

# Fusion Fashion: A Blend of Traditional Nepalese and Nigerian Attire Ingredients

Start-up: **RhinoNoir**



Bikash Aryal - Abubakar Bashir Kankia - Tanka Prasad Paudel - Johnfredrick Ebikemefa Owotorufa

# Idea & Project Description

Our start-up “Rhino Noir”, is a company focused on combining the elements of traditional Nepalese and Nigerian attires with the aim to offer a fresh and unique fashion choice that celebrates the rich cultural diversity of these two countries.

We would cover the concept of the clothing line, market research, a production plan, and a business model for pricing, selling, and marketing our products.

It is in fact a fascinating blend of fashion, culture, and entrepreneurship.

# Our Team



**Abubakar Bashir Kankia**  
*Marketing & Community  
Engagement Team Lead*



**Taka Prasad Paudel**  
*Finance & Business  
Operations Team Lead*



**Bikash Aryal**  
*Sales & Customer  
Experience Team Lead*



**Johnfredrick E. Owotorufa**  
*Technology, Innovation & Design  
Team Lead*

# VISION

To celebrate diversity and inclusivity by designing clothes that are easy on the environment and suitable for people of all shapes, sizes, and backgrounds.



# **TABLE OF CONTENTS**

---

**01**

**BUSINESS MODEL**

**02**

**TECHNOLOGICAL  
FEASIBILITY**

**03**

**TARGET MARKET**

**04**

**PROTOTYPE DESIGNS**

**05**

**COMPETITORS &  
COLLABORATORS**

**06**

**REVENUE STREAMS**

**07**

**MARKET, GREEN LOGISTICS  
& FUNDING  
OPPORTUNITIES**

**08**

**8D IMPACT FRAMEWORK**

**09**

**REFERENCES**

# Business Model

1. **Knowledge Integration:** we would leverage a robust knowledge management system (kms) to document the historical cultural and artisanal significance of each clothing design
2. **Sustainable materials and supply chain:** We would emphasise the use of sustainable materials, implementing a transparent and sustainable supply chain documented on a blockchain showing the journey of each clothing
3. **Innovative Technology Integration:** We would utilise Augmented Reality (AR) for virtual try-on experiences, allowing customers see how their garments look on them and learn their cultural significance



# Business Model (cont'd)

4. **Subscription Model:** Based on our customer's preferences, we would leverage our robust knowledge management system (kms) to document the historical cultural and artisanal significance of each clothing design and make it accessible through a subscription based program that would be fixed based on preference.

5. **Community Engagement:** We would foster a community around the brand through online forums, social media groups, and interactive virtual events. We would encourage user-generated content, allowing customers to share their stories and experiences with the clothing line.

6. **Sustainable Practices Certification:** We would obtain certifications for sustainable practices and ethical production, showcasing the brand's commitment to responsible fashion.

# Technological Feasibility

We would employ technology for efficient knowledge management:

1. **Content Management System (CMS):** we would implement a robust CMS to organize and present cultural information associated with each clothing item.
2. **Augmented Reality for Learning:** We would utilize AR for an immersive learning experience, allowing customers to explore the cultural significance of designs.
3. **Blockchain for Authenticity:** We would utilize blockchain to authenticate and document the journey of each garment, providing customers with a tangible connection to its origin.
4. **Digital Art and Wearable NFTs:** We would collaborate with digital artists to create exclusive digital art pieces linked to specific clothing collections by minting NFTs for digital artworks and link them to corresponding clothing items. Customers who purchase the physical clothing can also own the associated digital art NFT.



# Target Market



Our designs appeal to individuals interested not only in unique fashion but also in the cultural narratives behind each piece, fostering a community of knowledge enthusiasts. They include:

1. **Fashion Enthusiasts:** Those who are interested in unique and innovative fashion trends might be attracted to the blend of Nepalese and Nigerian styles.
2. **Cultural Explorers:** People who appreciate learning about different cultures and their traditions might be interested in clothing that represents a fusion of two distinct cultures.
3. **Ethical Consumers:** As the fashion industry moves towards more sustainable and ethical practices, consumers who value these principles might be drawn to a start-up that respects and celebrates cultural diversity.

# PROTOTYPE DESIGNS



## **Competitors**

---

### **In sustainable fashion:**

1. Eileen Fisher
2. Stella McCartney

### **NFT & Blockchain in Fashion:**

1. Arianee
2. VeChain

### **Tech-Integrated Fashion:**

1. The Fabricant
2. DressX

## **Collaborations & Partnerships**

### **In sustainable fashion:**

1. Reformation

### **NFT & Blockchain in Fashion:**

1. Crypto Fashion

### **Tech-Integrated Fashion:**

1. Provenance



# Revenue Streams

1. **Online Platform:** We would establish a user-friendly app & e-commerce platform which would serve as the central hub for sales, educational content, and community engagement. The AR capacity is linked to the app and users can try out clothing virtually. The app and site will implement a secure checkout process with options for standard and carbon-neutral shipping.
2. **NFT Limited Edition Drops:** generate anticipation and exclusivity by releasing limited edition collections periodically. Combine physical clothing items with exclusive digital NFTs, creating a unique value proposition.





# Revenue Streams

3. **Subscription Tiers:** we would introduce subscription tiers with varying levels of access to educational content, virtual experiences, and early access to new releases. Offer subscription bundles with curated clothing items and digital collectibles.
4. **Virtual Events and Workshops:** we would host virtual events and workshops, charging a fee for participation. Create bundles that include event access, educational content, and limited edition clothing items.
5. **Partnerships with Sustainable Retailers:** Partner with retailers who share a commitment to sustainability and responsible fashion. We would expand the brand's physical presence through collaborations with boutiques and eco-conscious stores.



# Revenue Streams

---

6. **Loyalty and Rewards Program:** We would implement a loyalty program rewarding customers for repeat purchases, referrals, and engagement with the brand and offer exclusive discounts, early access, or special edition items as rewards.

7. **In-Store and Pop-Up Experiences:** We would also consider physical retail presence with in-store and pop-up experiences at famous and popular locations where these spaces would be used for community engagement, exclusive product launches, and interactive cultural experiences.





# Sustainable Materials Innovation

1. **Local sourcing and production:** We opt for local suppliers and manufacturers to minimize the carbon footprint associated with transportation.
2. **Organic Cotton & Hemp Blends:** We would use a blend of organic cotton and hemp for fabrics. Both materials are renewable, require fewer pesticides, and have a lower environmental impact compared to conventional cotton.
3. **Pinatex (Pineapple Leather):** we would explore the use of Piñatex, a sustainable and cruelty-free alternative to leather made from pineapple leaf fibers. This material reduces waste and supports agricultural communities.
4. **Integrate bamboo fiber into our clothing:** Bamboo grows rapidly, requires minimal water, and doesn't need pesticides, making it an eco-friendly alternative.

# Sustainable Materials Innovation

- 5. Wool Alternatives:** we would explore innovative plant-based or recycled materials as alternatives to traditional wool.
- 6. Mushroom Leather (Mycelium):** Mushroom leather is biodegradable and can be produced with minimal environmental impact.
- 7. Multi-modal Transportation:** we would combine different modes of transportation (sea, rail, road) strategically to optimize efficiency and reduce emissions.
- 8. Packaging Innovations:** We would implement sustainable packaging solutions, such as biodegradable or compostable materials, and reduce unnecessary packaging to minimize waste and environmental impact.
- 9. Climate-Resilient Supply Chain:** we would choose logistics partners that prioritize eco-friendly practices, such as electric or hybrid vehicles, and implement carbon offset programs for transportation emissions.

# Market & Green Logistics

We would use Carbon Neutral shipping companies and sustainable transport providers who also offer group cargo services:

1. DHL GoGreen
2. UPS Carbon Neutral
3. Maersk



# Funding Opportunities

1. We would apply for sustainable fashion grants e.g fashion for good, Ethical Fashion Forum etc
2. Seek funding from venture Capital and Angel Investors e.g Blue Horizon Ventures, Fashion Tech Ventures, etc
3. Explore Impact investing funds
4. Apply to fashion accelerators and incubators
5. We could also launch crowdfunding campaigns using the likes of kickstarter or Indiegogo



# Funding Opportunities



6. We also plan to connect with social impact investors

7. We would also explore export subsidies from Nepal and Nigeria Government: Nepal and Nigeria both provide considerable support for textile exports. In Nepal: the govt. gives incentives like cash subsidies, duty drawbacks

In Nigeria: contribution from Export Development Fund (EDF), thus enhancing the competitiveness of its textiles in the EU market.

# 8D Impact Framework



## Technological

At Rhino Noir, we would drive innovation in fashion design and production techniques, especially in the fusion of different cultural styles. It might also leverage digital platforms for marketing, sales, and customer engagement.



## Environmental

By using eco-friendly materials and minimizing waste, our start-up would have a positive environmental impact.



## Economic

We would contribute to economic growth by creating jobs and generating revenue. It would also stimulate economic activity in the fashion industry and potentially in Nepal and Nigeria if materials or expertise are sourced from these countries.



## Cognitive

We would broaden people's understanding and appreciation of Nepalese and Nigerian cultures. It would challenge conventional ideas about fashion and inspire creativity.

# 8D Impact Framework



## Cultural

We would have a significant cultural impact by bringing Nepalese and Nigerian traditional attire to a wider audience. It would contribute to the preservation and evolution of these cultural traditions.



## Political

We would indirectly influence policies related to cultural representation, international trade, and sustainable fashion.



## Social

By celebrating cultural diversity, our start-up would promote social inclusivity. It would also influence fashion trends and social norms around style and self-expression.



## Health

Our environmental conscious attitude would greatly impact the health of the ecosystem and also contribute to mental well-being by encouraging mindfulness and appreciation of craftsmanship.



# REFERENCES

---

1. <https://www.nepaltradeportal.gov.np/incentives>
2. <https://nepc.gov.ng/blog/export-incentive/export-development-fund/>
3. <https://www.trade.gov/country-commercial-guides/france-import-tariffs>
4. [\*\*Nigeria's Fashion Revolution: A Look into the Future of Style\*\*](#)<sup>1</sup>
5. [\*\*Fashion in Nigeria - Wikipedia\*\*](#)<sup>2</sup>:
6. [\*\*10 Fashion Designers from Nepal You Should Follow - Culture Trip\*\*](#)<sup>3</sup>

Thank you.



Sign up now

[www.rhinonoir.co](http://www.rhinonoir.com)  
[m](http://www.rhinonoir.com)