability-conscious, fashion-forward individuals.

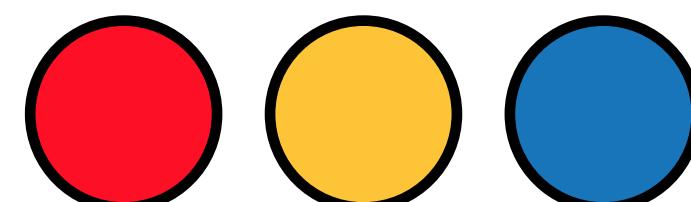
Behavioral:

People who prefer renting over ownership.



T argeting

P ositioning



Primary:

GenZ, Influencers, Frequent travelers (business & leisure).

Secondary:

Event attendees, destination wedding guests.

“Packless: No strings attached”

The go-to wardrobe rental service for stylish, hassle-free travel where you spend on what matters- experiences, that family dinner or a date night!



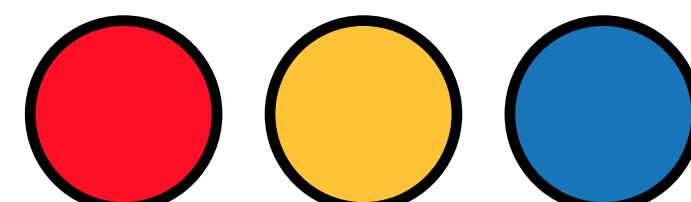
Brand Positioning

"Packless- No Strings Attached"

Packless is positioned as a “Premium yet accessible wardrobe rental service”

"Packless is the Airbnb for fashion, offering a stress-free, stylish, and sustainable clothing rental solution for modern travelers and fashion-conscious individuals."

Scalability

 **Year 1:**

- Launch in 5 major cities (Delhi, Mumbai, Bangalore, Hyderabad, Chennai).
- Onboard 100 boutiques, 50,000+ users.
- Establish logistics & cleaning partnerships.

 **Year 2:**

- Expand to 15 cities, 400+ boutiques.
- Scale to 2 lakh active users.
- Introduce corporate & wedding bulk rentals.

 **Year 3:**

- Expand internationally (Dubai, Singapore, London).
- Introduce luxury & designer rental segment.
- Build AI-powered personalized styling recommendations.
- Franchising & licensing in new markets.



Future Prospects

Expansion into New Markets
Tier 2 & 3 Cities
International Expansion

Integration with Travel & Tourism Industry

Digital & AI-Driven Personalization

Subscription & Membership Models
Premium Memberships- Personalized Styling

A photograph of a man in a white shirt and khaki shorts lifting a young girl in a red dress into the air on a sandy beach. The ocean waves are visible in the background.

PACK less clothes
more memories

Source: Adobe Stock

★ PACK-LESS



No strings attached.