

- 7- Lack of Inclusive Options.
- 8- Poor Customer Support.
- 9- High Return Rates.
- 10- Ethical Concerns in Products.

Who is your target audience?

Fashion Conscious individuals aged 18-35 who value affordability, quality, and convenience, with a focus on eco-conscious and inclusive shoppers looking for trendy and personalized clothing options.

What products or services will you offer?

Products:

- 1- Trendy apparel for men, women & non-binary individuals. (casual, formal, athleisure)
- 2- Inclusive sizing options.
- 3- Sustainable clothing made from eco-friendly materials.
- 4- Seasonal collections (summer, winter, festival wear).