




Harika Creations

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Overview

SewWhat is a brand that aims to connect Sewers with potential customers. Our company takes the works of sewers and gives them a platform. The platform includes explanations of the art, where it comes from and time lapse videos showing the remodelling of clothes by sewists (artist+ sewer). Our customers can send in their old clothes and get them remodelled from a sewist of their choice.



Presently we work with a web page for mobility over different devices. We are working on introducing a mobile app as well for ease to mobile users.

Goals

1. Prevent/control the waste caused by the fast fashion industry.
2. Provide livelihoods to people.

Addressing UNDP Global Goals

1. No Poverty
2. Sustainable Cities and Communities
3. Responsible Consumption and Production
4. Partnership for the Goals

Specifications

The basics for a startup to be successful are it should be disruptive and innovative

Our proposal is both as

1. Innovative: Till now we don't have any mainstream service catering to the society for remodelling clothes at reasonable prices.
2. Disruptive: We plan that this will be a changemaker in the environmental impact of the textile industry. Our company will help people use clothes way beyond the mandatory 30 uses of a garment as quoted by Livia Firth (Founder of Eco-Age).

Competition

Going by the motto "Competition Drives Innovation" we have searched the market for similar services and platforms.

There is a huge demand for the service and the market is sizable.

The gap is where the people understand the impact of their fashion choices and wish to do something for the environment but don't have access to any service that helps them achieve these goals at a reasonable cost.

1. Re:newcell- A Swedish Company that converts old clothes into pulp and then manufactures new garments from it.
2. Raymond - Provides you customised new clothes.

Our Company is different from the above two as it remakes a new outfit out of your old clothes. That is presently not done by any major company right now.

THANK YOU