

Urban Stitch

Where Fashion Meets Convenience

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Introduction

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- **Overview:**
 - *Urban Stitch* is an innovative e-commerce marketplace designed to connect fashion-forward consumers with curated clothing brands.
 - **Vision:** To revolutionize online shopping by offering a seamless, personalized, and sustainable fashion experience.
- **Mission:** To empower small and medium-sized clothing brands while providing customers with unique, high-quality fashion options.

Problem Statement

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- **The Problem:**
 - Fragmented online shopping experience for consumers.
 - Small clothing brands struggle to reach their target audience due to high competition and limited marketing budgets.
 - Lack of personalized recommendations and sustainable fashion options.
- **Data:**
 - 60% of online shoppers struggle to find unique clothing options.
 - 70% of small fashion brands fail to scale due to limited visibility.

Solution

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- **Urban Stitch Unique Solution:**
 - A curated marketplace that connects consumers with emerging and sustainable clothing brands.
 - Advanced AI-powered recommendations for personalized shopping.
 - One-stop platform for trendy, affordable, and eco-friendly fashion.
- **Key Benefits:**
 - For Consumers: Unique styles, personalized experience, and fast delivery.
 - For Brands: Increased visibility, lower marketing costs, and access to a targeted audience.

Market Opportunity

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- **Target Market:**
 - Fashion-conscious millennials and Gen Z (ages 18-35).
 - Small and medium-sized clothing brands.
- **Market Size:**
 - Global online fashion market is projected to reach **\$1 trillion by 2025**.
 - Sustainable fashion market growing at **10% CAGR**.
- **Trends:**
 - Rising demand for personalized shopping experiences.
 - Increasing preference for sustainable and ethical fashion.

- **Platform Features:**

- User-friendly interface with advanced search and filters.
- AI-driven personalized recommendations.
- Secure payment gateway and fast checkout.
- Brand profiles with storytelling capabilities.

- **Visuals:**

- Screenshots or live demo of the platform (homepage, product page, checkout).
- Mobile app preview

Business Model

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- **Revenue Streams:**
 - **Commission:** 10-15% on each sale.
 - **Subscription:** Monthly fees for premium brand listings.
 - **Advertising:** Sponsored listings and banner ads.
- **Pricing Strategy:** Competitive pricing to attract both consumers and brands.

Marketing Strategy

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- **Customer Acquisition:**

- Social media campaigns (Instagram, TikTok, Facebook, Whatsapp).
- Influencer partnerships and affiliate marketing.
- SEO and content marketing (fashion blogs, style guides).

- **Customer Retention:**

- Loyalty programs and discounts.
- Personalized email campaigns.
- Exceptional customer service and easy returns.

Team

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- Faculty at GIAIC:

Sir Ameen Alam:

Someone who has not only touched lives but has also transformed them. Sir Ameen Alam is more than just a teacher, coach, or mentor he is a beacon of inspiration, a guiding light, and a true role model for all of us. His passion for Artificial Intelligence is contagious, and his ability to simplify complex concepts is unparalleled. He doesn't just focus on academic excellence; he instills a love for learning, critical thinking, and curiosity in his students. His classroom is not just a place of education but a space where dreams are nurtured and potential is unlocked."

Team

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- Faculty at GIAIC:

Sir Mubashir Ali & Sir Hamza

On a personal note, Sir Mubashir & Sir Hamza have been a source of immense inspiration. Their unwavering belief even when I doubted myself has been a driving force in my journey. Their encouragement and support have shaped not just my career but also my character. For that, I will always be grateful.