drobe

have you ever bought a piece of clothing from any major brand?

the problem with fast fashion

low quality, trend-driven, mass produced.

waste produced by the
fashion industry annually

92 million tonnes

(Matthews G., 2024, Fashion Waste Facts and Statistics, Business Waste)

projected rise by 2030

132 million tonnes

(Matthews G., 2024, Fashion Waste Facts and Statistics, Business Waste)

gen-z and fast fashion

availability, cheaper, *trendy.*

(Evanilay M. et al., 2024, Why Generation Z Still Buy Fast Fashion Although Environmental Awareness is High?, Scholars Journal of Economic, Business and Management)

global carbon emissions

10%

(United Nations Environment Programme)

global carbon emissions

3.74 billion tonnes

(United Nations Environment Programme)

what we can do

slow fashion, support local, shift to circular.

(Niinimaki, K. et al., 2020, The Environmental Price of Fast Fashion, Nature Reviews: Earth & Environment)
(Medkova, K. et al., 2016, Design for Circular Economy, Lahti Cleantech Annual Review)

circular economy today

10% sales in 2024 $211 BILLION

(Johnny Wood, 2024, World Economic Forum)

drobe

app and features

drobe in one sentence

Promote sustainable fashion by organizing your closet and suggesting outfits from what you already own.

main key features

digitize your closet, garment trading, drei AI.

meet drei

Digital Recommendation & Ensemble Intelligence

objectives of drobe

production, consumption, maximization.

drobe

live prototype demo

drobe

where style meets sustainability