

## **Executive Summary:** Fashion Police

### **Mission Statement:**

To engage, educate and promote on the ethics and environmental impact of the fashion industry

### **Problem:**

- Lack of consumer awareness of manufacturing industry abuses;
- Lack of awareness of how some fashion brands are innovating to be more sustainable and minimally impactful

### **Solution:**

Fashion Police seeks to get people to question the ethical and environmental dimensions of the fashion industry, meanwhile, promoting sustainable fashion products and fashion business

### **Competitors:**

- SuperFuture.com,
- Hypebeast.com,
- Style.com,
- Fashionista.com,
- Nymag.com/thecut

### **Bio:**

Rahmel Jackson, Founder

Rahmel Jackson is a writer and emerging entrepreneur with a strong interest in data analysis, and digital marketing. Rahmel accomplishments include winning Harlem Hackathon 2016 and working with Mozilla to teach about big data, and the effects social media.

### **Market Opportunity:**

- The global apparel market is valued at 3 trillion dollars
- Sustainability is now a permanent part of 70% of corporate agendas (MIT, 2011)
- Retail Shopping websites comprising 40 percent of weekly site visits
- Steady growth in digital magazine revenues (PwC)

**Customer Segments:**

- Environmentally, ethically conscious fashionistas
- Designers
- Apparel companies
- Fashion retailers

**Key Partners:**

- Sustainable apparel manufacturers, designers, retailers
- Labor rights activists
- Online fashion retailers
- Fashion schools (FIT)

**Revenue Model:**

Advertising Sponsor content

Affiliate marketing links

Site Ad revenue

**Go-To-Market Strategy:**

With hopes to gain volume, with a small team of writers and videographers, Fashion Police within 6 months aims to lock down key interviews with a mix of startups and industry leaders on the future of sustainable fashion, the new emerging trends in the manufacturing industry. Fashion Police intends to create writing and video content on daily basis and to promote our content on various social media platforms.

This will place us in the position for a large, targeted email list, key partners for sponsored content and network affiliations, and revenue from adsense and other ad platforms.

**Scalability:**

Fashion police hopes to expand with more writers, adding more video content, and ultimately visiting countries that are severely affected by the results of the fashion world.