



CHARMÈ

YOUR STYLE , YOUR RULES

<https://charmè-lifestyle.vercel.app>

At Charmè, we turn your wardrobe into a canvas of Sustainability & Self-Expression.



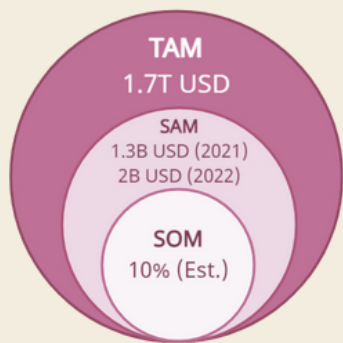
HIGHLIGHTS

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

FREEMIUM PRICE MODEL

- Monthly: 2.39 USD
- Annually: 11.99 USD

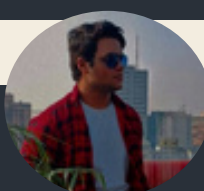
MARKET SIZE



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

TEAM

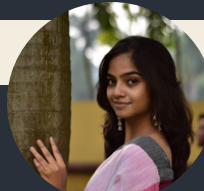
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CONTENTS

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

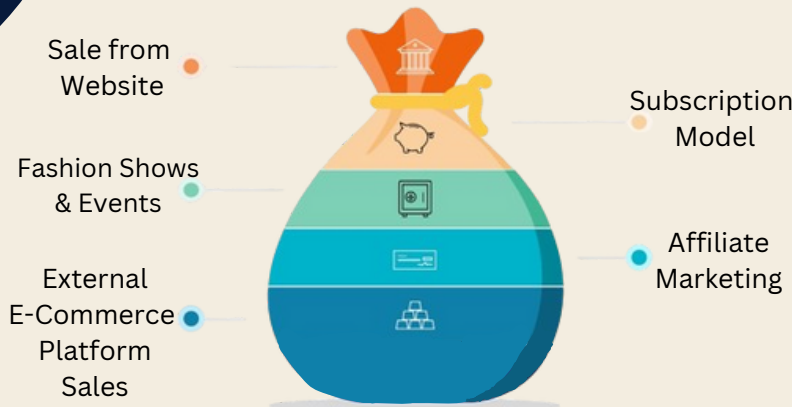
SDGs TARGETTED

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

OPERATIONS

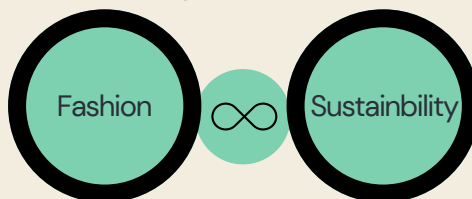
- Plastic Wastes
 - Melting & Extruding
 - Polyester Fabric
 - Textile Wastes
 - Spinning & Weaving
 - Remade Fabric
- Outsourcing & Designing
- New apparels & Accessories

REVENUE MODEL



PERKS

- ▲ People have Virtual Try-On Service with us to help them see themselves in their Chosen Apparel from their Comfort Zone.
- ▲ 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 being the face of charmè
- Educational campaigns on recycling & sustainability.

COMPETITORS

- Bloni - High Expensive Sustainable Fashion
- Iro Iro Zero-Waste - They also do Textile Waste into Clothing