



RE-THREAD INC.

"REDEFINING SUSTAINABILITY, ONE THREAD AT A TIME."



PROBLEM

- Lack of good second hand alternatives
- **Lack of transparency and quality control** in existing platforms for buying clothes.
- \$500B is lost world-wide due to failure to recycle clothes.

SOLUTION: RETHREAD INC



**REUSABLE CLOTHING
MARKETPLACE**



**IN-HOUSE QUALITY
CONTROL**



**WAREHOUSING AND
REFURBISHING**



**RENT-A-DRESS
OPTION**

MARKET VALIDATION



62%

consumers prefer
secondhand products
over new items

46%

consumers consider
resale value of apparel

44%

consumers cut back
spending on apparel

PRODUCT

Quick and Simple process

Branded clothes

Professional UX

The image shows a comparison between a desktop website and a mobile application for the brand ReThread. The desktop version on the right features a light green header with navigation links: ReThread Inc., About Us, Our Process, FAQ, Contact Us, and a user icon. Below the header is a large, high-quality image of a brown denim jacket. To the left of the jacket is a dark sidebar with a user profile placeholder for Aldreen Jenson, and links for Purchase History, Wishlist, and Profile. At the bottom of the sidebar is an orange 'BROWSE' button. The mobile application on the left has a similar layout but is presented in a more compact, mobile-friendly format.

ReThread Inc.

About Us Our Process FAQ Contact Us

ReThread

Where Fashion meets Sustainability!

An average consumer throws away 70 pounds of clothing per year. Globally we produce 13 million tons of textile waste each year 95% of which could be reused or recycled.

Here at ReThread we focus on upcycling clothes, making the world a little more sustainable every second!

BROWSE

ALDREEN JENSON

Purchase History

Wishlist

Profile

Branded clothes

Professional UX

Product categories shown on the desktop site:

- Men's Apparel (3 items)
- Women's Apparel (3 items)
- Accessories (3 items)

Product details for men's apparel:

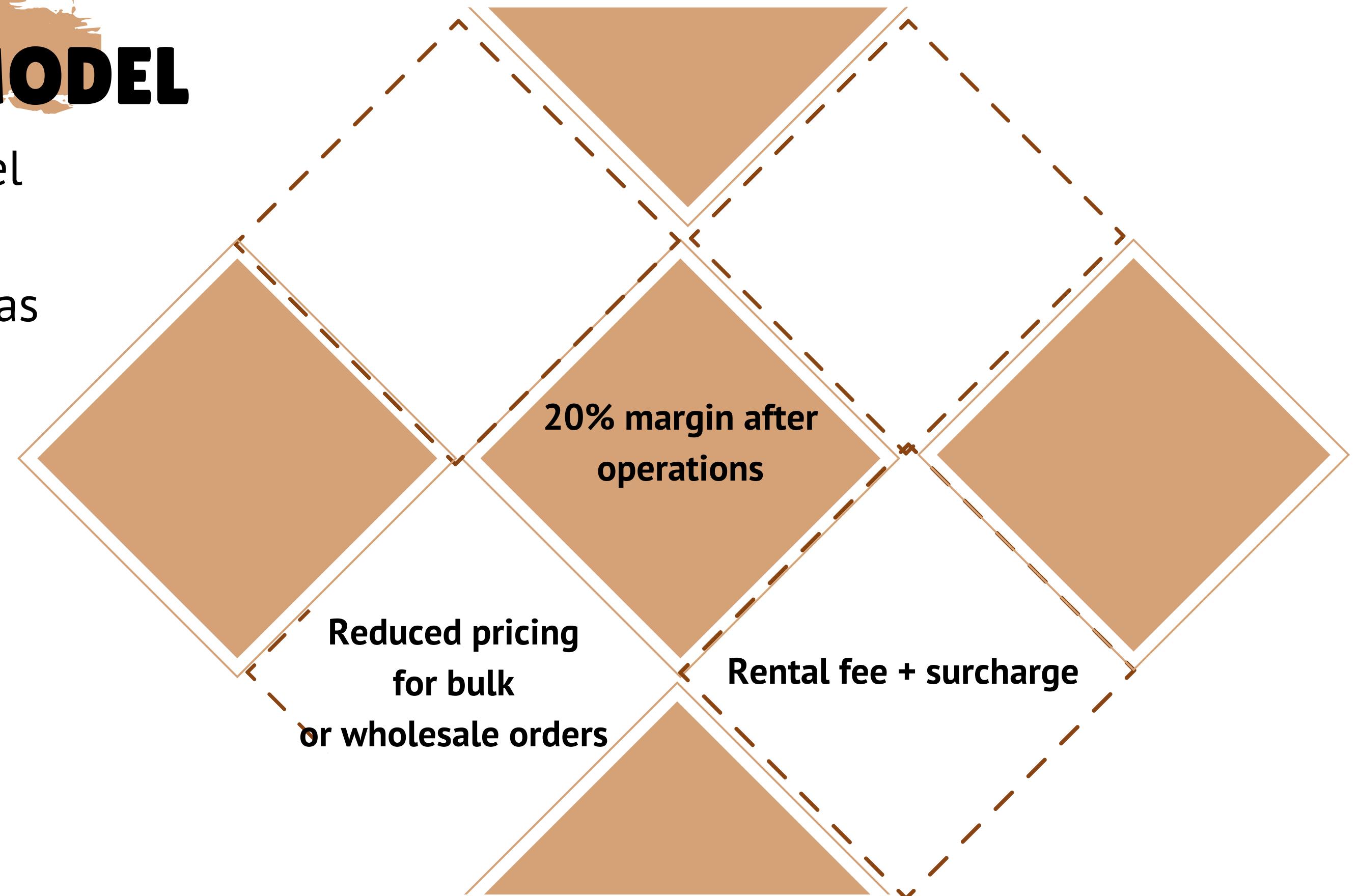
Category	Item Name	Price
Denim	Levi's 501® Original Fit Jean	\$120
Denim	Levi's 501® Original Fit Jean	\$120
Denim	Levi's 501® Original Fit Jean	\$120

Product details for women's apparel:

Category	Item Name	Price
Knitwear	Uniqlo Heattech Crew Neck	\$20
Knitwear	Uniqlo Heattech Crew Neck	\$20
Knitwear	Uniqlo Heattech Crew Neck	\$20

BUSINESS MODEL

- B2C Business Model
- Seller gets money after the product has been bought



COMPETITION

THREDUP®

THREDUP



Reports of lapse in quality control

The RealReal

THE REALREAL



Reports of non-authentic clothes being sold



POSHMARK

- C2C marketplace

Vinted

VINTED

- Germany/UK based



KIABZA

- B2C marketplace based in India

ebay

EBAY

- not particularly for clothes

COMPETITIVE ADVANTAGE

- Ensures **transparency, and quality of items** listed.
 - We ensure proper quality, cleanliness
 - Proper verification by agents.
- Offers **transportation and delivery** of goods
 - by partnering with logistic services
- Offers **buying** of items **in bulk**
 - useful for resellers and wholesale buyers
- **Option to Rent** clothes

FUTURE POSSIBILITIES

- Release our own line of recycled items fashion brand and have it be sold in existing shops
- Partner with NGOs and charity organizations and have clothes which are not sold be donated
- Expand to other fashion accessories outside of clothes
- Recycling dead-stock to new items which can be sold separately

TEAM



ALDRIN JENSON
CHIEF EXECUTIVE OFFICER



GOKULNATH M PRABHU
CHIEF OPERATIONS OFFICER



RESHMA J NAIR
CHIEF FINANCIAL OFFICER



ARUN SOJAN PAROLIKKAL
CHIEF TECHNOLOGY OFFICER



DEVANARAYAN J
CHIEF DESIGN OFFICER



QUESTIONS?

Re-Thread Inc.