

WOVN

Increase sell-through. Reduce waste. Activate new customers.





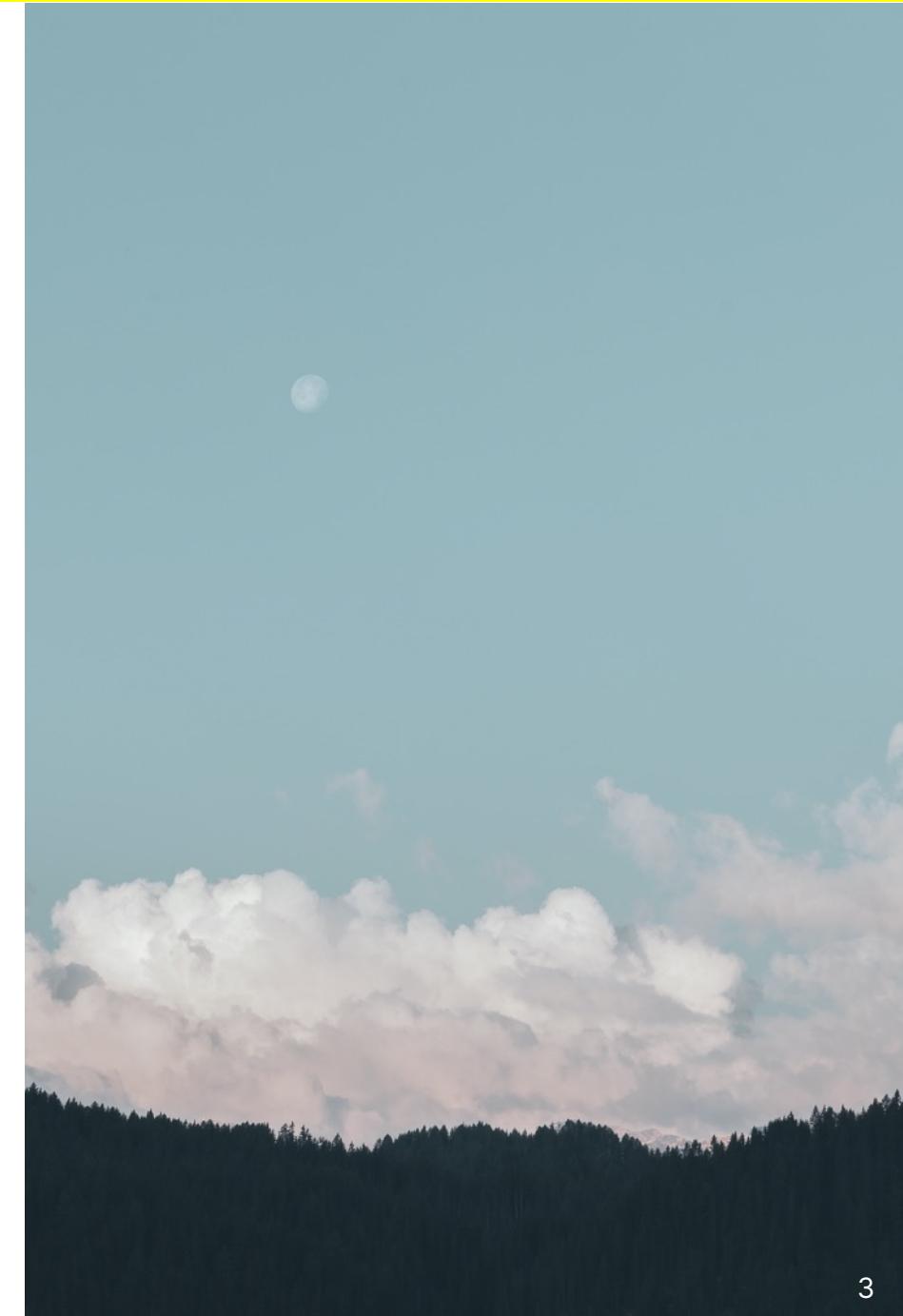
We help brands access insights through social audiences to better predict demand and engage with new customers

What's at stake

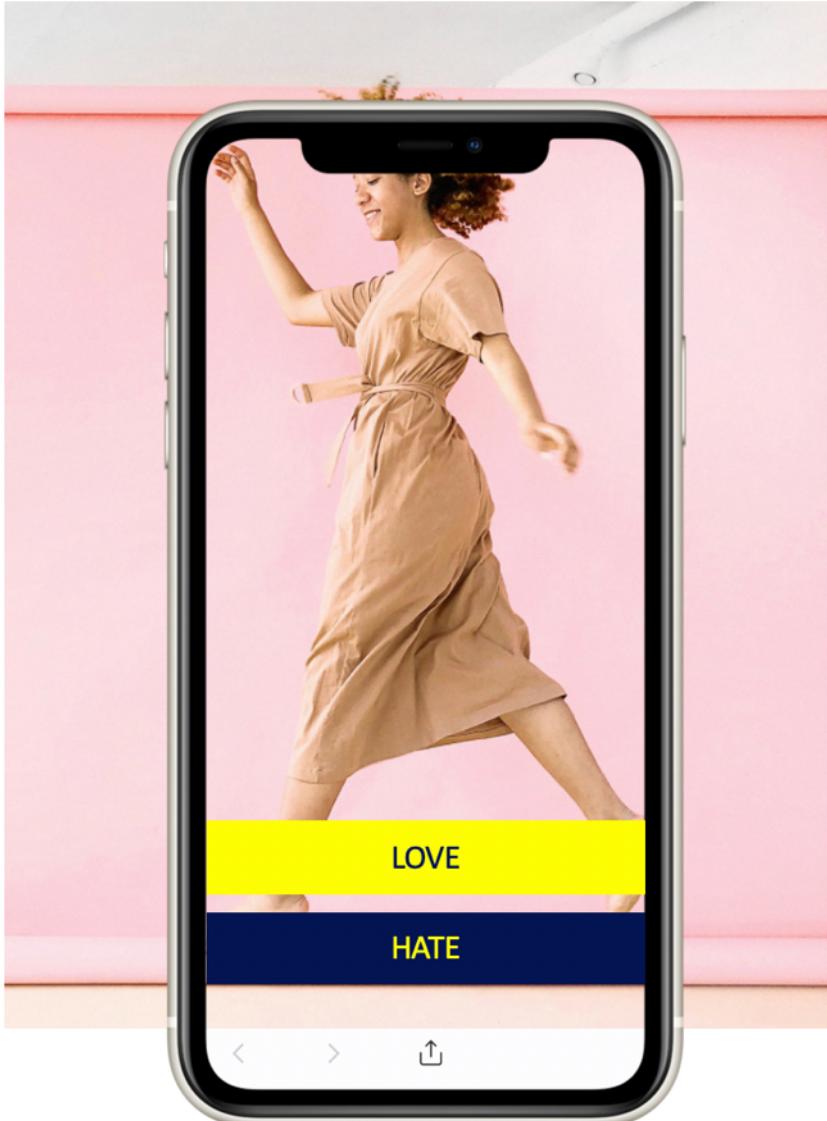
Of the 100 billion items of clothing produced each year globally, 20% go unsold.

UK retailers lose £38 billion per year on discounting.

Consumers are outraged by fashion waste.



The solution



Our solution delivers predictive insights and activates new customers at the same time.

By working with influencers, we tap into large and engaged audiences that mirror your target customer. This is an efficient way of collecting vast amounts of real-time data.

Predictive insights



Real consumers

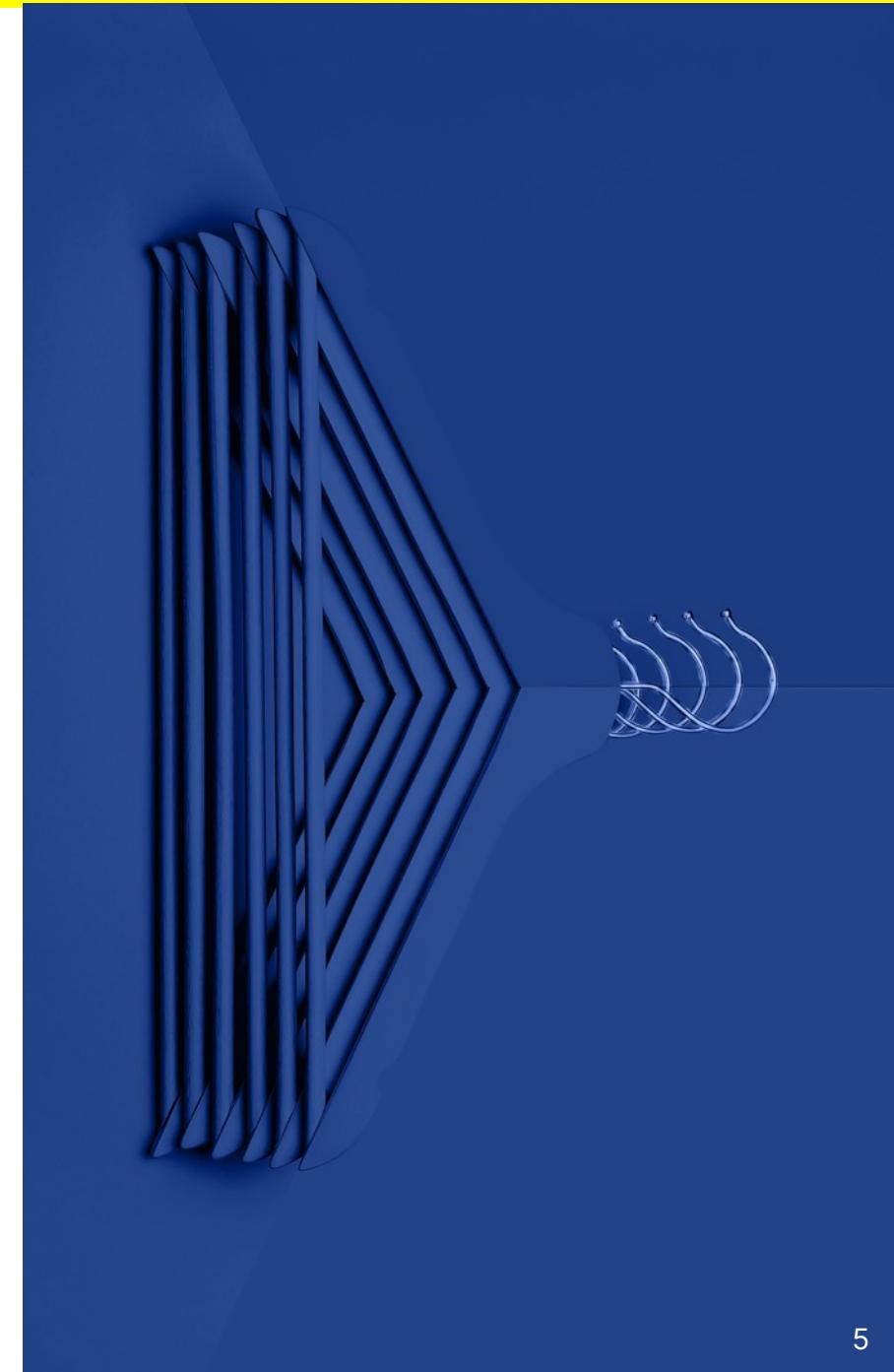


Real-time insights



Reduce waste by getting the buy exactly right

Predict relative popularity of styles with over 90% accuracy.



New customer acquisition



Survey the exact consumers you want to target



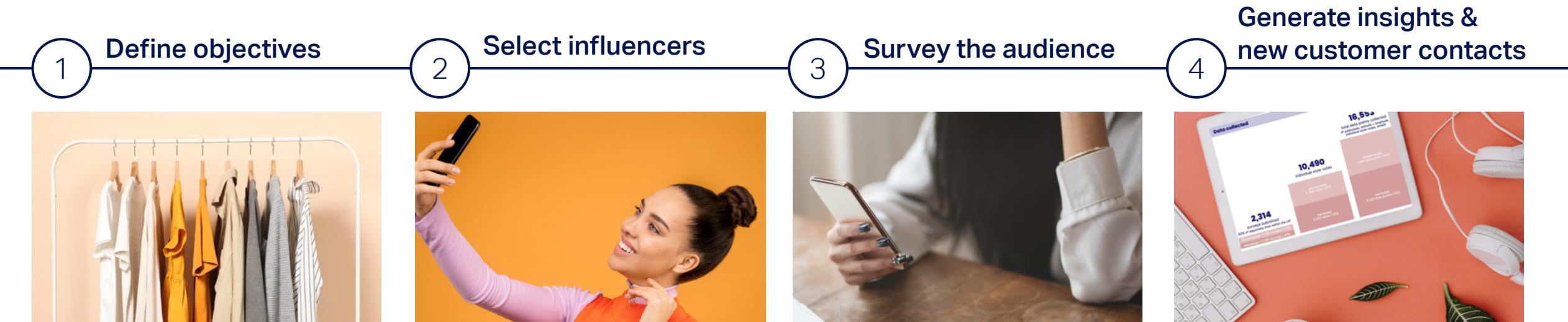
Gather rich data on their preferences



Activate them already knowing what they want

We deliver email opt-in rates as high as 33%.

One platform for analytics and lead generation



Enabling more confidence from end to end



Design



Buying & merchandising



Marketing

The benefits



Increase sell-through at full price



Reduce waste



Acquire + activate new customers

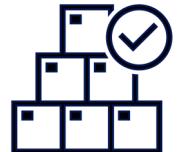
What we've helped brands do already



Decide which styles to produce



Gain pricing confidence



Decide the right order quantities



Gauge marketing message sentiment



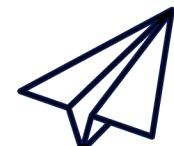
Land on sizing distribution



Target the right demographics



Predict demand in different markets



Gather thousands of new customer contacts

Some of the brands we've helped



EST. 1884



THE MAKER OF LINGERIE
SINCE 1886



I N T H E
F R O W

The team

Founders



Julia Brucher



Lindsay Trombley

ebay™ **MYTHERESA**

THE
NEW
SCHOOL
PARSONS
FASHION

IBM **verizon**✓

 Columbia
Business
School

Advisers



Tom Meggle

XL *Cartier*

Get in touch!

WOVN

www.wovn.co

hello@wovn.co