

# SLOW FASHION

We believe in circularity in the fashion industry

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# Our DNA & drive



*"We want to create positive change – imagine that every exclusive fashion item in your wardrobe gets the opportunity to circulate – to or from you – in a smooth, inspiring, and profitable way."*

# State of Fashion



- Consumers sit on unused quality fashion worth 100,000 SEK, but lack a seamless, secure way to resell it.
- Fashion's environmental impact is massive—10% of CO2 emissions, 20% of water pollution—driving demand for circular solutions.
- SLOWFASHION fills this gap with a smart, scalable resale marketplace.

# Mission & vision



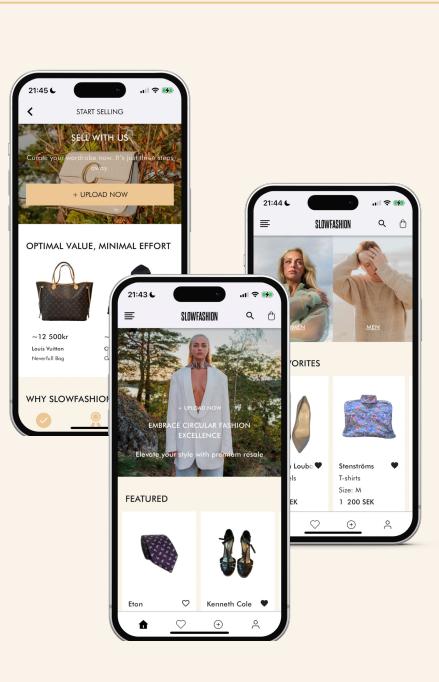
We exist to:

- Create desirability for circular fashion and, in the long run, drive positive change across the entire fashion industry.
- Offer a service that transforms inactivity into activity for high-quality fashion products, solving the main challenge: "I want to act, but it's too complicated."

Within the next 18 months, we will have successfully created:

- The fastest-growing platform for circular premium and luxury fashion, established in Stockholm, Helsinki, Berlin, and Copenhagen.

# More in detail



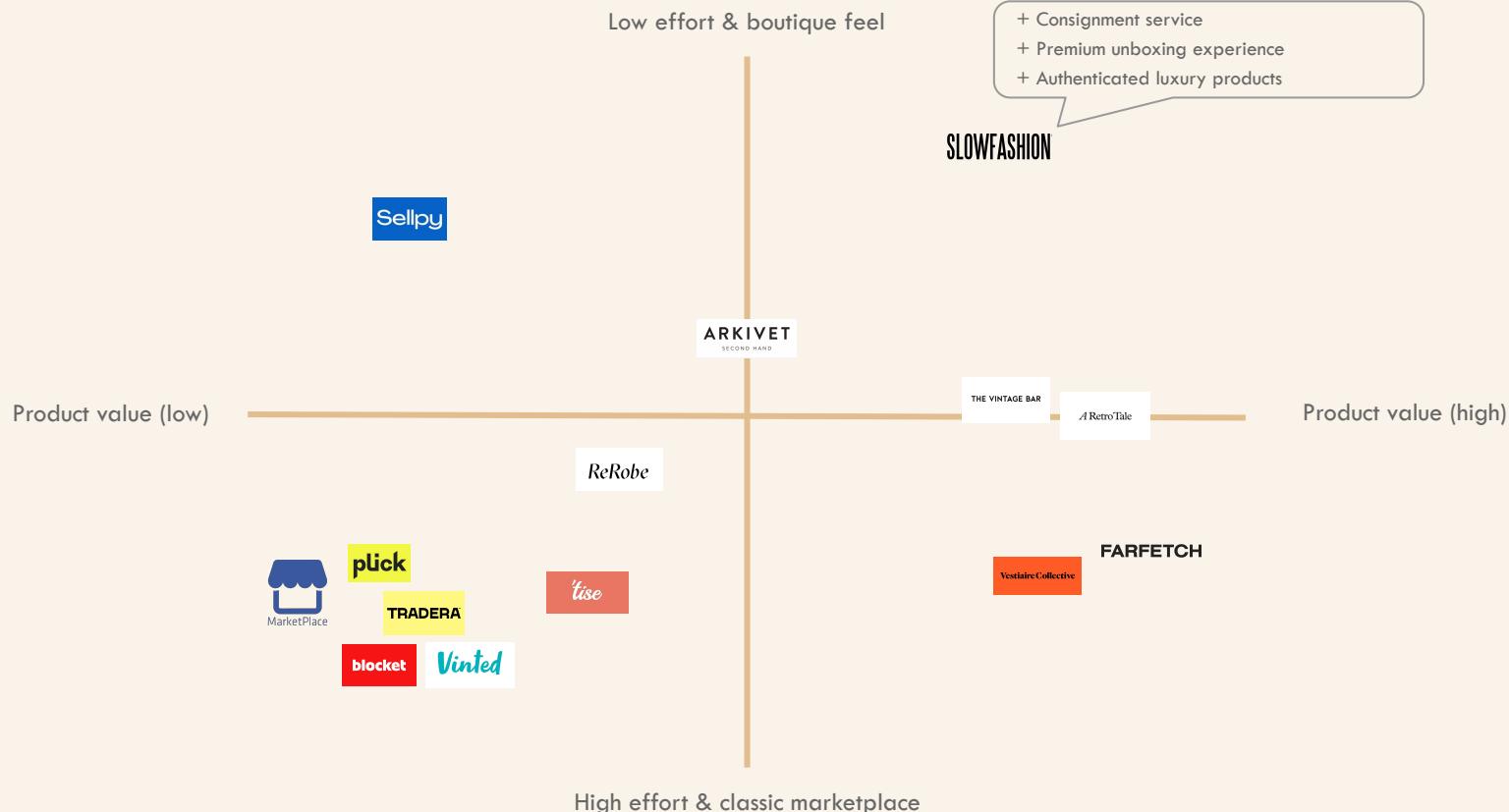
SLOWFASHION offers a selling and buying experience that is exclusive, secure, and effortless, with key components including:

**Exclusive & secure experience:** BankID-verified sellers, digital product checks, and safe payments ensure trust and authenticity.

**Effortless selling:** Guided listings, AI image enhancement, and smart pricing make selling fast and seamless.

**Premium Selling Service:** Designed for users who want a smooth, professional resale journey from start to finish, where SLOWFASHION pick up, authenticate and sell.

# Market



# Offline-activities

Community



Events/pop-ups



Content



Podcast



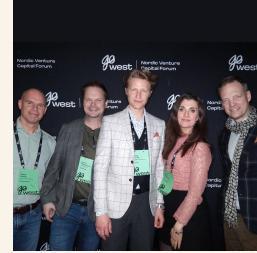
PR/awards



Guerilla-m



Collaborations



# Partnerships



# Team



**Ludvig Alervall**

- CEO
- 31 & ESFP\*
- Fashion business
- DO:er, team lead, structure.



**Clara Sandell**

- CMO
- 37 & INFJ\*
- Branding/marketing
- Events, infl, events lead.



**C-D Hagerbonn**

- Company building & Strategy
- 49 & ENTJ\*
- Serial entrepreneur & Ex. CFO.



**Johannes Klint**

- CTO
- 29 & ISTP\*
- Tech focus
- App/web dev lead.

# Business model



- **Revenue Streams**
  - 20% commission on standard transactions (excl. the gamification journey).
  - 40% commission on Premium Selling / Consignment Service transactions.
- **Smart Pricing & Innovative Outlet System**
  - Automatic price reductions, with unsold products moving to an outlet section after 37 days, increasing sales.
- **Scalability & Efficiency**
  - We scale without inventory, expanding city by city.
- **Low, Flexible & Smart Cost Structure**
  - Low fixed costs with all code developed in-house.
  - "Positive variable costs" that correlate with an increasing number of transactions.

# Project brief



- Develop an AI tool to classify fashion images into subcategories (e.g. Dresses) and main groups (e.g. Bags).
- Train on free / open source dataset; fine-tune using real SLOWFASHION product images.
- Focus on practical accuracy and handling uncertain classifications.

# Project details

## Phase 1: Train on DeepFashion

- Use it to build initial category classifiers
- Explore general category detection (e.g., Shoes vs. Bags vs. Clothing)

## Phase 2: Fine-Tune on SLOWFASHION

- Use smaller, cleaner, branded image sets for fine-tuning and real-world testing
- Focus on the top 9 subcategories

## Free/Open-Source Fashion Datasets

[https://github.com/switchablenorms/DeepFashion2/blob/master/images/retrieval\\_vis.jpg](https://github.com/switchablenorms/DeepFashion2/blob/master/images/retrieval_vis.jpg)

<https://github.com/zalandoresearch/fashion-mnist>

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