

PITCH DECK

03

Problem

Millions of women want stylish, high-quality clothing but can't afford boutique prices.

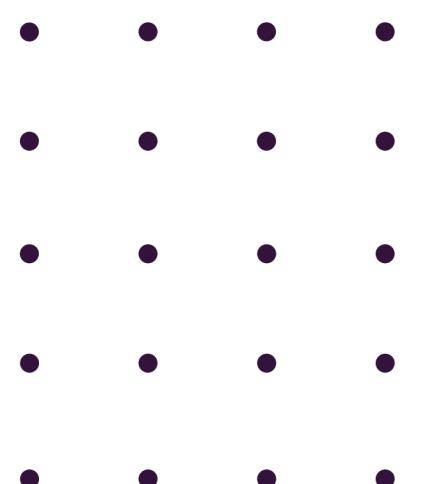
- Boutique clothes are often overpriced and inaccessible.
- Fast fashion is low quality and lacks size inclusivity.
- Affordability often means sacrificing style or fit.

Solution



Grace & Thread offers elegant, on-trend clothing at a fraction of boutique costs.

- Affordable yet stylish pieces under \$30
- Quality materials sourced ethically
- Sizes for all body types
- Community-driven design



Product or service

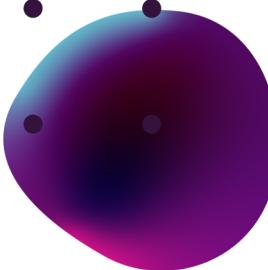
- Workwear dresses
- Casual-chic outfits
- Modest occasionwear
 - features like:
 - Fabric quality
 - Fit and comfort
 - Trend relevance





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Key features



01

Stylish, trendy pieces inspired by boutique fashion – all priced affordably (e.g., under \$30).

02

Sizes for all body types with flattering cuts and soft, breathable fabrics that feel as good as they look.

03

Durable, ethically-sourced fabrics that last — a sustainable alternative to fast fashion.

Competitive advantage

Advantage 1

Delivers the look and feel of high-end boutique fashion without the high price tag.

Advantage 2

Offers a wide range of sizes (e.g., XS–4XL) with designs that flatter diverse body shapes, filling a major gap in the market.

Advantage 3

Styles are influenced by feedback from real women – ensuring relevance, cultural sensitivity, and practical wearability.

Advantage 4

Focus on ethical sourcing, fair labor, and durable materials to combine style with sustainability.

Variations and packaging

1. Style Variations

- Casual wear (tops, pants, dresses)
- Workwear (blouses, midi skirts, blazers)
- Modest fashion (long sleeves, maxi dresses)
- Occasion wear (evening dresses, jumpsuits)

2. Size Variations

- Inclusive sizing: XS to 4XL
- Petite and tall options for better fit

3. Color & Pattern Options

- Solid neutrals (black, beige, white, navy)
- Seasonal colors (pastels for spring, earth tones for fall)
- Limited-edition prints and patterns





Isa Morris

Director



Ali Rogers

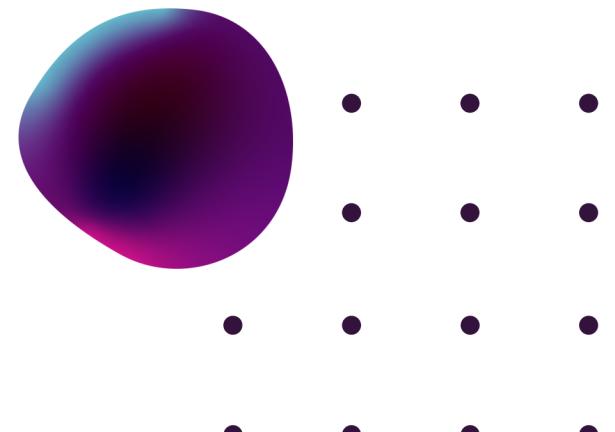
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