



The future of online purchasing

C L O S E T 5 4

REFLECTIONS FROM A FASHION DESIGNER



"Fashions is what you buy,
style is what you do with it."

- Nicky Hilton

Meet Adi



The Problem

Build your closet

Find your style



C L O S E T 5 4

Connect with others

Social shopping experience

Get inspired



The C L O S E T 5 4 Fashion Network



Build your closet based on your purchases



Follow your friends' closets



Look around and get inspired



Design your looks



Enjoy your shopping experience



Demo

Our value proposition



Innovative fashion network



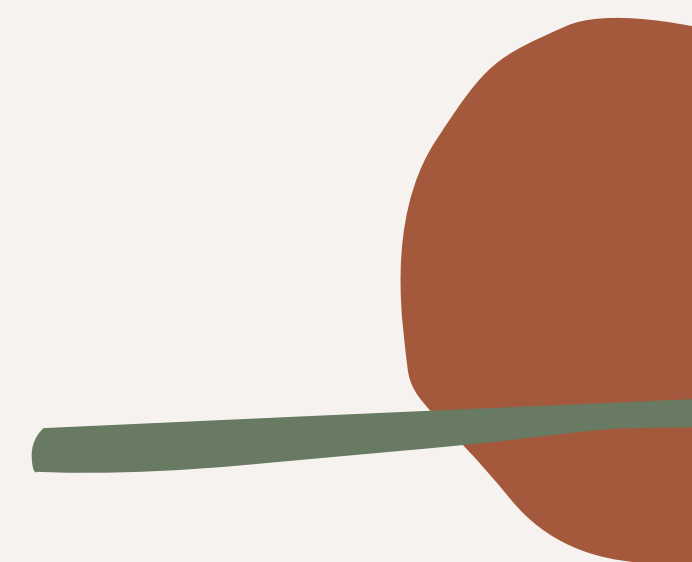
An exclusive experience



Market growth potential



Data collection



Future steps



Create a mobile application



Creating groups and communities



Share your closet on Instagram and Facebook



Personalization - using ML



Effective search



Option to create an unique platform



Connect to physical store

The Team



Omer Melamed



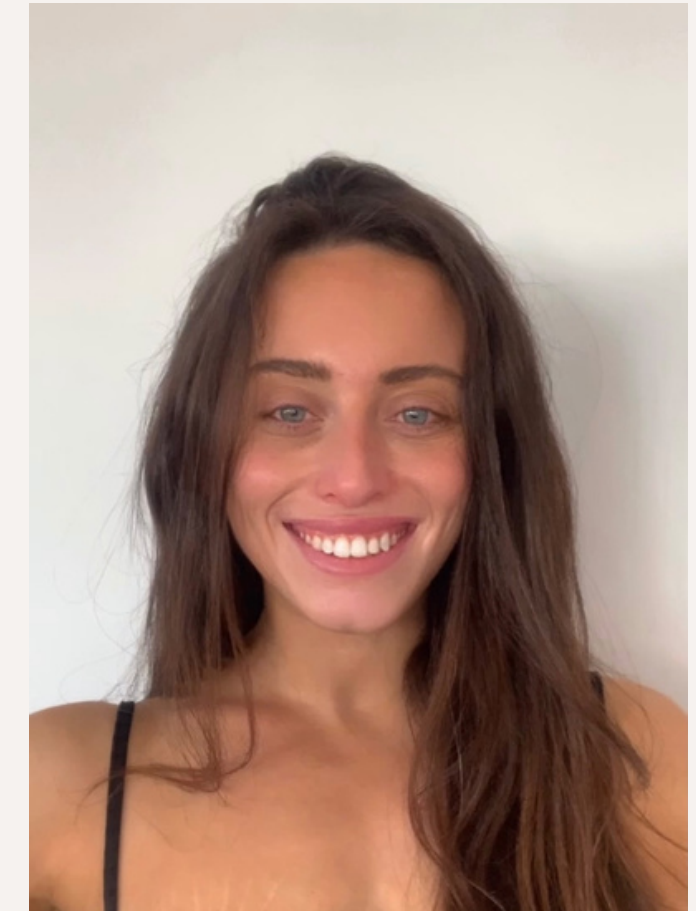
Noa Faran



Einav Mimram



Monique Ron



Inbar Lahat

Thank you

We're ready to answer your questions



C L O S E T 5 4

Business model



B2C -

Direct to consumer

Affiliate Marketing based on followers

Marketing through groups of friends (create challenges)

KPI's

Number of active accounts (visit once a day)

Number of searches of sponsors

Average time of using the closet

More purchases online!