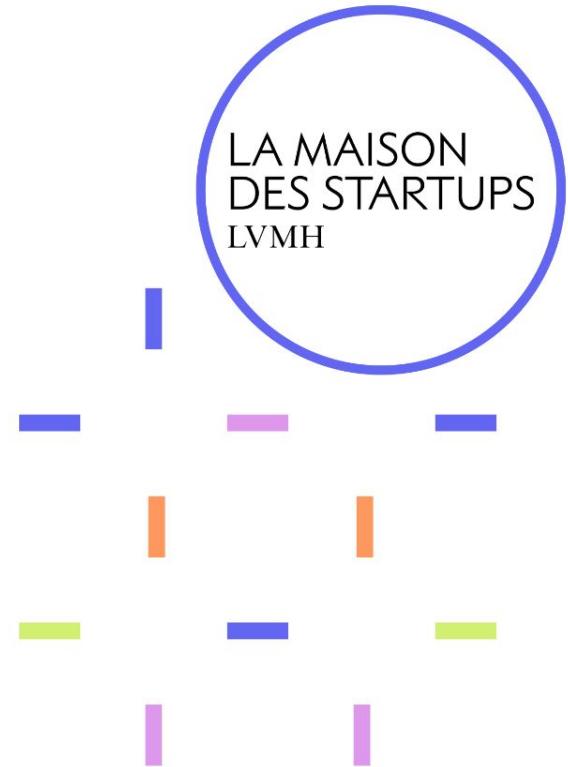


refabric

REIMAGINE FASHION WITH AI

Design Smarter, Market Faster, Waste Less



Founding Team



BEGUM D. OZTEKIN

CO-FOUNDER & CEO

10+ years of experience in Textile Production, Strategy and Business Development

→ **Finest Sourcing**

Founder & Textile Sourcing Director (EMEA Region)

→ **ACCIO – Catalonia Trade & Investment Agency**

Strategy Consultant - Go-To Market & Product Launch (Spain)

→ **Ormo Group** (Raw material & knitwear manufacturing company)

Export Sales & Marketing Executive (Europe & USA)

→ **Hugo Boss**

Production assistant, integrating connected systems, data-driven insights, and agile processes.

Education

→ **Istanbul Technical University**

B.S. in Textile Engineering

→ **EADA Business School**

MSc in International Management



SEDA DOMANIC

CO-FOUNDER & EXECUTIVE CHAIRPERSON

+15 years of experience in fashion, marketing and business development

→ **Vogue / Condé Nast**

Founding Editor-in-Chief Vogue Turkey (10 years)

→ **Trendyol** (Turkey's leading e-commerce platform and biggest online fashion retailer)

Advisor, Category and Market Expansion

→ **Istanbul Apparel Exporters' Association** (with +23.000 member companies)

Advisor, B2B expansion & Fashion Week Istanbul

→ **Dogus Media Group**

President & Publisher of Vogue, GQ, National Geographic, CNBC Business

Education

→ **Georgetown University**

B.S. in Foreign Service

→ **Johns Hopkins University**

M.A. in International Affairs & Economics



SAFIYE D. TURGUT

FOUNDING PARTNER

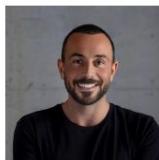
5+ years of experience in Machine Learning, AI technologies and Data Analytics

→ **Crait**
CEO

→ **Trendyol**
Data Lead

→ **Sabanci University**
MBA

→ **Bogaziçi University**
BS, Industrial Engineering



HAKAN BAS

FOUNDING PARTNER

15+ years experience in Startups, Strategy and Business Development

→ **Ace**
Co-Founder & CEO

→ **Lidyania**
Co-Founder & CEO

→ **Peak Games**
Co-Founder & COO

→ **Yale University**
MBA

→ **Cornell University**
BA, Economics

Deep technical expertise and profound knowledge of the fashion market

The Market

- + In the near future, generative AI is expected to surpass \$275 bn to the apparel, fashion, and luxury sectors' operating profits, according to McKinsey.
- + Up to 25% of the fashion industry's future value is to stem from generative AI applications in design and product development. In 2025, the majority of fashion executives prioritised generative AI, underlining its escalating significance in the sector.*
- + The global fashion design software market size was USD 3.8 billion in 2024 and is projected to grow to USD 7.99 billion by 2033, at a CAGR of 8.6% during the forecast period.

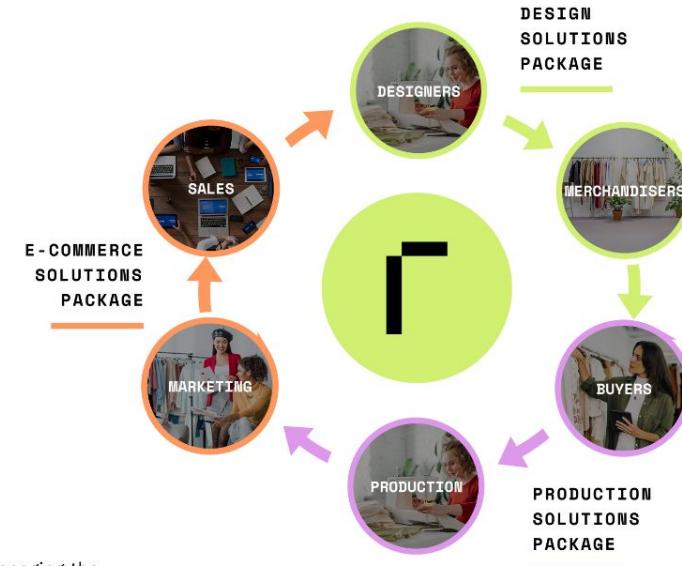
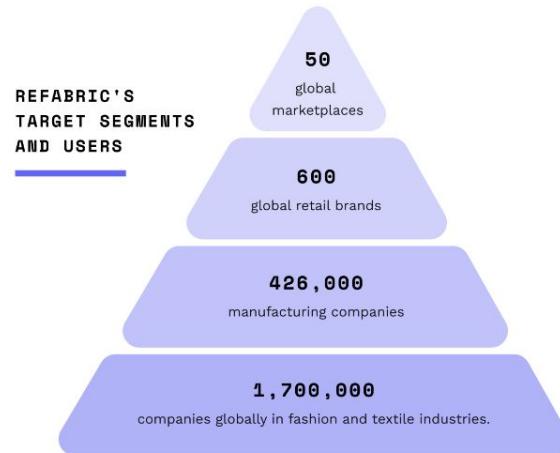


* "The State of Fashion 2025" - McKinsey

** "Fashion Design Software Market Report 2025" – Business Research Insights

Target Segments & Users

- + Refabric offers integrated AI solutions that address pain points across the fashion value chain, starting with ideation and design and extending to production and commercialization processes.
- + Refabric offers a platform with PLM* integration that enables all departments to collaborate seamlessly by receiving feedback in a fashion specific language and making continuous improvements.

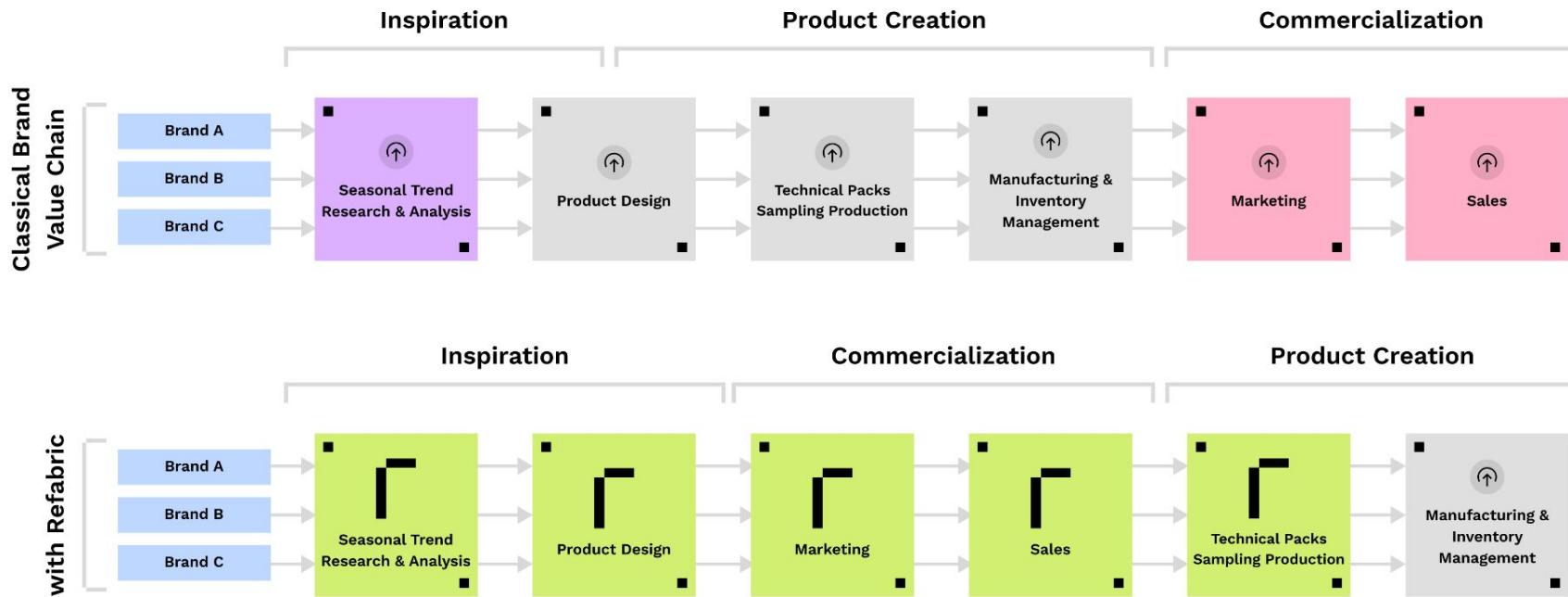


*At the most fundamental level, product lifecycle management (PLM) is the strategic process of managing the complete journey of a product from initial ideation, development, service, and disposal

B2B AI Software for Fashion Professionals

Refabric disrupts the conventional fashion value chain

Our vision is to become the leading provider of AI software for fashion, setting a new standard for data-driven creativity and efficiency while enabling sustainable manufacturing.



Refabric AI Solutions



Acceleration of Concept-to-Collection

Refabric helps fashion brands go from concept to market faster, eliminating bottlenecks from slow, manual processes, while reducing costs.



Reduction of Fashion Waste

By visualizing and testing collections virtually, we reduce the need for physical samples and open the way to on-demand production.



Enhancing Continuity & Success Through Customized AI Training

Refabric builds brand-specific AI models that integrate trend forecasts, seasonal mood boards, and brands' archives. This enables brands to respond to trends in real time and improve inventory forecasting.



Cost Cutting Through Efficient Commercialization

Refabric offers time-efficient low-cost solutions for product photo-shootings.

The screenshot shows the Refabric AI software interface. On the left, a sidebar titled 'Project' lists several options: '+AI Assistant' (0/800), 'Do you need help on prompting?', 'Training' (Fashion World), 'Reference Image', 'Reference Fabric', 'Sketch & Pose', and 'Select Model'. Below these are 'Full Body' and '9:16' options. A large 'Create' button is at the bottom of the sidebar. To the right, a 'RESULTS' section displays a thumbnail of a woman in a dark fur-trimmed outfit. Further right, a full-body photograph of a woman walking down a runway in a similar dark, textured outfit is shown.

High Barriers to Entry

Resilient to hype cycles and frequent AI model changes



Vertical Focus and Fashion Expertise

Unlike general-purpose AI tools that are susceptible to disruption with every new patch or model release, Refabric has been trained over years exclusively for the fashion industry



Tailor-made Approach for Specific Business Needs

We work closely with fashion brands to integrate our tools to their creative processes. This tailored structure creates strong business relationship and increases switching costs



Stable Technology Built on Our Proprietary AI Model

Many AI tools depend on frequent updates from third-party model providers. In contrast, Refabric is built on a proprietary AI model developed specifically for fashion

Refabric's Design Solutions

AI TREND ANALYSIS



Trend Analysis

Butter Yellow for Spring-Summer 2025

AI BRAND'S DNA TRAINING



Start Training



Trained with Your Brand Identity
Summer - Spring 2025

Fashion Trend Analysis & Forecast

Our AI-powered Trend Analysis predicts upcoming fashion trends from curated runway and celebrity data, keeping your brand ahead with real-time insights.

Train AI with Your Brand's Identity

Leverage your past collections, best sellers, and seasonal inspirations to train AI. Then, blend up-to-date trends with brand-specific insights to achieve optimal designs.

Refabric's Design Solutions



Sketch to Design

Transforms hand-drawn, technical-drawn, and sketches into 2D renders. Refabric offers an instant digital sampling workflow to speed up internal design reviews.



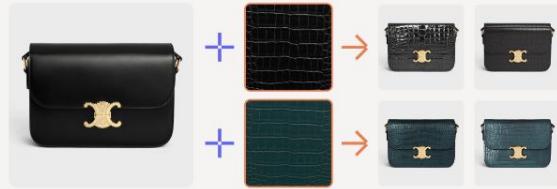
*2.5 years of AI training in fashion terminology.

prompt +AI Assistant
This look features a stylish, oversized black jacket with intricate pockets, tape embroidery, and leather trousers. The outfit is white shirt. The jacket has a belt with a gold chain. The pants have a lace-up boots. The overall style is modern and edgy, reflecting a blend of fashion streetwear-inspired.



Prompt to Design

Instantly create on-trend fashion designs, blending contemporary style with AI-driven market insights for a minute-to-market response with prompting.



Reference Image to Design

Helps designers overcome creative blocks by generating fresh ideas from reference images. This synergy between human creativity and AI fosters the creation of innovative fashion pieces.



Color Code Integration

Incorporate precise color codes to ensure consistency and accuracy in design palettes.



Editing

Refine specific sections of generated designs by simply selecting areas and providing text or visual guidance. AI instantly assimilates feedback for controlled updates.



Fabric Integration

Choosing the right fabric is a strategic decision that impacts both sustainability and cost-effectiveness, optimizing resources while maintaining quality and value.

Refabric's E-Commerce Solutions



AI Photoshooting

Apply your designs to a wider range of AI models from our expanded catalog, offering diverse looks and styles to better showcase your creations.



Digital Twin Creation

Emphasize your brand's unique identity by creating custom AI fashion models that reflect your style.



Transform unsold inventory

Refresh your on-model shots for a new look and feel, effortlessly amplifying their appeal — while transforming unsold inventory into renewed revenue through AI-powered imagery.



Photoshoot to Video

Effortlessly convert your designs and photoshoots into realistic videos that showcase the motion and style your brand needs, saving time and reducing production costs.

Refabric's Production Solutions



Tech Pack Creation

Converts AI-generated designs into detailed technical packs for bulk production, complete with precise measurements.



Pattern Block Creation SOON

Unlock faster, smarter production with our digital platform. Whether you're a leading fashion brand or an independent designer, you can create fully customizable, production ready MTM and standard sized pattern blocks all in just a few clicks.

Refabric in Action

AI Photoshoots, market faster

500 PROFESSIONAL SHOOTINGS

WITH ONE CLICK

-96%

visual production costs

15x

faster time to market

+10%

in conversion rates

+12%

average order value

+44%

in ad click-through rates



AI Design, design smarter

100 UNIQUE STYLES IN

JUST 65 MINS

-86%

cut of the time from repetitive fashion tasks

-85%

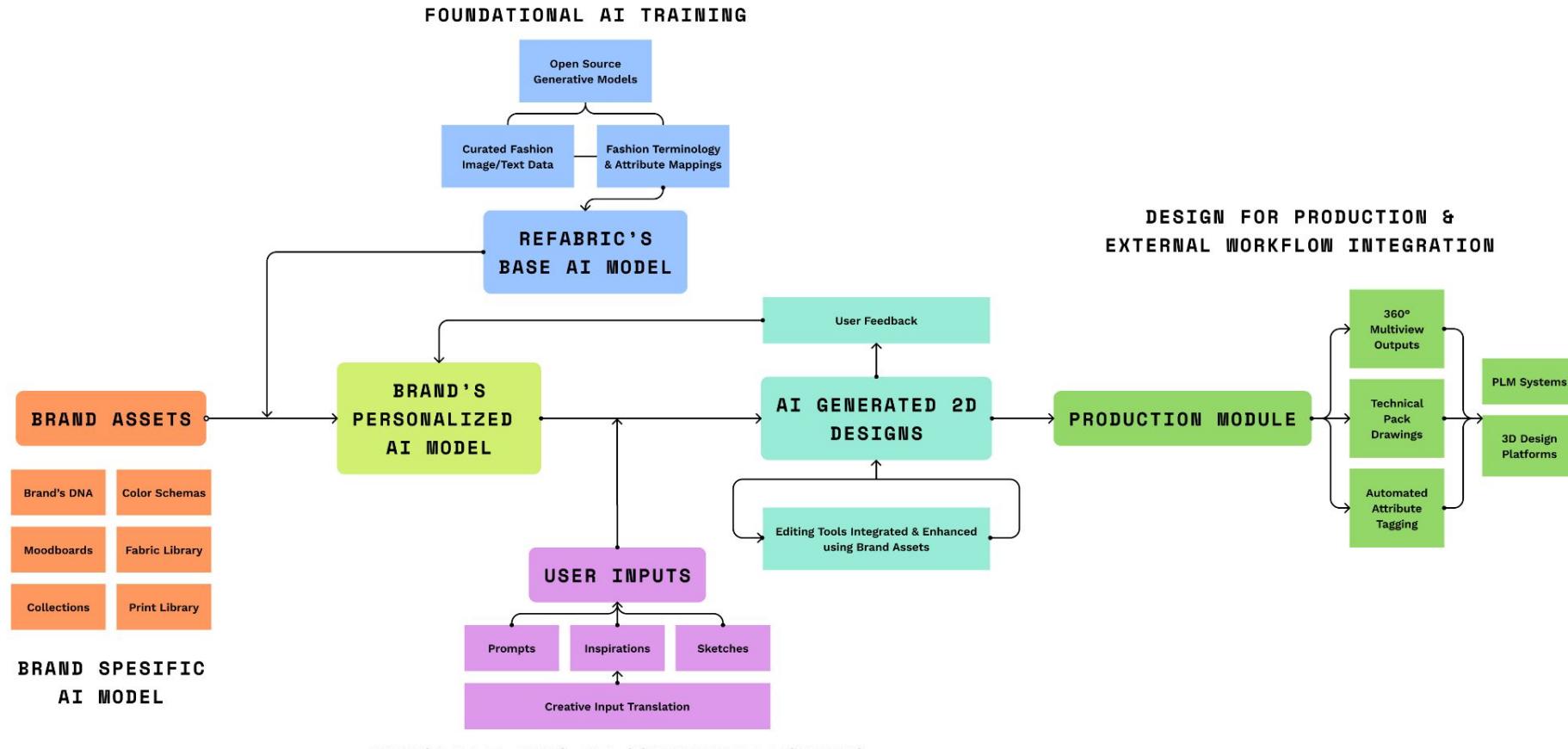
of time saved on design editing tasks

-88%

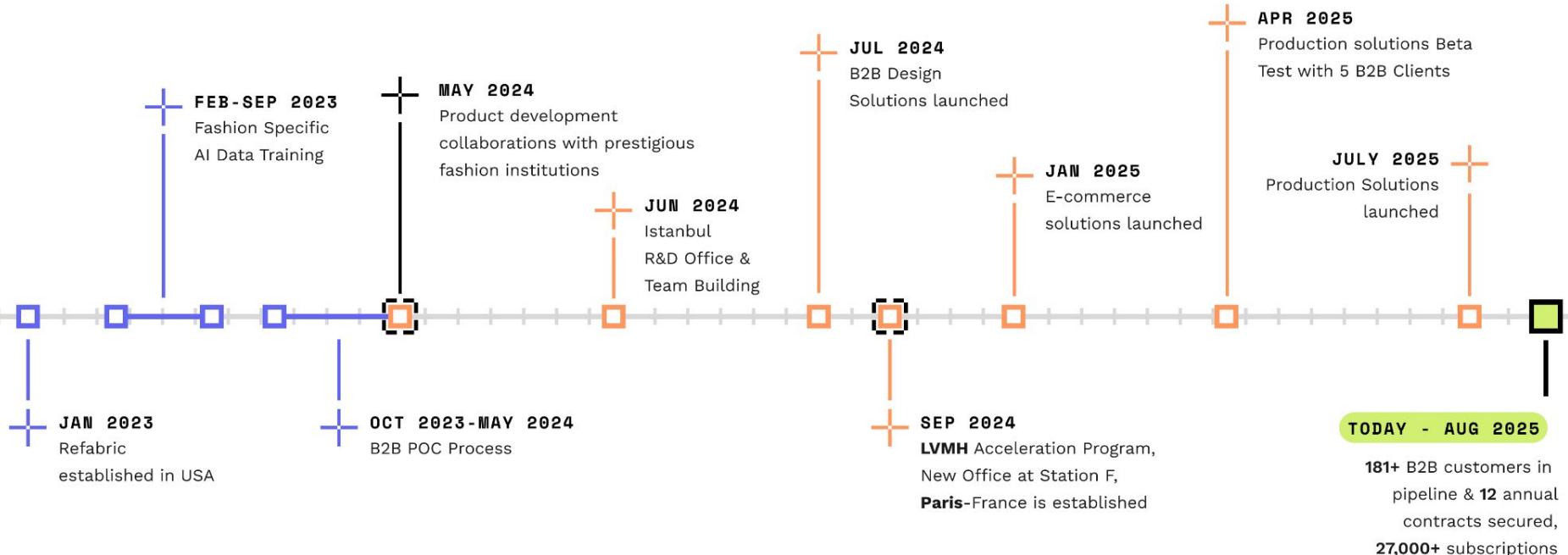
of time saved on sketch-to-design conversion



Unique Selling Point - Our Proprietary AI Model



Milestones



Traction

181+ CUSTOMERS IN PIPELINE



12+ B2B ANNUAL CONTRACTS



* Defacto: It is the second-largest clothing company in Turkey, active in 100 countries and operating with nearly 500 stores globally.

Sun Textile: Manufactures 2,5 – 3 million pieces per month for global brands.

Armada Retail: With 45+ years in fashion and 100+ stores across the G.C.C., Armada Group is a leading retail group representing 16+ international fashion brands.

Refabric x LVMH

The LVMH Acceleration Program places us at the heart of the fashion industry, enabling unparalleled growth and innovation. Following our selection for the program, we successfully onboarded the following teams for PoCs.

DIOR

LOUIS VUITTON

PATOU

E-COMMERCE PARTNER

DESIGN PARTNER

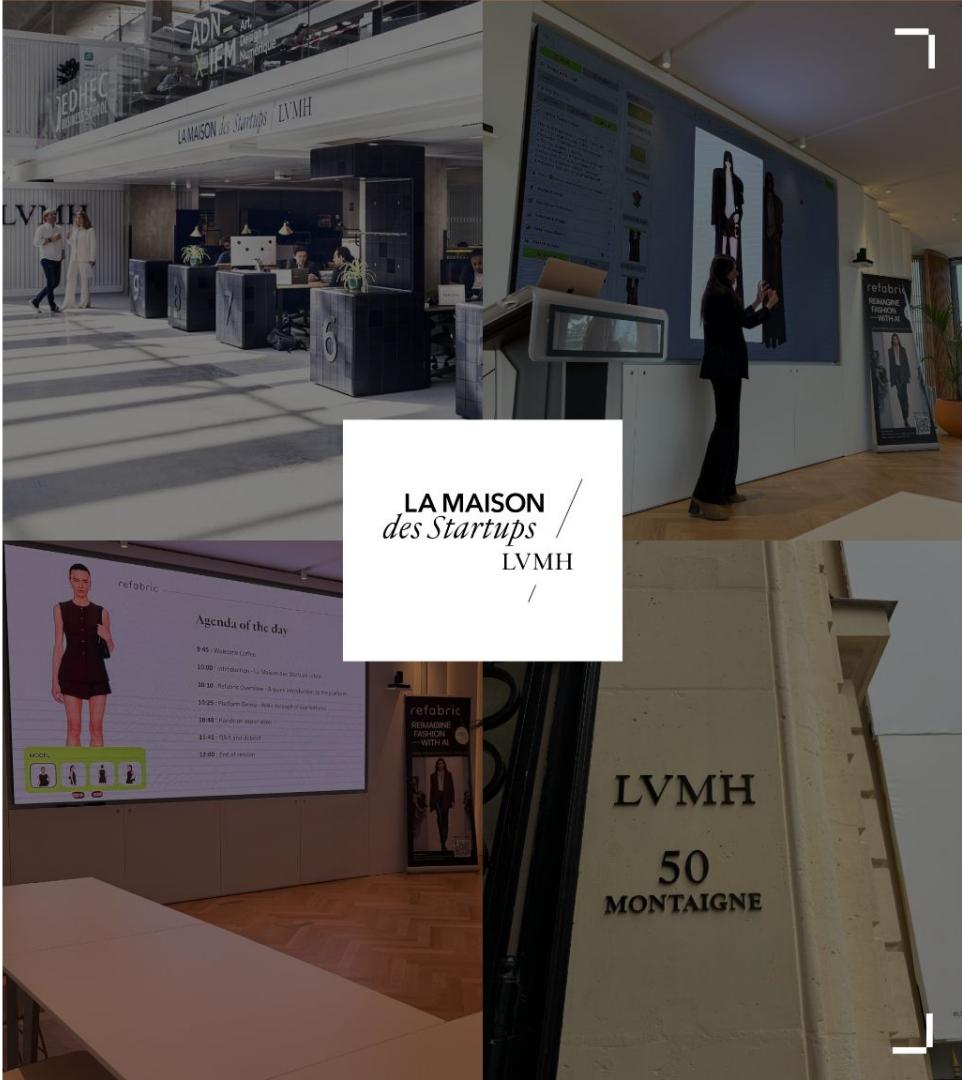
DESIGN PARTNER

CELINE

GIVENCHY

DESIGN PARTNER

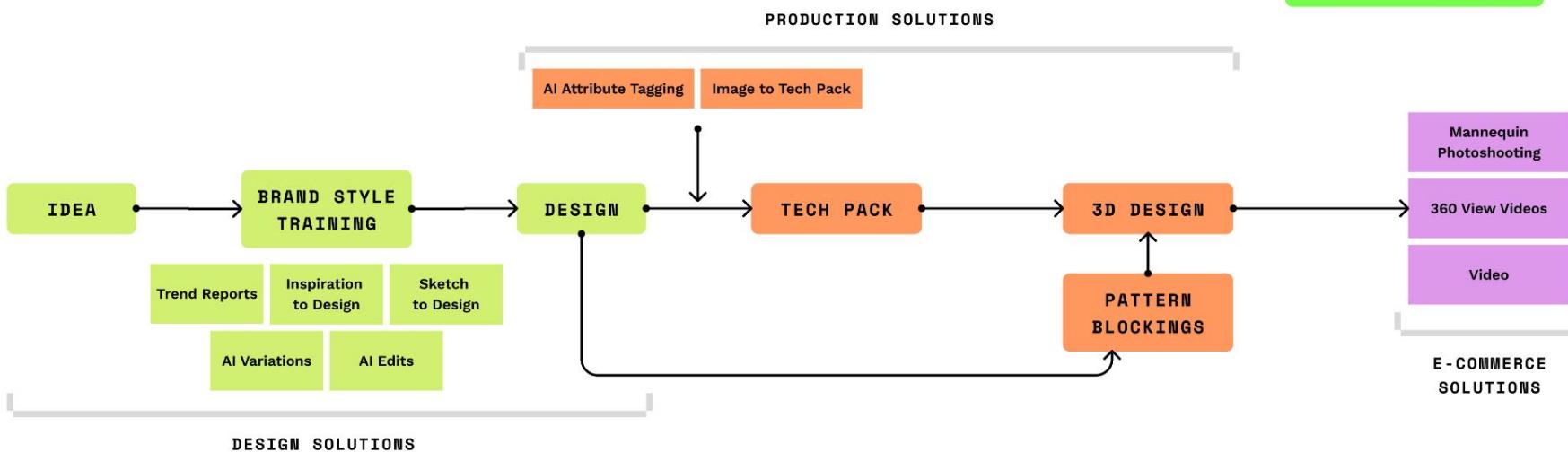
DESIGN PARTNER



Plug-in Partnerships with 3D Software

Browzwear: Integration launching June 2025 with the leading 3D fashion design platform used by 1000+ brands like Nike, Calvin Klein, and Tommy Hilfiger. Browzwear accelerates digital garment creation and is at the forefront of 3D-to-production workflows.

Lectra: Accepted into Lectra's startup acceleration program — a strategic pathway for potential acquisition and deep tech collaboration. Lectra is a global leader in CAD/CAM solutions for fashion and manufacturing, serving 21,000+ customers across 100 countries.



Business Model

Tailored Solutions for Fashion Industry Professionals



We are actively increasing revenue through upselling strategies by offering additional package features and extra seat options within existing subscriptions.

Design Solutions

For established design studios

starting from

\$264-\$1500 per month

[Choose Plan](#)

E-commerce Solutions

For e-commerce brands

starting from

\$669-\$1800 per month

[Choose Plan](#)

Product Solutions

For fashion brands

starting from

\$1500-\$2200 per month

[Choose Plan](#)

Enterprise

Personalized service for your business

starting from

\$20K-\$180k per year

[Contact Us](#)

Priority Markets



FAIRS & EVENTS

PREMIÈREVISION
PARIS

SHOPTALK

PITTI IMMAGINE UOMO

IFCO
ISTANBUL FASHION CONNECTION

VIVA
TECHNOLOGY

B&F

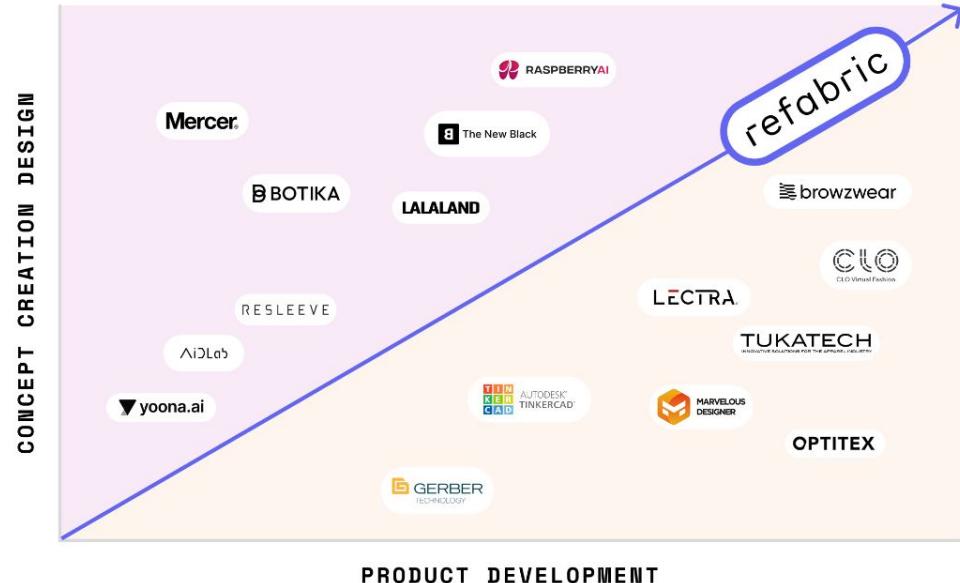
Competition

Fashion-Specific, Unique Team Composition

- + A distinctive combination of textile engineers, machine learning engineers, industrial engineers, and fashion-trained, business-savvy executives.

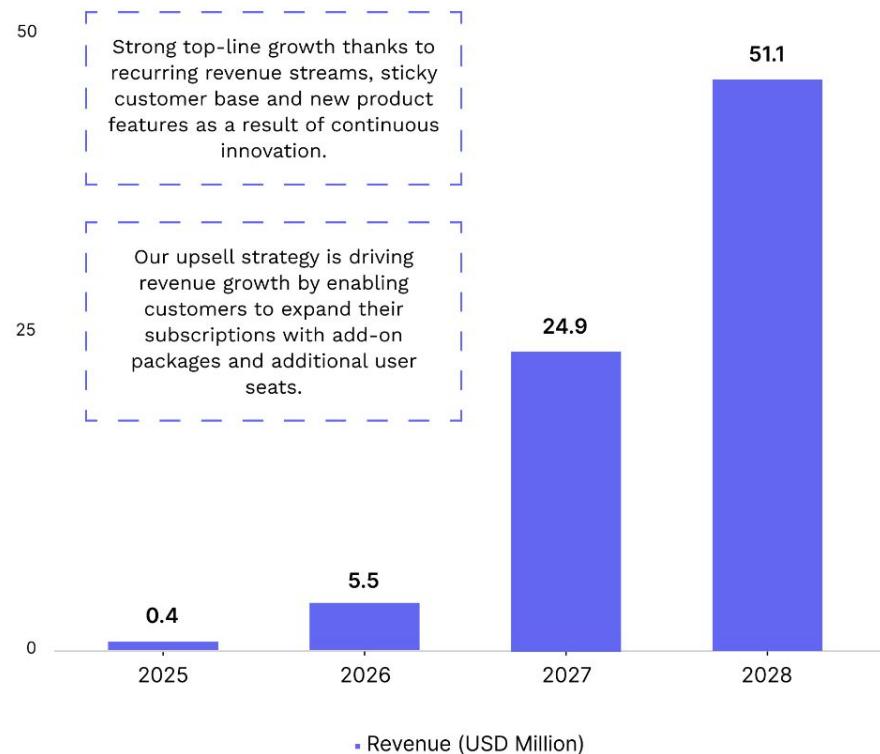
Strategic Geographic Position

- + Headquarters in Europe, the fashion hub of the world
- + R&D office situated at the intersection of key manufacturing zones
- + Established relationships with leading global fashion brands

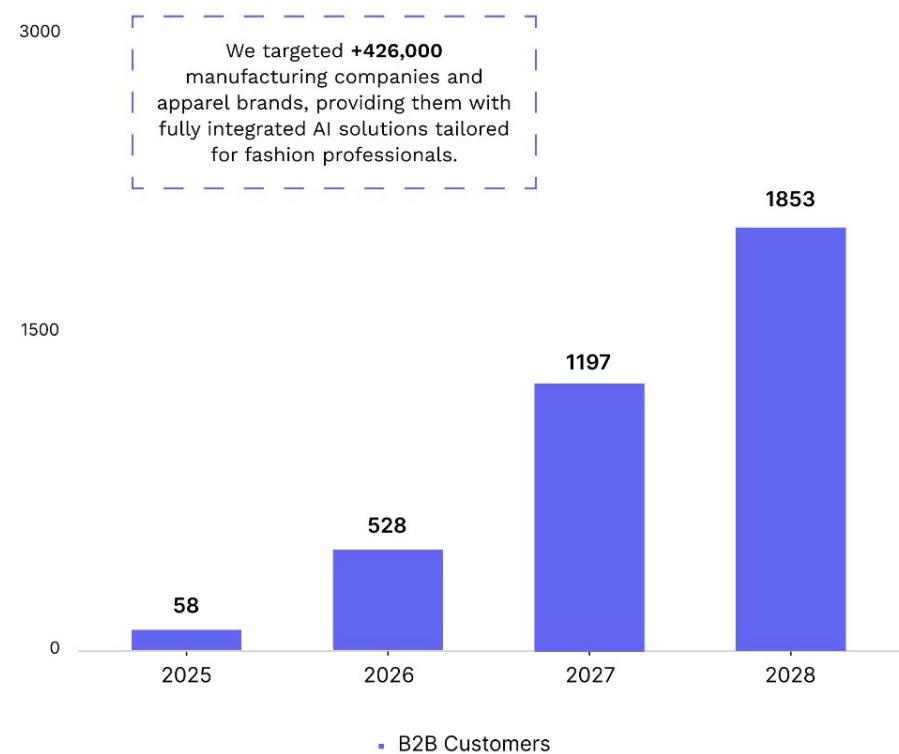


Financial Outlook

Revenue Evolution (USD Million)



of B2B clients

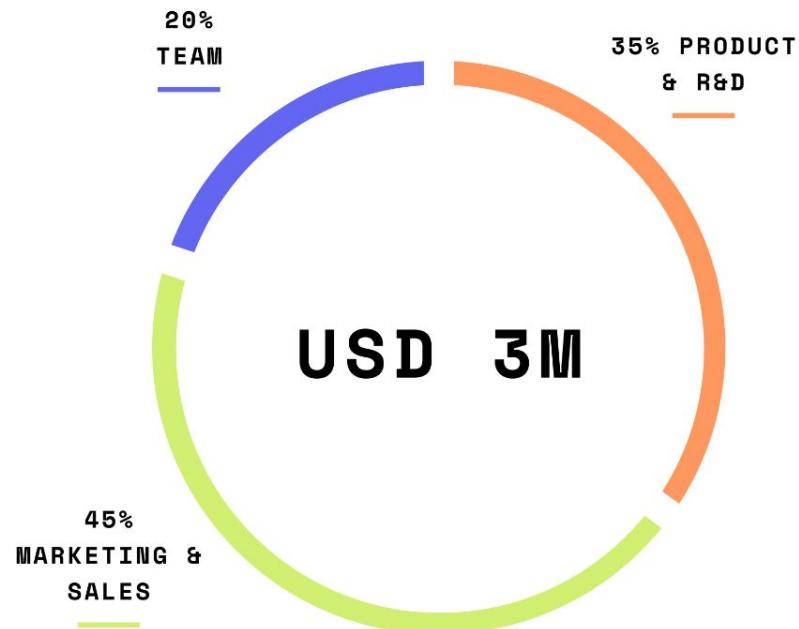


Investment Thesis

- + We are seeking **USD 3m** via **SAFE** to cover the expenses of our next phase of growth
- + Early-stage funding of **USD 1.41m** raised during our pre-seed round

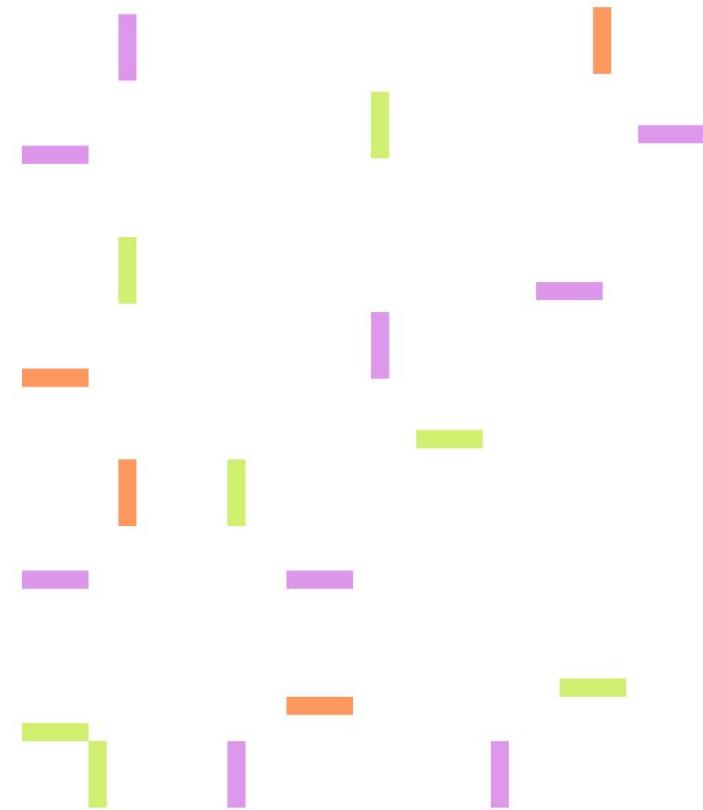
12 MONTHS TARGETS

- + Establish a strong global presence with new offices **in GCC countries, Egypt, USA, India, and the UK**
- + Expand into new verticals: **jewelry, footwear, bags, accessories, and print houses**
- + Launch **AI-powered pattern blocking** for production solutions
- + Scale the **engineering and sales teams**



refabric

APPENDIX



Core Team

**AHMET CELEBIGIL***CTO*

20+ years of experience in full-stack development and dev ops

→ **Lidyanı**

CTO

→ **Metglobal**

Senior Software Developer

**KEMAL SAYGILI***SENIOR MACHINE LEARNING ENGINEER*

10+ years of experience in Brand and Project Management

→ **Algorithm Engineer**

Aselsan

→ **Software Engineer**

GCA

**BATUHAN SAHIN***HEAD OF PRODUCT & GROWTH*

8+ years of experience in AI startups, product-led growth and ecosystem building. Co-founded 3 startups, 1 acquired.

→ **Zuzzuu**

Sales Manager

→ **Tuvís & Custos & RecAI**

Co-founder

**TUGBERK DILBAZ***DESIGN LEAD*

5+ years art director and experience in UI/UX design

→ **Thunder NFT Marketplace**

Design Lead

→ **Space Runners**

UI/UX Designer

**KATRINA RAINONE***BUSINESS GROWTH SPECIALIST*

University of Bologna- ICN Business School

Master's degree in Luxury and Design Management

**OKAN AKDEMİR***FRONTEND DEVELOPER*

5+ years of experience in development

→ **Space Runners**

Frontend Developer

→ **Huawei**

Software Test Engineer

**HASAN KADIR UCMAZOGLU***BACKEND ENGINEER*

3 years of Fullstack Engineering Experience

→ **Intertech**

Fullstack Engineer olarak

**BERKAY GOKSU***MACHINE LEARNING ENGINEER*

8+ years experience in retail and digital innovation

→ **Inditex**

Merchandiser

→ **Louis Vuitton**

RTW Expert

**NIL KARABAG***AI FASHION DESIGNER*

2+ years in AI fashion design and user experience.

→ **Laconila**

Founder

→ **AI Fashion Designer**

Featured In

VOGUE

FAST COMPANY

The INTERLINE

L'OFFICIEL
AMTD Group

FASHION UNITED

marie claire

BØF

Swipeline

Hurriyet
cumartesi

webrazzi

ekonomim

Oksijen

egirişim

MAG FOR HER

-DigitalAge

CNBC-e

Most Impactful Corporation & Startup Collaboration

With our project offering cutting-edge solutions for fashion professionals and submitted in collaboration with [Sun Tekstil](#), we have been awarded “Most Impactful Corporation & Startup Collaboration” by [Fast Company](#).

FAST COMPANY



Sun Tekstil manufactures 2,5 – 3 million pieces of garments per month. Top clients include Inditex brands, Marks & Spencer, Lululemon.



Refabric Academy

Refabric maintains strong partnerships with prestigious fashion schools worldwide. Through our academy, we empower the next generation of designers, freelancers, and professionals currently working with leading global brands.

We provide ongoing training and support, helping them seamlessly integrate Refabric's innovative solutions into their creative workflows and daily operations.

PARTNER SCHOOLS



THE NEW SCHOOL
PARSONS

ual: london college
of fashion

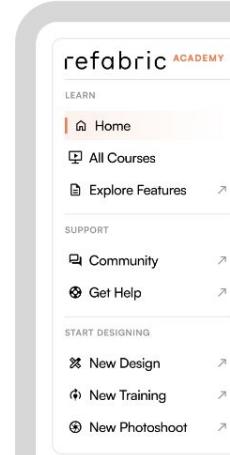


Berkeley
College



ACADEMIA
DEL LUSSO

ESMOD



Welcome to Refabric Academy

Meet Refabric—the AI fashion assistant that transforms the style, and optimize their product visuals. In this br



Enroll Now

Start from here



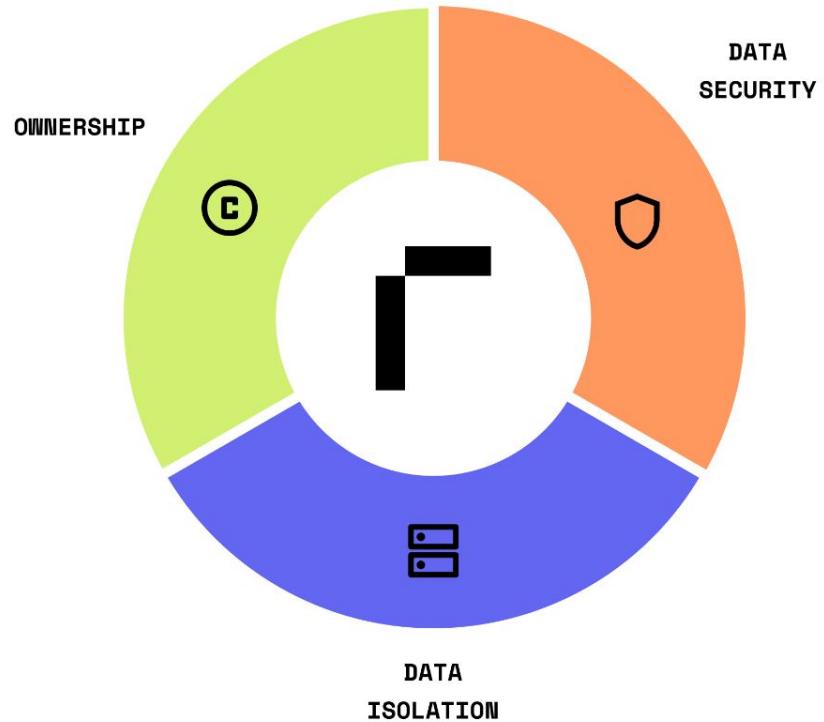
Welcome to Refabric



Edit Designs with AI

Privacy & Ownership

While open AI models provide accessibility and creativity by leveraging vast public datasets, closed AI models offer greater control, brand consistency, and data privacy by using proprietary data.



refabric

Design Smarter, Market Faster, Waste Less

Email begum@refabric.com

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France Station F, 5 Rue Eugène Freyssinet, 75013 Paris

Turkey İstanbul Teknokent, Sarıgül Sk. No:371A 34320b Avcılar, İstanbul

Request a demo

