

"THE FUTURE OF FASHION E-COMMERCE"

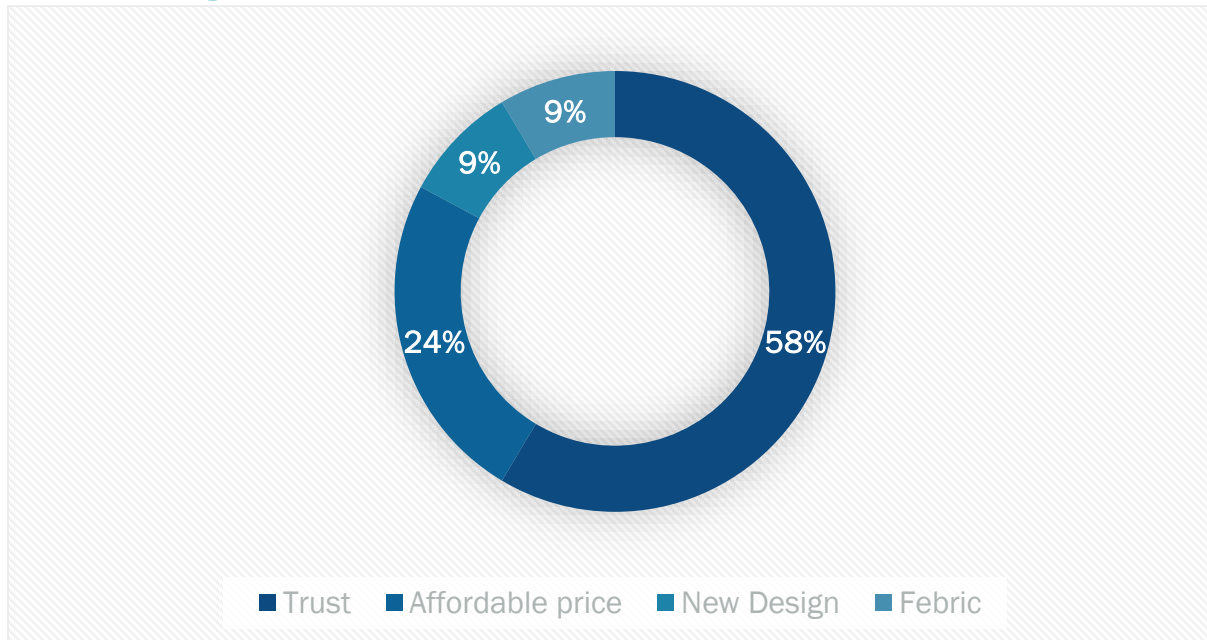
# PROJECT NAME: FASHIONEST

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# PROBLEM

Millions of online shopper's struggle with finding the right fashion products due to trust issues, lack of personalization, and limited brand exposure

**The FashionNest solve the problem of trust issues and also will help the customer to get all brands on affordable prices with interactive images.**



# FASHIONEST IS AN AI-DRIVEN E-COMMERCE PLATFORM THAT PERSONALIZES FASHION SHOPPING EXPERIENCES WHILE ENSURING TRUST AND QUALITY.

Secure

✓ Secure payments & easy returns for trust-building

Sellers

✓ Verified sellers to ensure quality products

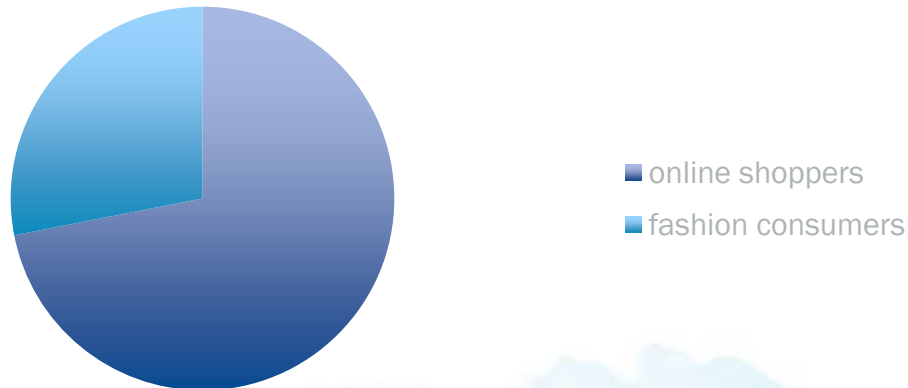
Future

✓ AR/VR Try-On feature (Future scope)

# MARKET OPPORTUNITY

- **Global fashion e-commerce market:** \$1 trillion
- **Expected growth:** 20% CAGR
- **Target Audience:** Young adults (18-35), Online shoppers, Small fashion brands

Sales



# PRODUCT DEMO / FEATURES

## KEY FEATURES OF FASHIONEST:

- **Secure & Easy Payments** (Stripe)
- **Verified Seller Program**
- **Wishlist & Cart Management** (Smooth UX)
- **Reviews & Ratings** (Trust-building feature)

# BUSINESS MODEL

- ◆ How will the revenue generate?
- ✓ Commission-based Model (Sellers on every sale pe 10-15% cut)
- ✓ Subscription Model (Premium features)
- ✓ Ads & Brand Collaborations
- ✓ Affiliate Marketing (Fashion influencers through sales)

## Example:

*"If we onboard 1000 sellers and each generates Rs.500 in monthly sales, with a 10% commission, that's Rs.50,000/month revenue!"*

# GO-TO-MARKET STRATEGY

◆ How customer get product?

- ✓ Social Media Marketing (Instagram, TikTok, Pinterest, Facebook, WhatsApp)
- ✓ Influencer Collaborations (Micro & Macro fashion influencers)
- ✓ Referral Programs
- ✓ Targeted Facebook & Google Ads

Example Plan:

*"We will onboard 50 fashion influencers in the first 3 months to drive early traction."*

# CLOSING & CALL TO ACTION

◆ What we expect from the Judges ?

- Funding?
- Mentorship & Support?
- Tech & Business Feedback?

Example CTA:

*"Join us in revolutionizing the fashion e-commerce industry. We are looking for mentorship, early adopters, and funding to scale!"*