



The Seam

Repair for the Future, Powered by Technology & Local Skills

BAZAAR

FASHION
REVOLUTION

The Telegraph

VOGUE

The
Guardian

TATLER

FT FINANCIAL
TIMES

BBC

BOF

RECENT GROWTH



Revenue

Monthly GMV increased by 240%. £23k (May 2023) > £55k (May 2024)



Efficiency

The same four person team, scaling through automated processes & AI



Average Order Value

Increased from £69 to £127 due to increase of number of items per booking



Margin

Margin increased from 16% to 20% with introduction of data fees and Concierge



Conversion

Average days from ‘Start booking’ to ‘Complete’ reduced from 25 to 12



Community

Increased by 500%. 19k followers (May 2023) > 360k (May 2024)



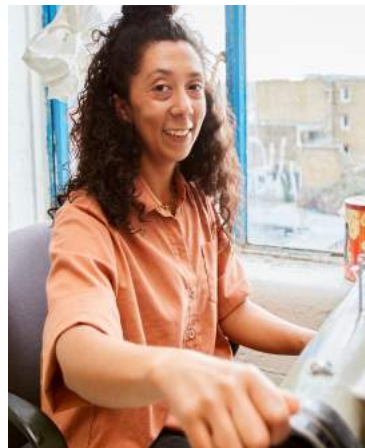
Partnerships

Agreed 12 partnerships inc. Net-a-Porter, COS, LK Bennett, Adidas, Westfield



Industry Awards

eBay Circular Fashion; Westfield Grand Prix; Xero Beautiful Business



THE INDUSTRY

MARKET SIZE

Circular business models currently worth \$73bn, representing 3.5% of the global fashion market. Forecast to grow to \$560bn by 2030 ([Economist, 2022](#))

GROWTH RATE

The circular market will grow 24% per annum until 2030. Within this, repair will grow at 12% ([EMF, 2021](#))

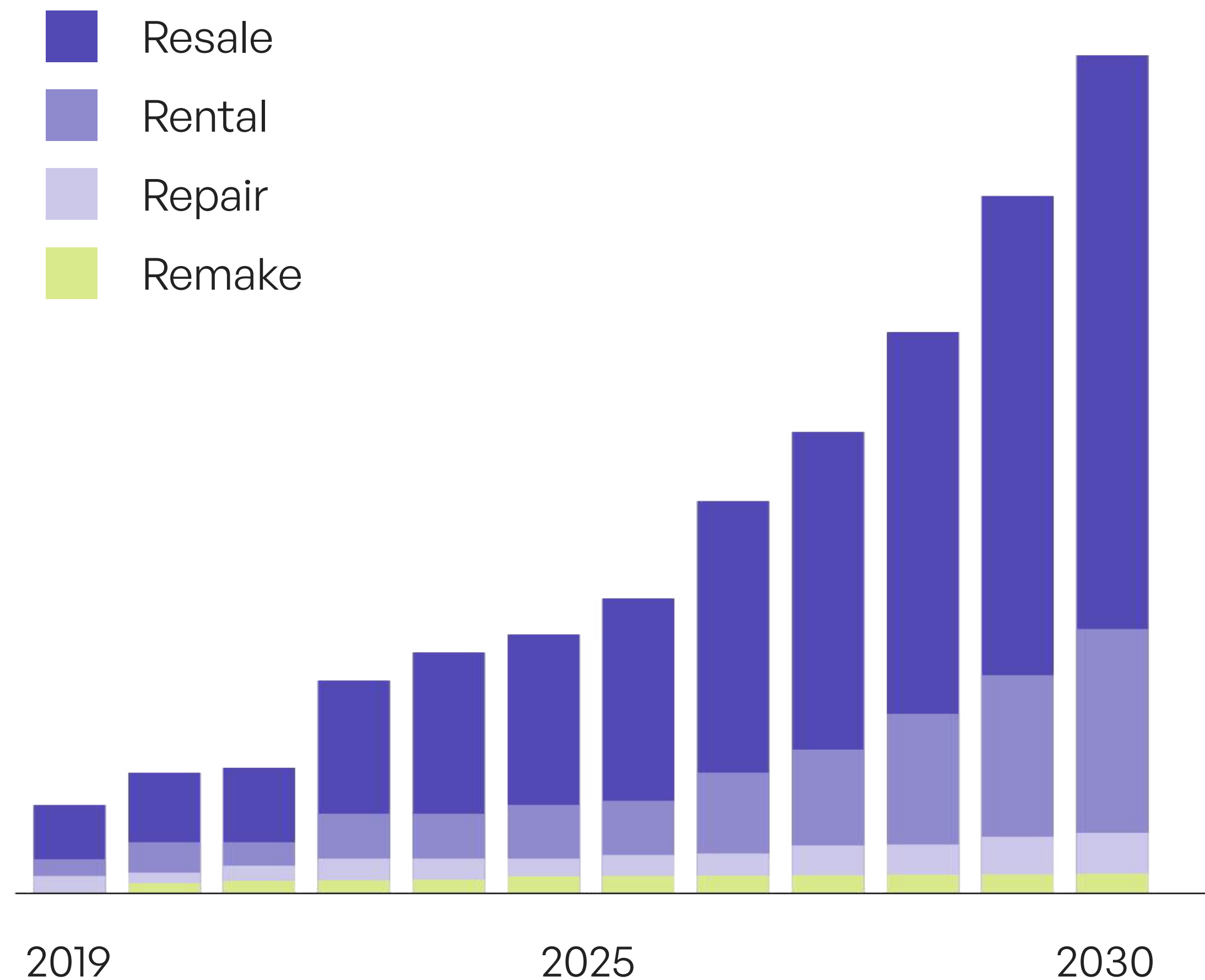
ACCELERATING FACTORS

Legislation e.g EU Right to Repair ([Europa, 2023](#))

Rising interest in sustainable practices ([McKinsey, 2023](#))

Government initiatives subsidising repairs ([CNN, 2023](#))

By 2030, repair and remake will account for 7% of fashion's circular economy ([EMF, 2021](#))



LEGISLATION IS RAPIDLY CHANGING FASHION

Style / Fashion

French lawmakers approve bill penalizing fast fashion

By Reuters and Oscar Holland, CNN

🕒 2 minute read · Published 5:54 AM EDT, Fri March 15, 2024

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CNN style

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RETAIL LUXURY TECHNOLOGY SUSTAINABILITY MARKETING BEAUTY DTC GLOBAL MARKETS FASHION WEEK

🔍 👤

Sign up now for our new Weekly Sustainability Briefing from Sarah Kent.

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SUSTAINABILITY

The Year Ahead: What to Expect as New Sustainability Rules Roll In

The State of Fashion 2024’s essential guide to incoming sustainability regulation reveals how and why retailers, brands and manufacturers need to revamp business models to align to a shifting regulatory landscape.

TFL

FASHION

Parliament Backs Anti-Greenwashing Legislation in the EU

The European Union has backed a proposed bill that governs how companies should communicate and substantiate environmental claims in order to cut down on widespread “greenwashing” in fashion and beyond. During a full meeting on Tuesday, EU parliament voted to adopt the ...

March 12, 2024 - By TFL

VOGUE BUSINESS

MEMBERSHIP | 👤 SIGN IN 🔍

SUSTAINABILITY

Legislation is coming for fashion’s supply chains. Are you ready?

This year is set to be a tipping point for fashion’s supply chains, as brands and suppliers race to comply with incoming legislation and meet 2025 sustainability goals.

BY MEGAN DOYLE

January 8, 2024

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The Guardian

Newspaper of the year

Opinion

Sport

Culture

Lifestyle

Americas Asia Australia Middle East Africa Inequality Global development

France’s lower house votes to limit ‘excesses’ of fast fashion with environmental surcharge

Measure is part of package aimed at limiting pollution associated with cheap, imported clothes

PROBLEM > OPPORTUNITY



PROBLEM

Demand for clothing alterations and repairs is growing rapidly but supply is limited and the market is fragmented.

Brick and mortar businesses have high overheads, limited skills/ machinery and services are segmented by provider (i.e. customers have to visit a different business for tailoring, sneaker cleaning, handbag repair, etc).



OPPORTUNITY

There are 26,000 skilled, self employed (or eligible to work as self employed) Makers in the UK who have the machinery and specialist skills in dressmaking, tailoring, leather repair (etc) and are ready to take on paid work from their homes or small studios.



A THRIVING MARKETPLACE

CUSTOMERS

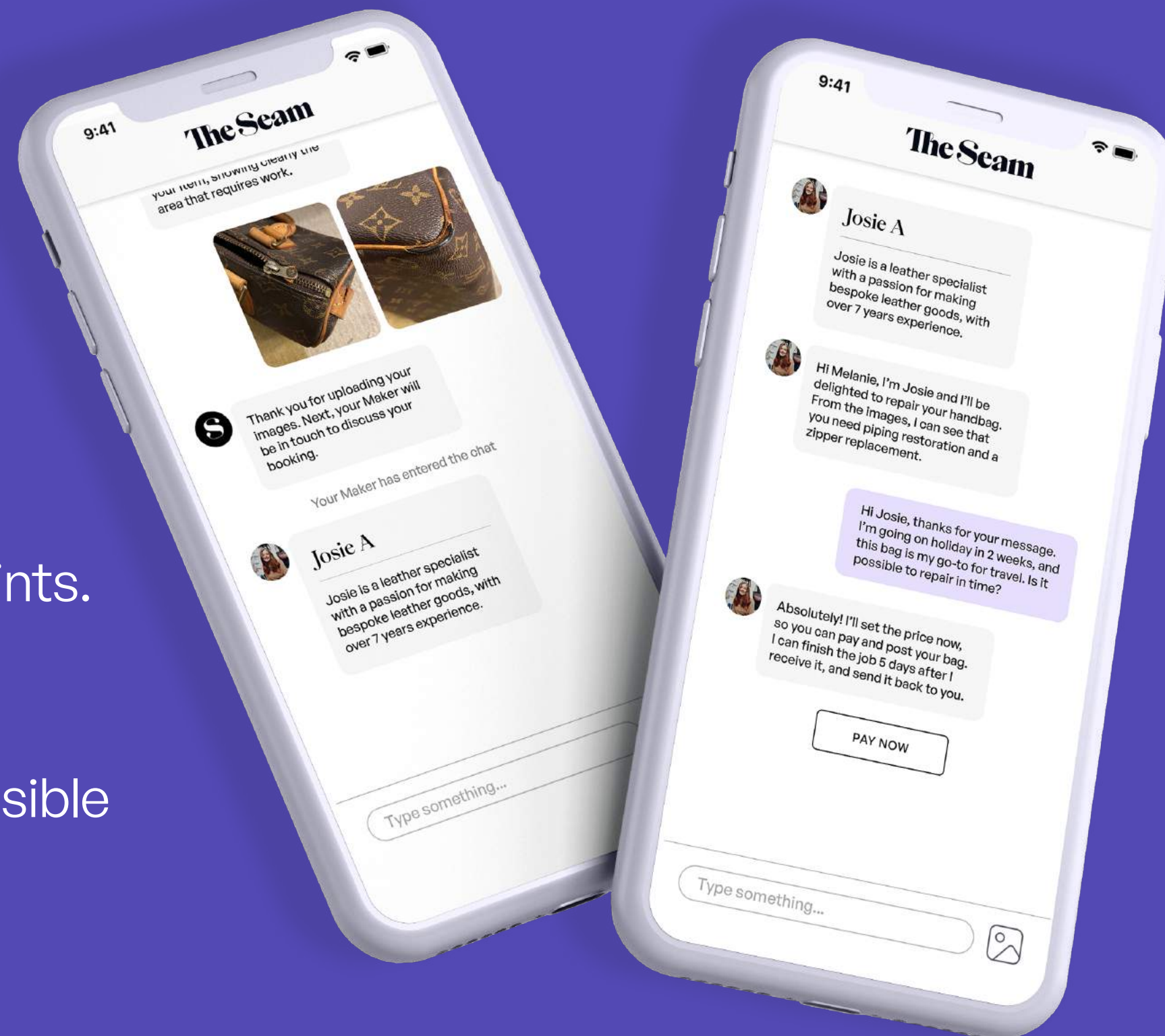


Accessible services, with postage options & drop-off points.

Affordable services, made possible with a marketplace model.

Local services, to minimise any carbon footprint.

Reassurance on services with clear pricing and quality guarantee.



MAKERS



Increase earnings, saving 15 hours per week finding customers.

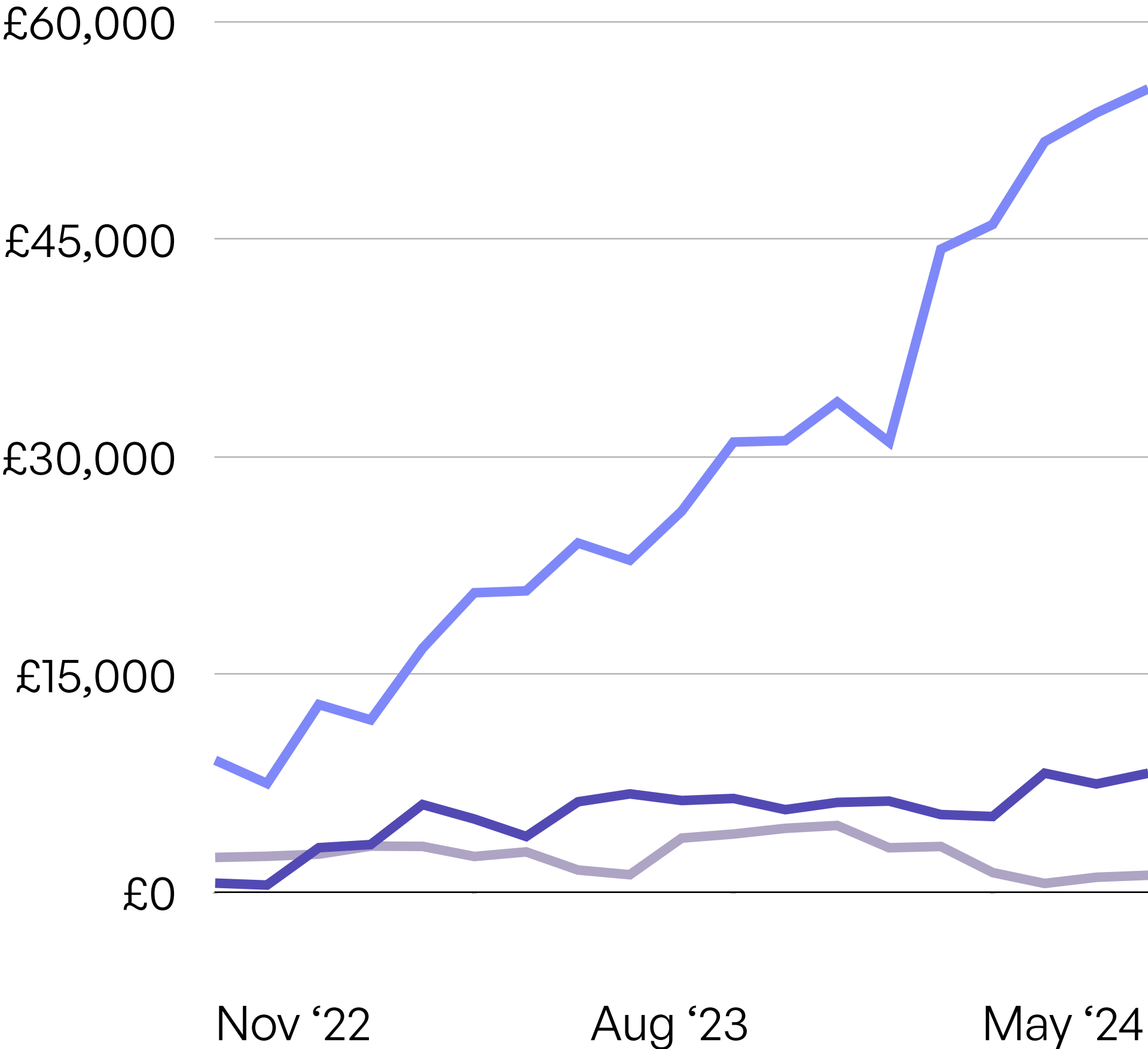
Optimise work with jobs well matched to skillset /machinery.

Improve efficiency, saving 50% admin time on booking management.

Upskill, with regular training opportunities with The Seam.

TRACTION TO DATE

Monthly GMV Operating Profit Marketing



Revenue

£55,486

Monthly Revenue

12

Retail Partnerships

20%

Gross Margin

Customers

£6 / £14

CAC D2C/B2B

£101 / £94

LTV D2C/B2B

4,701

Unique Customers

Community

368,178

Social Media Followers

118

Active Makers

2,150

Maker Waitlist

Orders

1.4

Avg Items per Order

£90.00

Avg Order Value

533

Monthly paid bookings

BUSINESS MODEL

DIRECT 2 CONSUMER

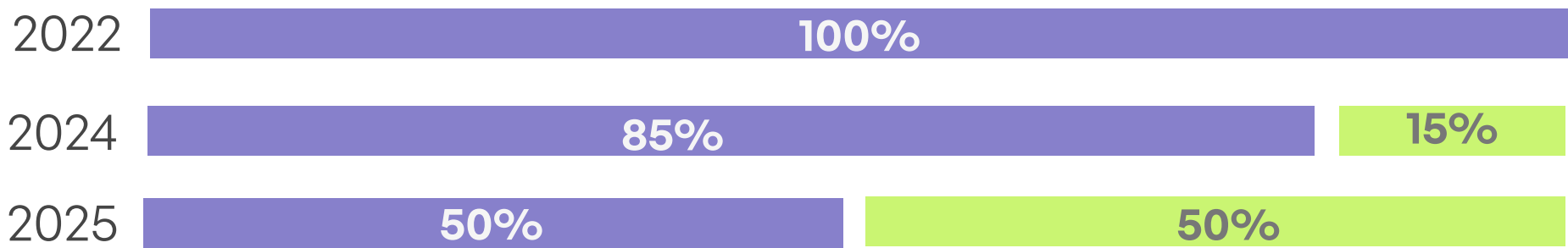


Customers make a booking on The Seam WebApp (Self-Serve) or with Concierge (managed service).

Acquisition: word of mouth, social media, PR.
Traction to date: 4,701 paying customers across the UK.

- £ Service Fee: 20% on Self-Serve platform
- £ Service Fee: 40% with Concierge

D2C Customer Acquisition Overtime B2B2C



BRAND PARTNERSHIPS



Customers make a booking via partner website or app (powered by The Seam). See example: Net a Porter

Acquisition: brand website; email marketing; socials.
Traction to date: 12 brand partners (20 in pipeline).

- £ Service Fee: 20% on all bookings
- £ Setup Fee: £3,000 > £10,000
- £ Monthly Fee: £490 for Data Reporting

KAREN MILLEN

THE OUTNET.COM

COS



NET-A-PORTER

L.K.Bennett
London

MR PORTER

SOCIAL IMPACT

To create a global culture of care by empowering and upskilling local makers, uniting a worldwide network dedicated to craftsmanship and community. THE SEAM, MISSION STATEMENT



As The Seam emerges as the leading service provider in the industry, new job opportunities are created. **The Seam Academy** is a growing initiative focussing on training Makers in seasonally relevant skills.



The Seam's proprietary technology also helps Makers to professionalise and manage their businesses more effectively, while fostering a supportive community within an otherwise disconnected network.

Number of Makers	Today	2025	2030
Currently Active (earning every month)	118	212	1,500
Upskilled by The Seam Academy	56	117	1,000
Maker sign-ups (waitlist currently)	3,000	4,000	10,000

“I’ve been taking on tailoring work through The Seam for over two years but recently learnt the skill of knitwear repairs through their Academy. Now that’s one of my most popular services through winter months”. Camila F, Bournemouth.

SCALABILITY



WHY THE SEAM WILL WIN

The industry is seeing two main approaches to tackling repair **(1)** Centralised Repair Hubs (Sojo, United Repair Centre) and **(2)** The Marketplace model (The Seam).

Centralised repair hubs are expensive to scale and highly volume dependent, whereas The Seam is completely asset-light, flexible and can easily be adopted.

The Seam is tech first, with infrastructure that can easily be scaled to new markets.



MAKERS

From identifying new Makers, to managing their workload, or completing quality control checks on items before they are returned to the customer, The Seam workforce is powered by tech.



LOGISTICS

Integrations with global courier/postage services/in-store drop-off points are ready to scale.



GLOBAL BRANDS - ONE PLATFORM

The Seam partners with Global brands who are ready to activate their repair service in new markets.

NET-A-PORTER

COS



MR PORTER

GROWTH STRATEGY

ACCESS



- Improve access for lower cost items and reduce the cost of logistics by 35% by building a scalable distribution framework to:
 - i) Match item value with the best logistic solution, ensuring lowest cost of delivery for every booking.
 - ii) Group order deliveries so that individual customer items are serviced by Makers in bulk.

MARKET



- Achieve operational excellence in the UK.
- Plan international market expansion - The Seam already have commitments from brand partners to support market entry to US and Europe.
- Grow services offerings to include homewares, soft furnishing, watches & more.

REVENUE



- Scale up the number of completed monthly customer bookings by launching new retailer partnerships and improve product to increase booking conversion .
- Build out data strategy to become a critical resource to retailers.

TEAM



Layla Sargent
Founder & CEO

Raised by her grandmother (a professional tailor), Layla has over 10 years building and growing digital communities, Layla founded The Seam in 2020, on a mission to shape the future ‘Culture of Care’.



Vrinda Maheshwari
Retail Partnerships
Joined in 2021, previously Save Your Wardrobe.



Katie Marcus
Head of Product
Previously Unmade, Whirli & Depop.



Pradeep Kumar
Head of Engineering
Building The Seam since 2010, previously Hello Tomo.



Louise Waern
Head of Makers
Trained Make, previously Operations at Onloan.



Pierpaolo Zollo
Global Market Development
Previously Quandoo, Kelkoo & Yahoo.



Bronwyn Seier
Head of Brand
Previously YNAP & Fashion Revolution.

SEED ROUND

GOALS WITH THIS RAISE (£1.3m)

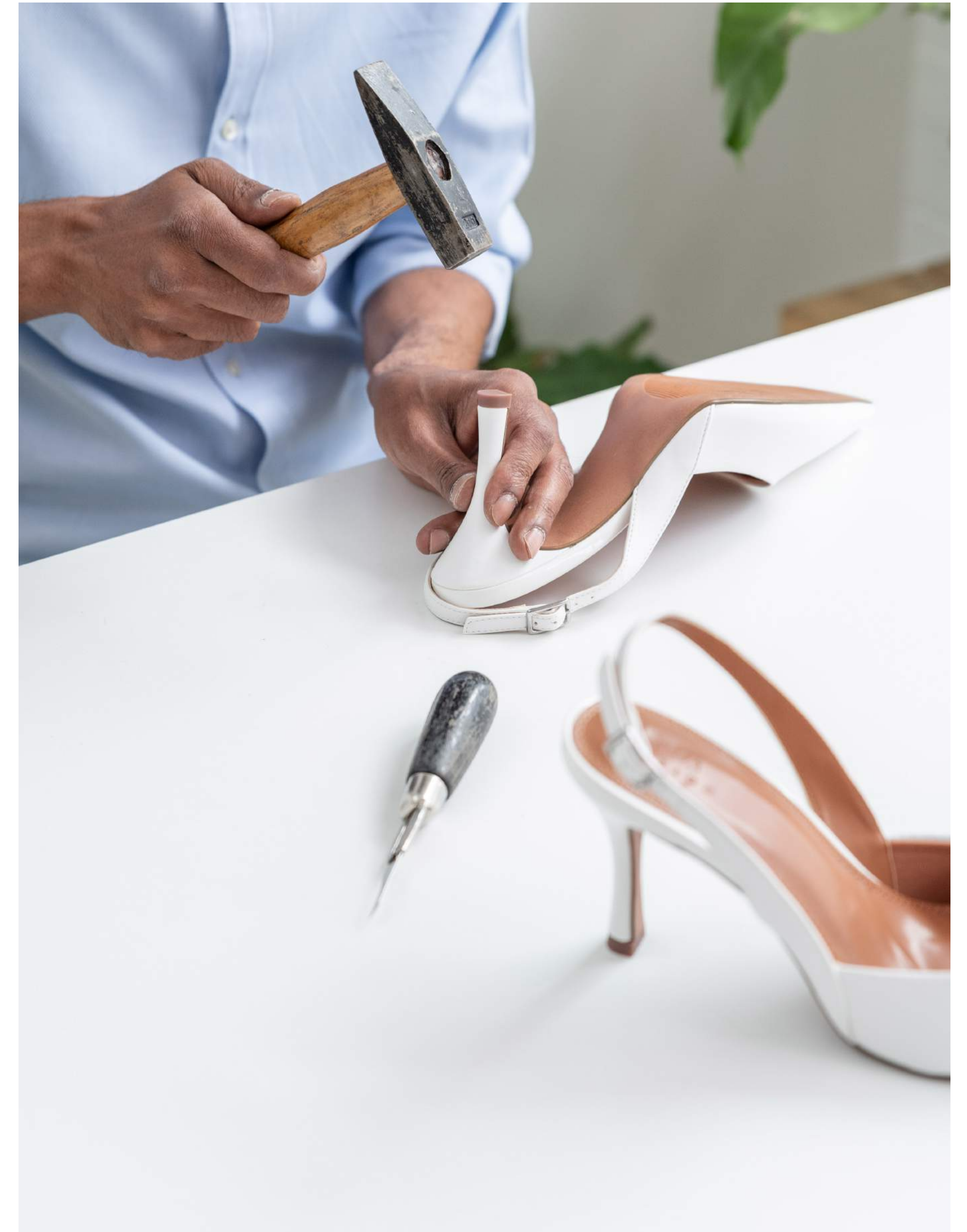


- Launch 10 physical drop-off locations (inc Westfield).
- Launch 40 new brand partnerships.
- Plan International market expansion.
- Become profitable by Q2 2025.

BREAKDOWN OF SPEND



20%: Marketing for acquisition across D2C and B2B
40%: Tech platform, focus on conversion & profitability
40%: Team including: COO + In-house tech hires





REPAIR SERVICES HERE



Clothes

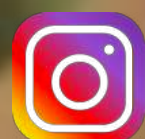


Bags

The Seam

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22 Great James St, London, WC1N 3ES.



THE GOOD NEWS

♡ Repair Reduces Waste by 20%

Extending the lifecycle of clothes for an additional 9 months of active use can reduce waste & water footprint by up to 20% ([WRAP, 2014](#)).

♻️ And CO2e by 31%

E.g. If a dress suffers a fault after 20 wears and is repaired to be worn another 15 wears, its usage is increased by 75% and CO2e reduced by 31%. ([Boston Consulting Group, 2021](#))



BENEFITS TO RETAILERS



INCREASED LOYALTY

When customers get greater levels of use out of a brand’s products, they are more likely to return.



ESG/CSR TARGETS

Engaging in circular business models can help to improve the brand’s environmental impact.



NOTES

For brands, launching a repair service in-house can be:

- Operationally complex with large additional overheads
- The cause of long lead-times for customer repairs.
- Logistically expensive and potentially involve International shipping
- Difficult to scale with seasonal fluctuations.

Solution: Working in partnership with The Seam will provide a plug-in and play, end-to-end, scalable solution.



ACCESS TO DATA

Data from care & repair services can be used during product design in order to improve item fit, increase durability and increase sales.



ATTRACT NEW CUSTOMERS

Showing commitment to sustainable practices can attract new customers who prioritise value based purchases.