



LUXE | TROVE

Luxury Redefined



SDG 12: RESPONSIBLE PRODUCTION AND CONSUMPTION



Africa's Problems in the Luxury Fashion Industry revolves around;

HIGH COST OF ORIGINAL LUXURY ITEMS

Access to designers and luxury fashion is limited in Africa to mostly wealthy-class individuals because they are pricey

MASS PRODUCTION OF FAKE LUXURY ITEMS

Africans love to look good and enjoys the “feat” of wearing luxury items which has resulted in the mass production of low-quality designs

ENVIRONMENTAL RISK HAZARDS

The non-durability of these low-quality items increases the amount of waste and the destruction of these waste items affect the ecosystem

OUR SOLUTION...

To ensure the

ACCESSIBILITY

AFFORDABILITY

AUTHENTICITY

of pre-loved luxury fashion items

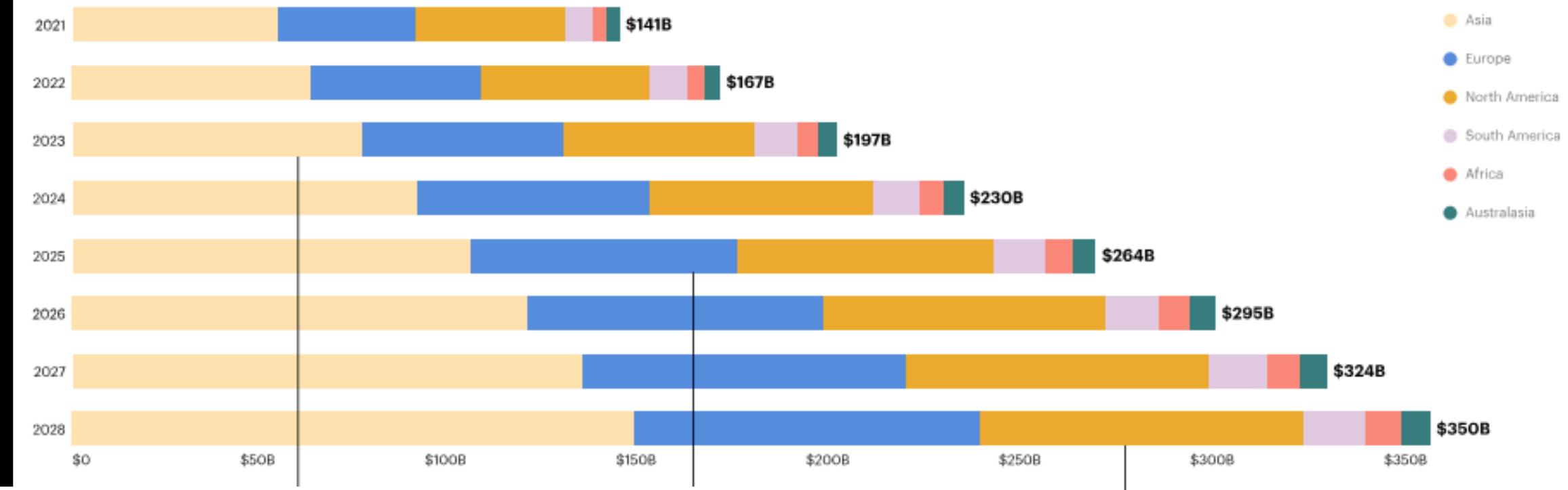
Through this, we promote the re-use and recycling of luxury fashion
(sustainable consumption), giving life to items that may otherwise
have been discarded **(eco-friendly)**

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MARKET RESEARCH INSIGHTS

A study of market trends show that there is a increasing acceptance of pre-loved luxury items as a way to access premium quality at lower costs.

Global Secondhand Apparel Market To Reach \$350 Billion by 2028, Growing 3X Faster Than Overall Global Apparel Market



10 Mar 2022 – Recent figures from the UN show that an estimated 80% of **Africans** wear secondhand...

source:[thredup.com/resale report/2024/](https://thredup.com/resale-report/2024/)

SHOPPERS GRAVITATE TOWARDS BUYING SECONDHAND ONLINE²

63%

of consumers who bought secondhand apparel in 2023 made a purchase online, up 17 pts from 2022.

MARKET OPPORTUNITY



\$1B

\$500M

\$50M

Total Addressable Market

It is estimated that Africa represents 5% of the global luxury market, which translates to approximately \$1 billion for luxury goods annually.

Serviceable Addressable Market

A narrow down to our target market, estimates 50% of the pre-loved luxury market in Africa serviceable, giving us an SAM of \$500 million.

Serviceable Obtainable Market

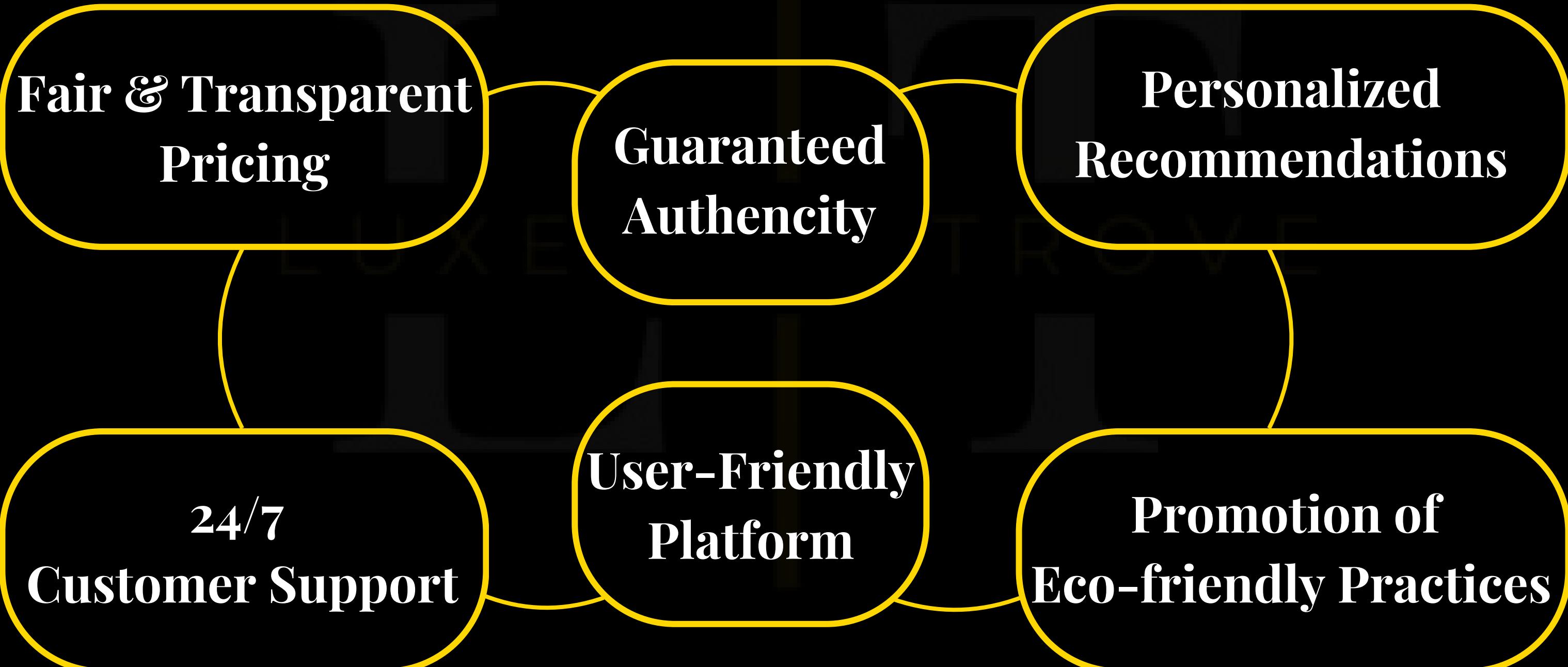
Luxe Trove intends to capture 10% of the SAM within the first 5 years, which is an SOM of \$50 million.

COMPETITORS ANALYSIS



	African Market Share	Consignment Service	Thorough Authentication	Partnerships & Collaborations	Loyalty Programs	Shipping/Logistics	Community Support
Luxe Trove	✓	✓	✓	✓	✓	✓	✓
TheRealReal	✗	✓	✓	✓	✗	✓	✓
PoshMark	✗	✓	✗	✓	✓	✓	✗
ThredUp	✗	✓	✗	✓	✓	✓	✗
Vestiare	✗	✓	✗	✓	✓	✓	✗
Luxity	✓	✓	✓	✓	✗	✓	✓
Depop	✓	✗	✗	✓	✗	✓	✗

OUR UNIQUE VALUE PROPOSITION



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OUR TARGET CUSTOMERS

SELLERS



Fashion Evolvers



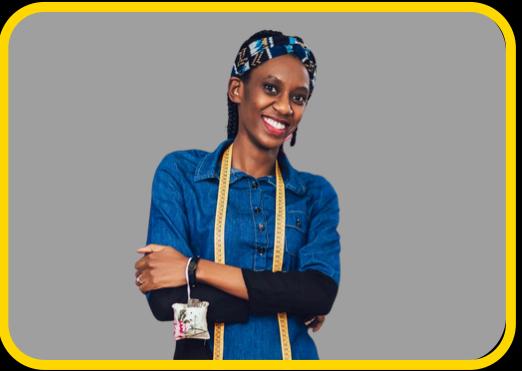
Fashion Influencers & Celebrities



Eco-Conscious Individuals



Casual Resellers



Fashion Designers



Boutique Owners

BUYERS



Budget-Conscious Shoppers



Eco-Conscious Consumers



Bargain Hunters



Unique & Vintage Style Seekers

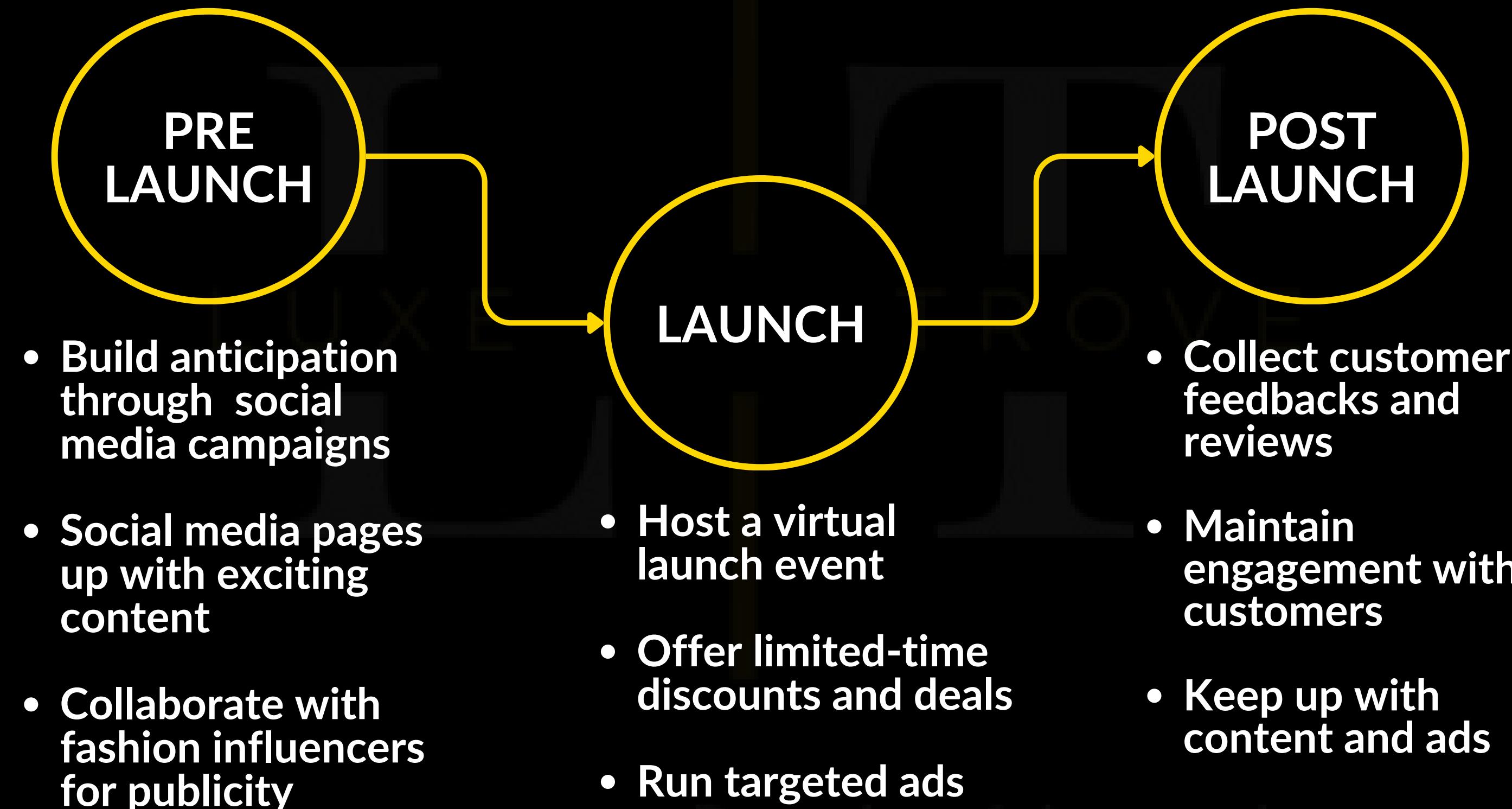


Fashion-forward Trendsetters



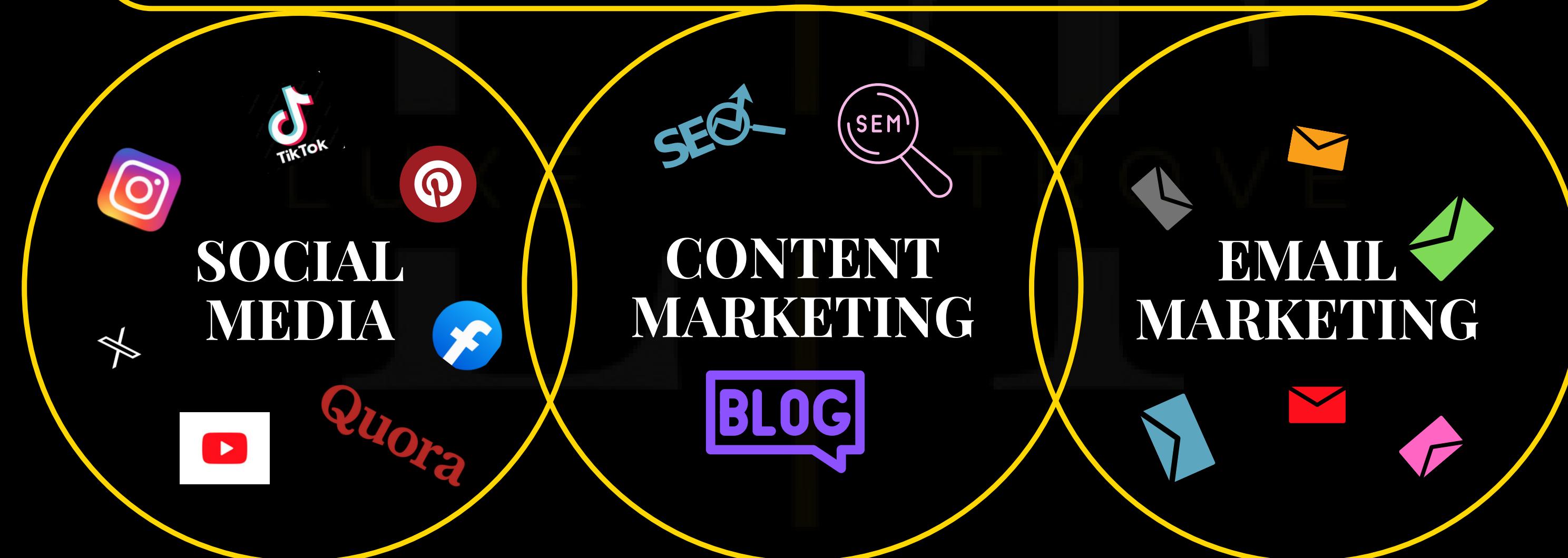
Fashion Enthusiasts

GO - TO - MARKET STRATEGY



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DIGITAL MARKETING STRATEGIES



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PROFIT MODEL



OUR PARTNERS

LOGISTICS PARTNERS

- FedEx
- DHL
- AGL
- TopShip Africa
- SpeedAF
- GIG Logistics

INSURANCE COMPANIES

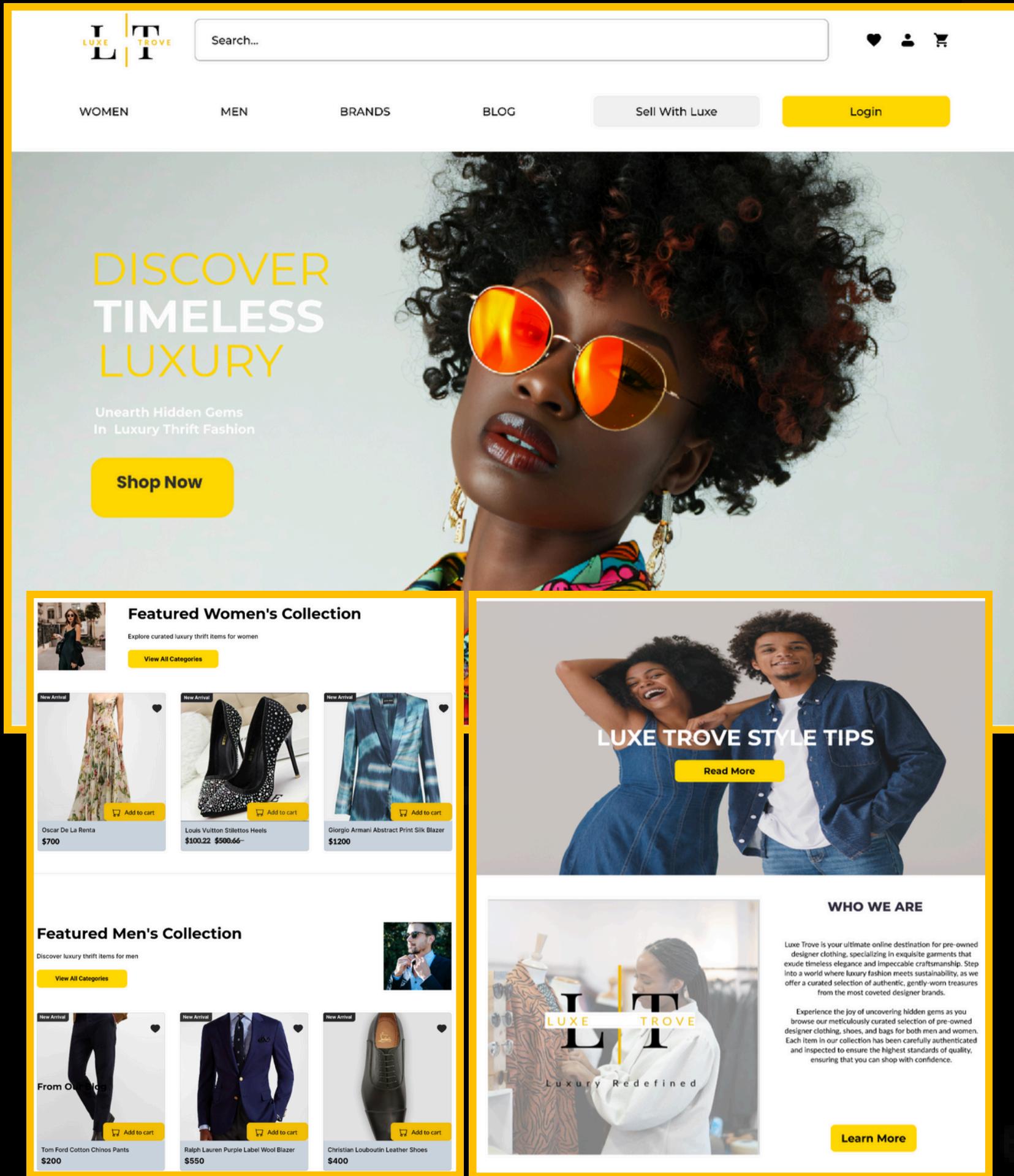
- Alliance Africa
- Old Mutual
- Sanlam
- AXA Mansard
- Leadway
- Custodian

LUXURY BRANDS

- Burberry
- Louis Vuitton
- Gucci
- Prada
- Versace
- Louis Vuitton

PRODUCT ROADMAP

	WEEK 1-4	WEEK 5-8	WEEK 9-13	WEEK 14- 20
Milestones	Product Discovery & Definition	Design & Development	Launch/Early Traction	Growth & Refinement
Marketing Team	Market Research Competitive Analysis Product Definition User Persona/User Story		Marketing & User Acquisition Launch & Users Onboarding User Feedback & Analysis	Growth Marketing
Web Team		Product Design MVP Quality Assurance		Product Iteration



The screenshot shows the Luxe Trove website homepage. At the top, there's a navigation bar with links for WOMEN, MEN, BRANDS, BLOG, "Sell With Luxe" (in a grey button), and "Login" (in a yellow button). A search bar is also at the top. Below the navigation is a large banner with the text "DISCOVER TIMELESS LUXURY" and a subtext "Unearth Hidden Gems In Luxury Thrift Fashion". A "Shop Now" button is in a yellow callout. To the right of the banner is a large image of a woman with curly hair wearing sunglasses. Below the banner are two sections: "Featured Women's Collection" and "Featured Men's Collection", each showing three items with "Add to cart" buttons. To the right of these sections is a "LUXE TROVE STYLE TIPS" section with a couple laughing and a "WHO WE ARE" section with a woman in a white shirt and a paragraph of text.





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Thank you!

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