

My Girlie World



The Struggle is Real

Kenyan women who love Kawaii/feminine fashion face:

Scattered shopping: Hours wasted across Pinterest/Instagram.

Limited local options: Few curated, affordable pieces.

Ethical concerns: Fast fashion dominates.



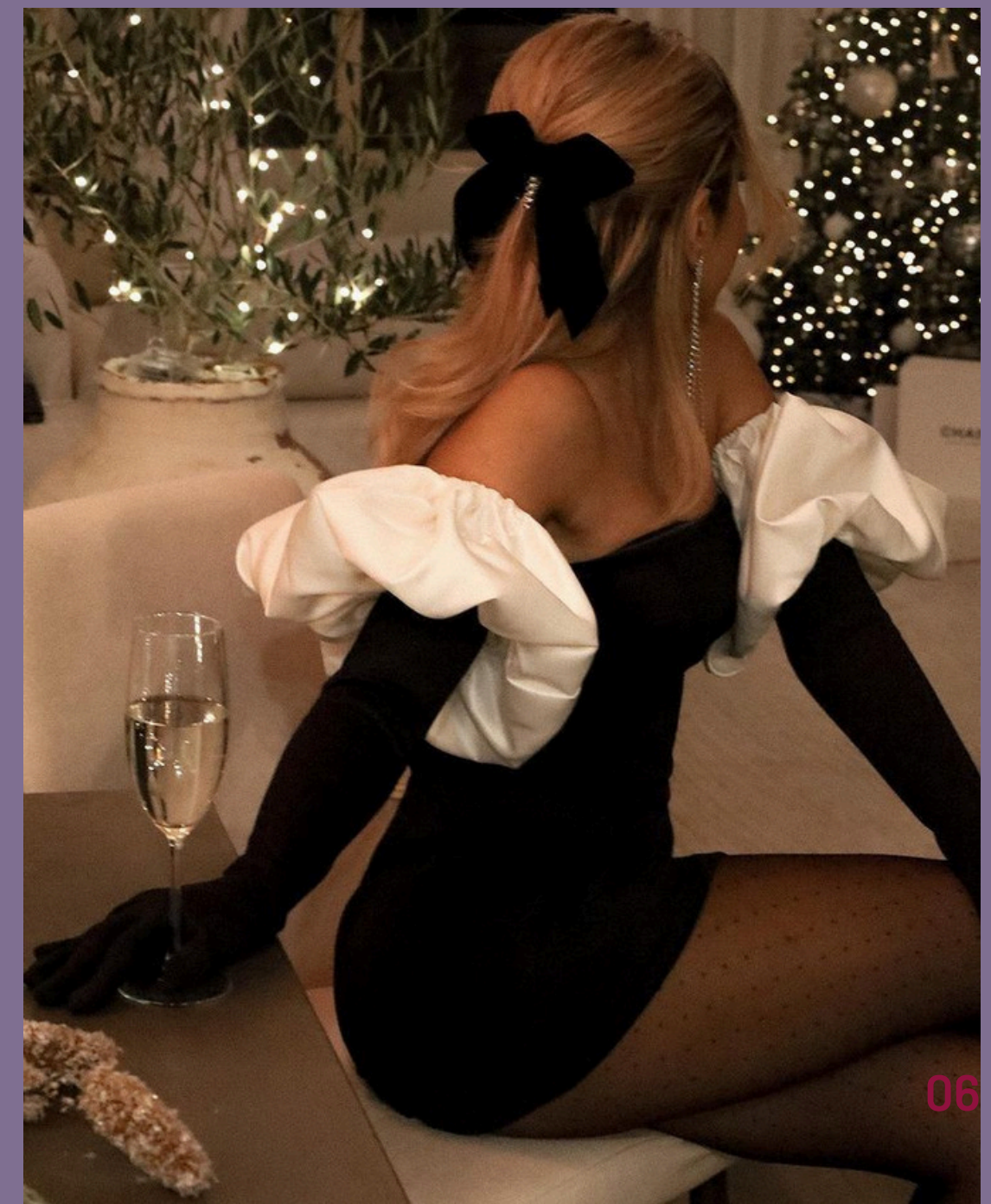
Your One-Stop Feminine Fashion Sanctuary

A platform combining:

Locally made clothing/jewelry (supporting Kenyan designers).

Imported accents (shoes/charms) for affordability.

AI-powered styling to simplify shopping.



What We Offer

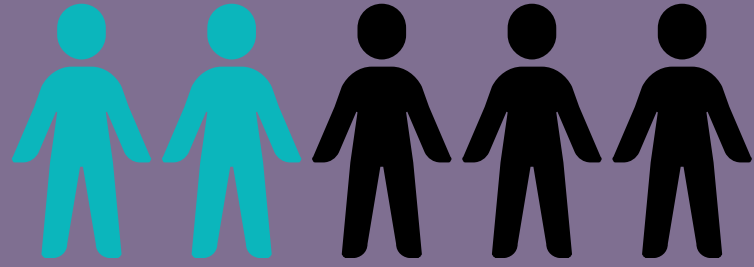
Clothing: Ankara-Kawaii fusion dresses, pearl hair clips.

Accessories: Imported phone charms, locally beaded bags.

AI Tool: “Outfit Builder” for effortless styling.

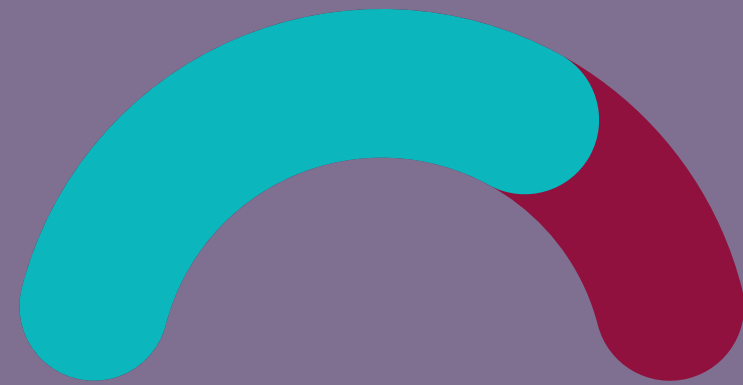


For Kenya's Soft Girlies



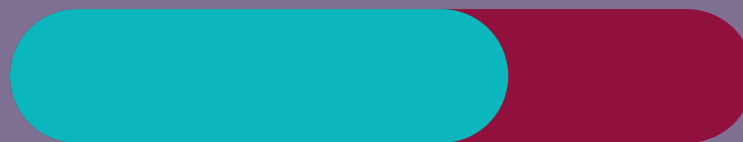
Primary:

Women 18–35, urban, active on Instagram/TikTok..



seconadry: Teens saving up for a special occassion.

27.82 Million



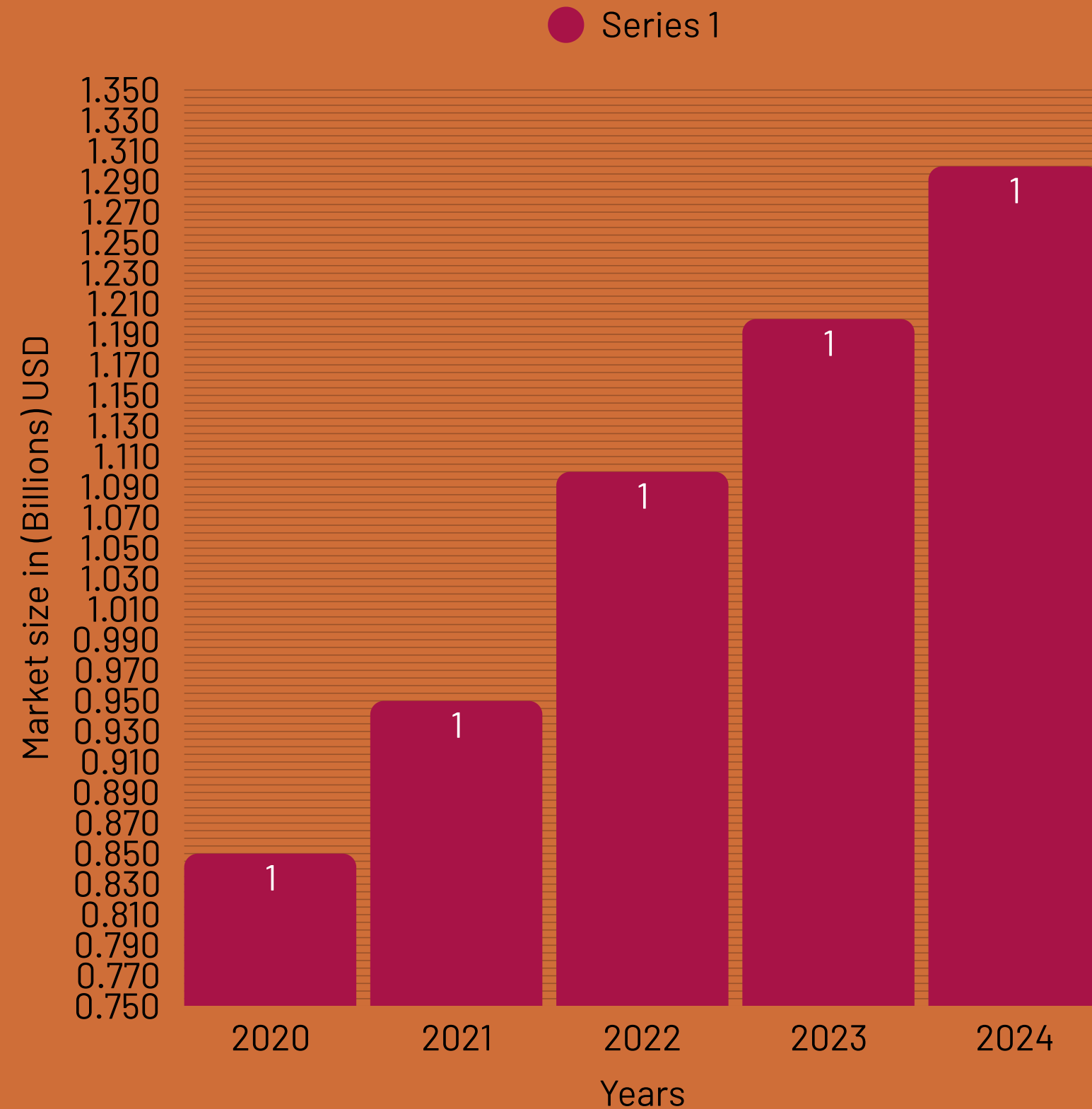
In 2023, Kenya's female population was approximately 27.82 million

Market Size

Why Kenya? Why Now?

Kenya's e-commerce growth: \$1.3B market (2024).

Gap: No platform caters to
Kawaii/feminine aesthetics locally.








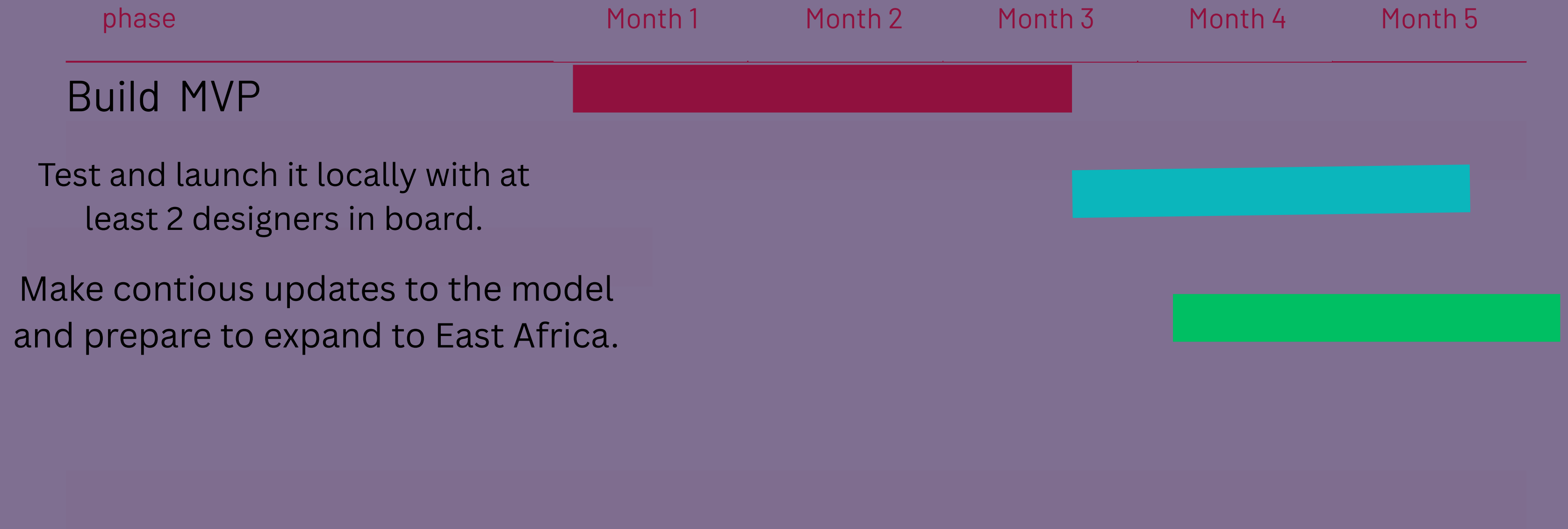
Why We Stand Out

Competitor	Their Weakness	Our Edge
SHEIN	Slow shipping, unethical	Local, ethical
Thrift Stores	No new/Kawaii stock	Fresh, curated

The Elegant Difference

1. Local Love: 60% of products Kenyan-made. 
2. AI Magic: "Style Quiz" to personalize outfits. 
3. Community: #MyGirlieWorld hashtag for user photos. 

Where We're Going:



Business Model



How We Grow

15% commission on local designer sales.

Premium memberships (\$5/month for early access).

Go To Market

Making Noise!!!

Launch Strategy:

TikTok collabs with Kenyan micro-influencers.

Instagram buzz by working with Hot Instragm influencers

Pop-up shops in Nairobi.

Social Impact

=> My Girlie world is seek bring out the soul of Nairobi through empowering personal style expression.

=> we will also aim at job creation by working with up and coming designers to give voice to the young designers looking for a break through.

=> We source of fabric locally to promote small business in the in City while also forging international relations by source items that are not yet made in house from places like Asia.

Our Ask

Join Our Journey

- Seeking 30K for:

1. Sourcing the fabric and other raw materials to make the item on sale.
2. Website development , as there is still a lot to be done on the software, I would like to hire young bright minds to work on it.
3. Initial marketing and advertising costs.
4. Operational costs.

Team Members :



NAME

Title or Position



NAME

Title or Position



NAME

Title or Position



NAME

Title or Position

Thank you!

Write your contacts here, social media accounts

