



CHARMÈ

YOUR STYLE , YOUR RULES

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

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



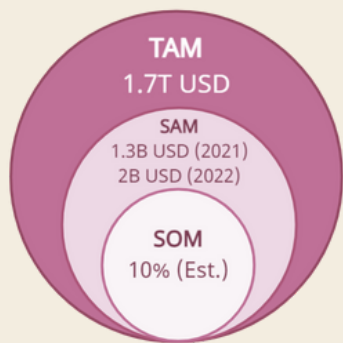
FREEMIUM PRICE MODEL

- Monthly: 2.39 USD
- Annually: 11.99 USD

REVENUE MODEL



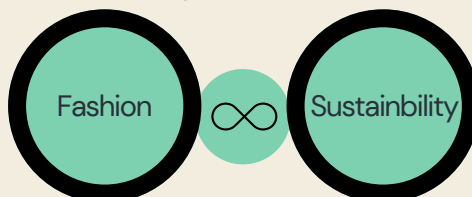
MARKET SIZE



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

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

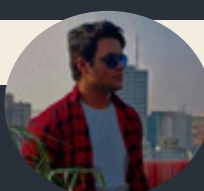
- Social media & influencer marketing
- Geo-partnerships
- Marketing through revisiting customers offering them being the face of charme
- Educational campaigns on recycling & sustainability.

COMPETITORS

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

TEAM

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