



# CHARMÈ

YOUR STYLE , YOUR RULES

At Charmè, we aren't just making clothes; we're making opportunities. When you wear Charmè, you are wearing stories.

## HIGHLIGHTS

- Styling on your Own Terms
- An Oppurtunity for Struggling Designers
- Affordable & Value for Money
- Viable, Scalable & Profitable

## CONTENTS

- A Personalised AI Designer
- Marketplace where We Sell our Own Branded Apparel
- Freemium Subscription Model for Customers
- Virtual Trial

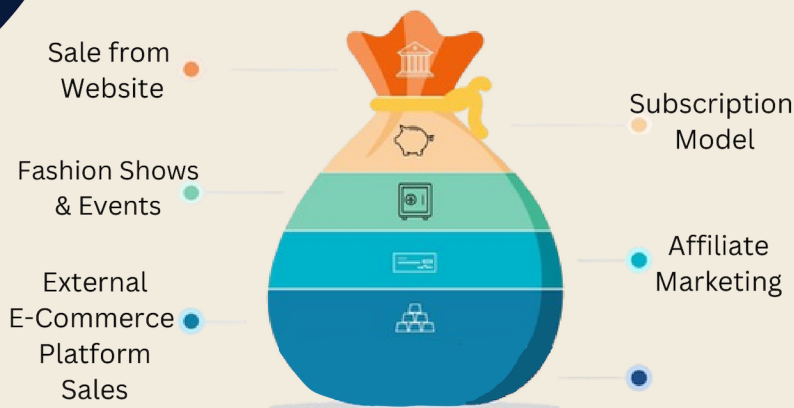
## SDGS TARGETTED

- 8th : Decent Work & Economic Gowth
- 13th : Climate Action

## OPERATIONS



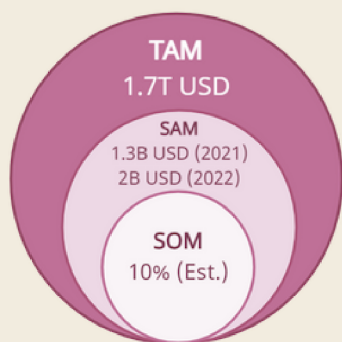
## REVENUE MODEL



## FREEMIUM PRICE MODEL

- Monthly : 199/-
- Annually : 500/-

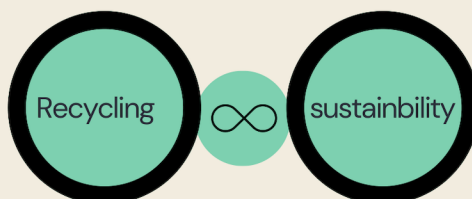
## MARKET SIZE



- TAM: Total Addressable Market
- SAM: Servicible Addressable Market
- SOM: Servicible Obtainable Market

## PERKS

- ▲ People have a choice of buying from us or buying from others like other ecommerce platforms.
- ▲ Premium customers get 24/7 ai recommendation and personalized styling on our platform.
- ▲ Premium members also get various discounts and can get offers of buy 1 get 1 free and chances of cashbacks depending on their purchases.



## MARKETING STRATEGY

- Social media & influencer marketing
- Geo-partnerships
- Marketing through revisiting customers offering them be the face of charme
- Educational campaigngs on recycling & sustainability.

## COMPETITORS

- Bloni – high expensive sustainable fashion
- Iroirozerowaste – they also do textile waste into clothing

## TEAM

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