

ApnoWear

Apna Style, Apna Choice

India's First Community-Driven Clothing Exchange Platform

Fast Fashion Environmental Crisis

RESEARCH

ELLEN MACARTHUR
FOUNDATION & GLOBAL
FASHION AGENDA



Objective

- To quantify the environmental impact of fast fashion and textile waste globally, with specific focus on emerging markets like India.

Method

- Comprehensive analysis of textile production, consumption, and waste patterns across 15 countries including India. Data collected from manufacturing units, retail chains, and waste management facilities over 24 months.

Results

- 92 million tons of textile waste generated annually worldwide
- 85% of all textiles end up in landfills every year
- 2-8% of global carbon emissions attributed to fashion industry
- 700 gallons of water required to produce one cotton t-shirt

Conclusion

- The linear fashion model (take-make-dispose) is environmentally unsustainable and requires immediate intervention through circular economy solutions.

Impact Per Garment (Source: Cradle to Cradle Institute):

1 kg of textile waste = 3.3 kg CO2 emissions

One unused garment = Equivalent to 500 plastic bottles in landfills

Fashion industry = 2nd largest polluter after oil industry

Fast Fashion Environmental Crisis

RESEARCH

FASHION REVOLUTION
INDIA & TEXTILE
MINISTRY OF INDIA

Objective

- To understand Indian consumer behavior regarding clothing purchases, usage patterns, and disposal habits.

Method

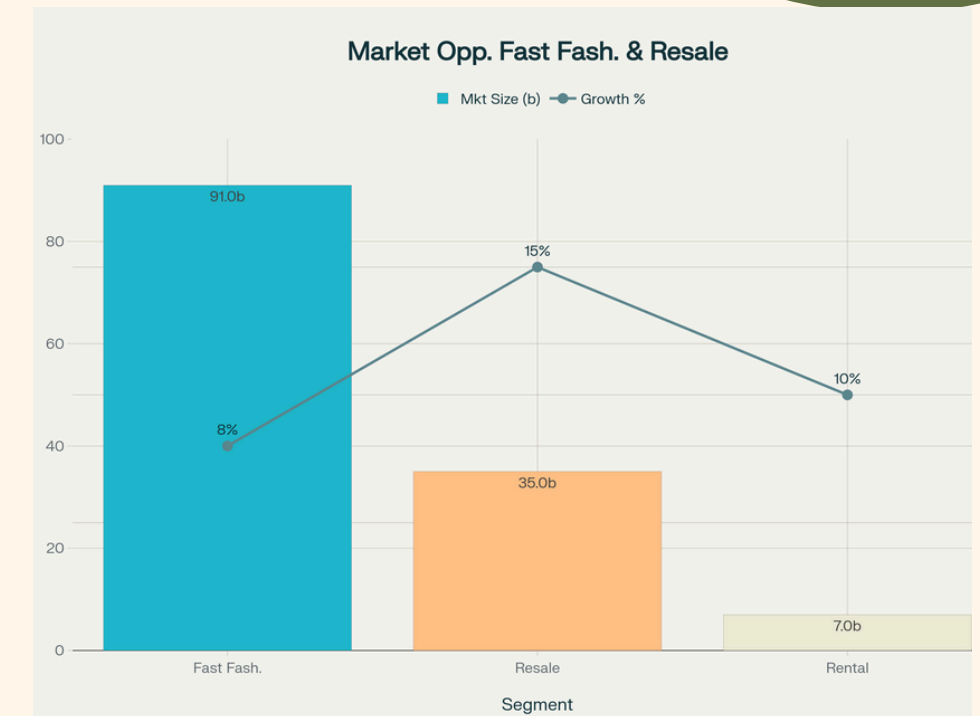
- Survey conducted across 8 major Indian cities with 5,000 respondents aged 18-45. Focus groups and wardrobe audits conducted with 500 participants over 12 months.

Results

- 60% of Indian women admit to owning clothes they've never worn
- 8 out of 10 people experience 'closet paralysis' despite owning 50+ outfits
- Average Indian household spends ₹25,000 annually on clothing with 40% single-use rate
- ₹50,000 ethnic wear typically worn 1-2 times before storage

Conclusion

- Indian consumers exhibit high acquisition rates but low utilization, creating significant waste in personal wardrobes before garments reach disposal stage.



THE HIDDEN ENVIRONMENTAL COST

"While we're buying clothes we'll never wear, our planet pays the price with every thread we waste."

₹29,000 Crore Market Waiting to Transform

RESEARCH
FASHION REVOLUTION
INDIA & TEXTILE
MINISTRY OF INDIA

Objective

- To assess the size and growth potential of India's second-hand clothing and sustainable fashion market.

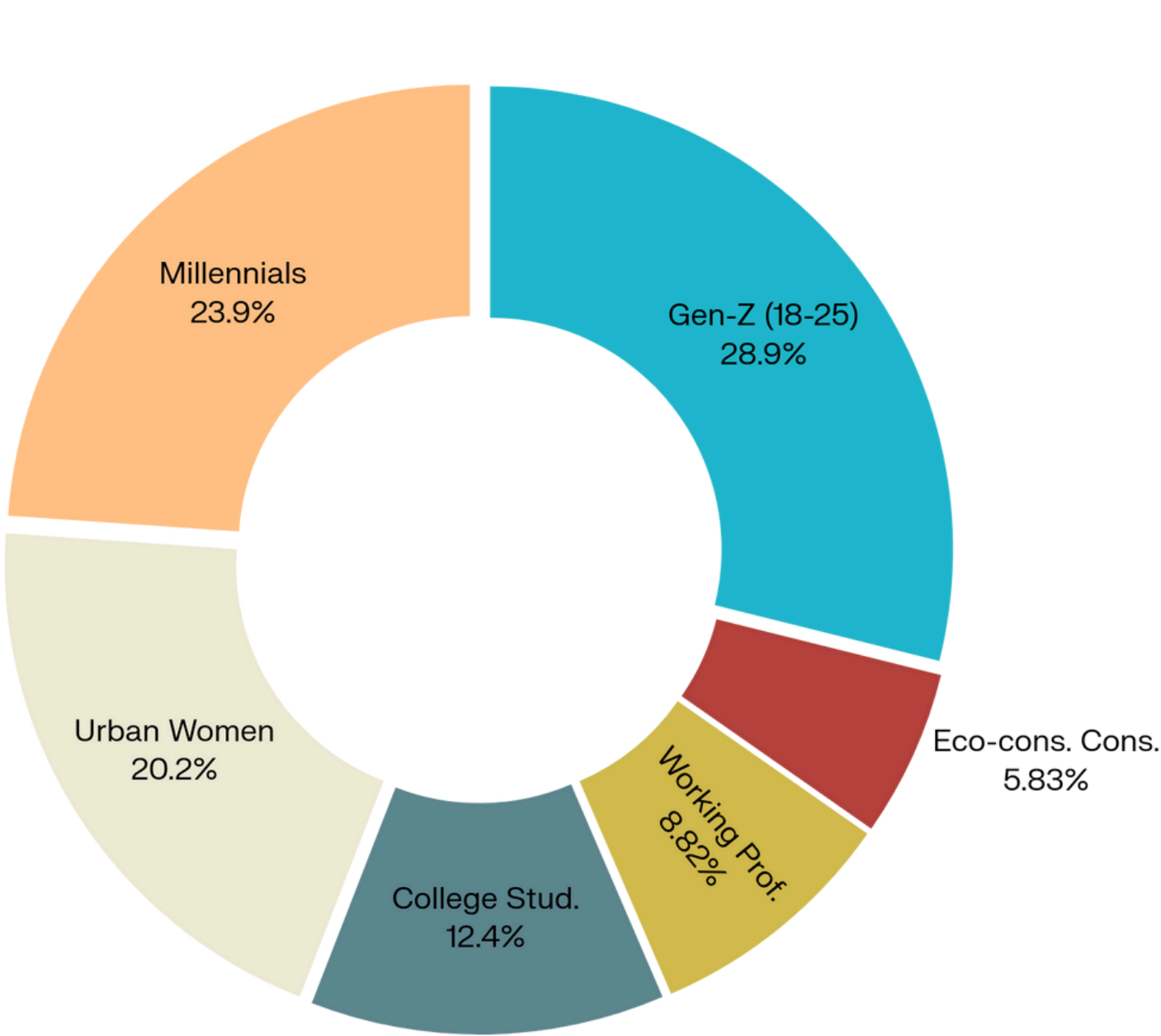
Method

- Market analysis combining primary research (2,000 retailer interviews) and secondary data from government trade statistics, e-commerce platforms, and consumer spending surveys across 15 states.

Results

Indian Fashion Market Key Stats			
📊	2nd-hand Mkt	₹29k → ₹67k	2024/2033
↑	Growth Rate	13.2% CAGR	CAGR
📊	E-comm Mkt	₹179k → ₹817k	2024/2032
📊	Online Pen.	₹0k → ₹0k	Now/2030

apnoWear Market Segmentation



Gen-Z: Sustainability-conscious, budget-aware, social media natives

Millennials: Working professionals, occasion-specific shopping

Urban Women High disposable income, ethnic wear enthusiasts:

- *Primary Audience dominance: 70% market share demonstrates focused targeting strategy*
- *Gen-Z leadership: Largest individual segment at ₹20,300 crores, confirming youth-driven market*
- *Balanced approach: Six distinct segments ensure diversified revenue streams*

TARGET AUDIENCE

VISION STATEMENT

**Transforming India's fashion consumption from
linear waste to circular wealth through
community-powered clothing exchange**

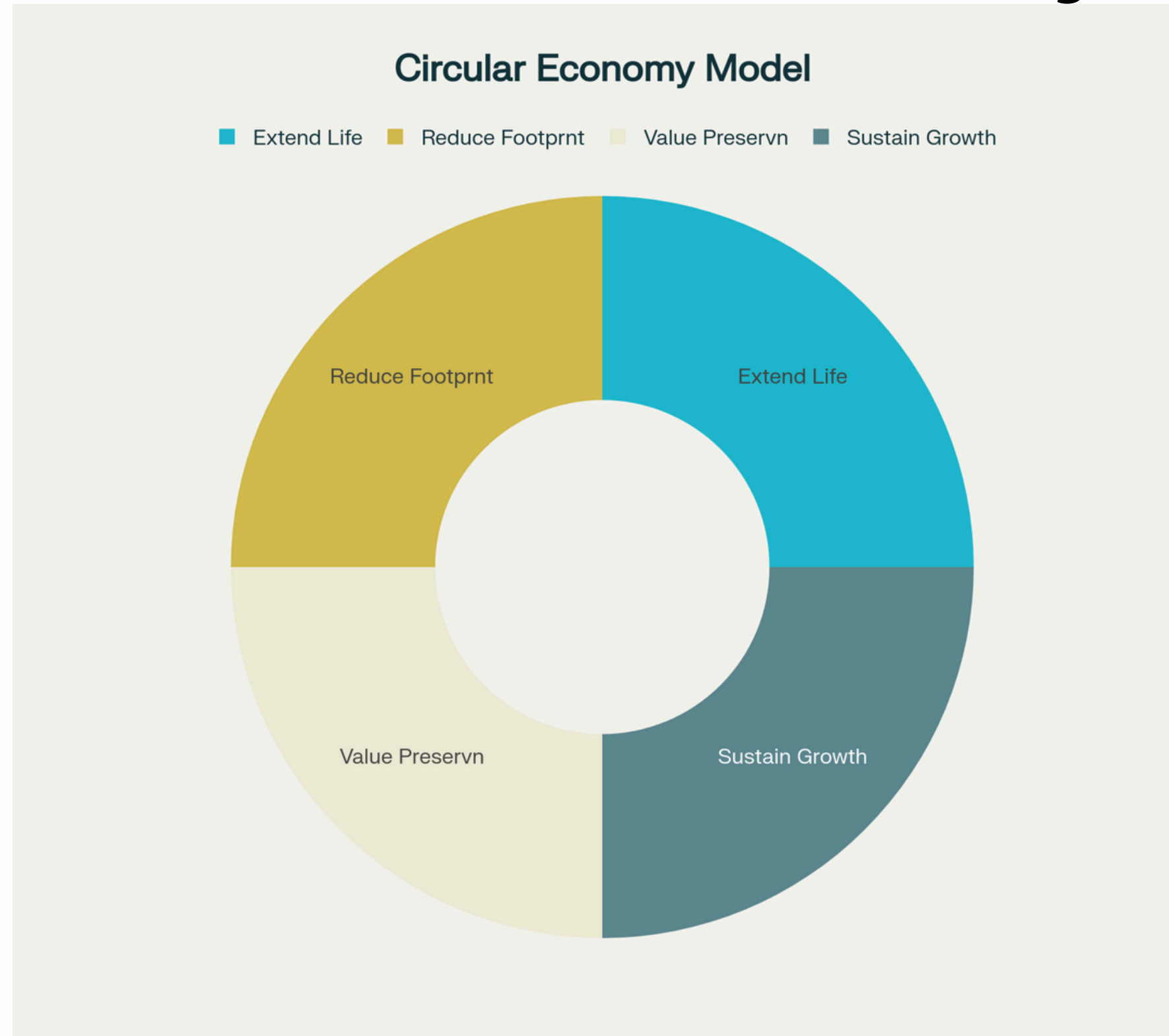
Core Mission

- Democratize Fashion Access: Make premium clothing accessible to every Indian through community sharing
- Eliminate Wardrobe Waste: Convert unused clothes into active community assets
- Build Sustainable Communities: Create local fashion networks that celebrate sharing over hoarding
- Economic Empowerment: Enable Indians to unlock value from their existing wardrobes



Community First Approach

- Local Connections: Build hyperlocal fashion communities in every city
- Trust-Based Exchanges: Verified user profiles and rating systems
- Social Shopping: Transform solitary shopping into community experiences
- Cultural Sensitivity: Respect for Indian fashion preferences and occasions



"Apna Style, Apna Choice, Apna Community"

APNOWEAR: TARGET BUYERS & INVESTORS

Potential Buyers



Fashion Industry
Players



Target Investors

- Venture Capital Firms
- Impact Investors
- Corporate VCs



ApnoWear: – The Future of Fashion is Here

Closet ki bheed se niklo, style ki duniya mein ghumo! apnoWear ke saath, kapde badlo, connection banao, aur fashion ko do ek nayi, eco-friendly twist! Ab fashion sirf kharidna nahi, share karna bhi hai—apni vibe, apni tribe, apnoWear pe join karo, aur bano India ke sustainable style revolution ka asli trendsetter!

