

# Startup Idea: "GreenLoop" - Circular Fashion Marketplace

## Overview:

GreenLoop is an eco-conscious online marketplace focused on circular fashion. It enables users to buy, sell, rent, and upcycle fashion items sustainably, promoting reuse over fast fashion.

## Problem:

- 92 million tons of textile waste are generated globally each year.
- Fast fashion promotes frequent purchasing, leading to environmental degradation.
- Consumers lack accessible platforms to engage in sustainable fashion.

## Solution:

A user-friendly platform where:

- Individuals can resell gently used clothes.
- Fashion lovers can rent premium outfits.
- Designers can offer upcycling services.
- Brands can list eco-friendly products.

## Key Features:

- Eco-score for each listing to show sustainability impact.
- AI-driven recommendations based on user preferences and fit.
- Community section for style tips and DIY upcycling guides.

- Carbon offset tracking per transaction.

### **Monetization:**

- Commission on each sale or rental.
- Premium subscription for sellers.
- Featured listings & ads for eco-brands.

### **Target Market:**

- Eco-conscious Gen Z and millennials.
- Urban professionals.
- Sustainable brands and local artisans.

### **Vision:**

To become the "Depop + Airbnb of sustainable fashion", driving a circular economy in clothing.