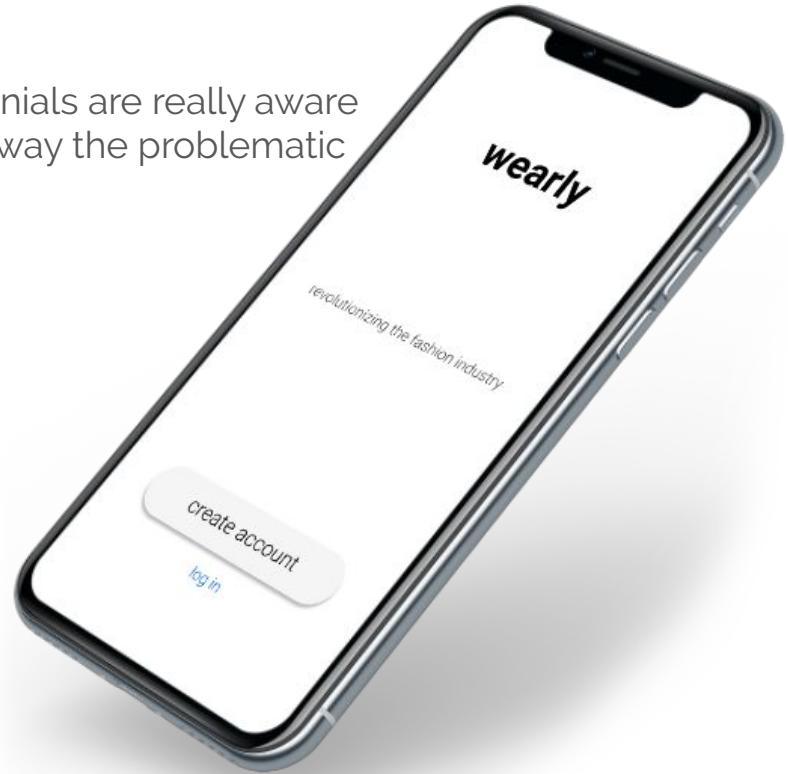




Making fashion sustainable

Fast fashion is a problematic zoomers and millennials are really aware of and current solutions are ineffective since the way the problematic is addressed is not through technology



This is an emergency

As Gen Z's and fashion lovers we need to do something to reverse the negative impact this industry has in our beautiful Earth

The Solution

With AI we **reinvent** how you think and use your wardrobe with the goal of **maximizing the use** you get out of each garment, so that you don't waste time and money on new clothes, creating a more **sustainable solutions**.

Wearly, but why?

Wearly is innovation,

The only way to make a change into sustainability in this industry is with technology.

At Wearly we use AI and powerful algorithms to understand our customers and help them change their consumption patterns.

With big data we want to analyze our users and give them the best experience as possible

How it works?

Users upload their wardrobe in our app and create a virtual wardrobe in which they can generate outfits thanks to AI, they also get recommended when to spice up their wardrobe and buy something new, when they are recommended to buy something from our used clothes market they are instantly prompted to sell a piece of clothing they haven't used in a while this is thanks to our algorithms and AI.

What motivates us?



As Gen Z we feel that it is our duty to make sure that we accomplish the goals set by the UN.

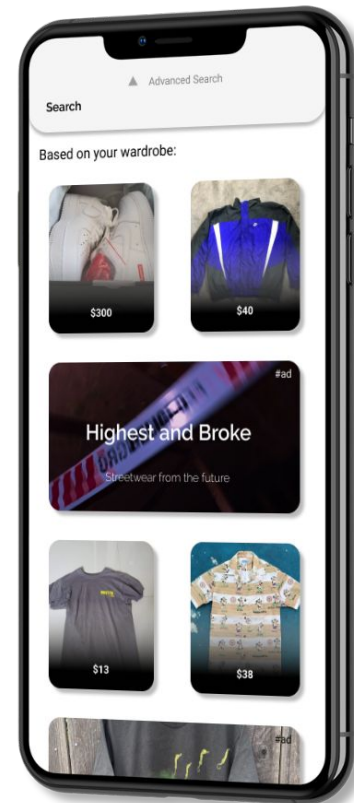
The Marketplace 🛒

In our marketplace the user can sell/buy clothes.

We will eliminate fast fashions trends of creating new clothes.

With Machine Learning and Artificial Intelligence we will recommend clothes too users to better match their wardrobe.

This will be one of the sources of income as we take profit on the sell of clothes.



What's next?

Our drive to keep pushing this industry doesn't end up there we want to change everything this industry upside down.

- Virtual Wallet
- Next generation online shopping
- Dry cleaning

Try Clothes AR

With this new feature we will revolutionize how people shop online.

Now our marketplace customers will be able try clothes from their home without making size mistakes.

When someone uploads a piece to the marketplace our app measures the clothes with augmented reality and creates a 3D model.

Now buyers can try before they buy.

This technology has never seen before and will change online shopping for ever.

Dry Cleaning Service

No more hectic lines at the dry cleaners.

With information about how our users use their clothes

Our dry cleaning service will be the most powerful

The app will detect what clothes are dirty by checking what was worn during the week and on the chosen date they will be picked up at the customers doors.

We will have different service tiers to satisfy our customers.

Virtual Wallet

With Wearly's virtual wallet we want to change the shoppers physical store experience through payment.

We will allow users to be more responsible with the way they spend their money in stores, this way we lower the amounts of new clothing created to reach our sustainability goals.

When a user purchases an item at a store it automatically transfers the item into Wearly app.

Our premium members will receive in store discounts.

You can collect WEARPoints and receive all kinds of benefits.

Let's talk money and markets

Second Hand clothes market has a size potential of 51B in 2023 now its about 32B.

But why? Well it's simple, more sustainable and the new shoppers are Gen Z's which are so committed to making a big change in the environment that they would pay more for something that is not harming the environment.

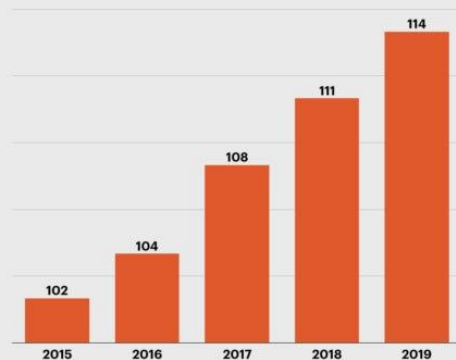
By targeting Zoomers and Millennials we are looking at about almost 50% of buyers in this Billion dollar industry.

How do we target? Well.... We are them so we got that covered.

Fashion's pace of growth makes its sustainability goals a challenge.

SIZE OF THE GLOBAL APPAREL MARKET

BILLIONS OF UNITS SOLD



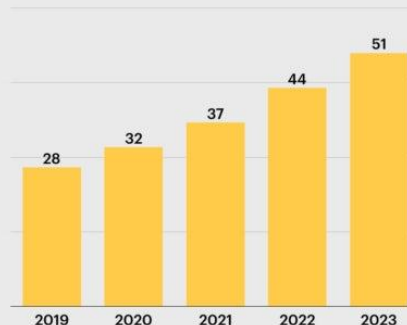
SOURCE: EUROMONITOR INTERNATIONAL

B&F

The secondhand clothes market is expected to nearly double by 2023.

SIZE OF THE GLOBAL SECONDHAND APPAREL MARKET

BILLIONS (\$)



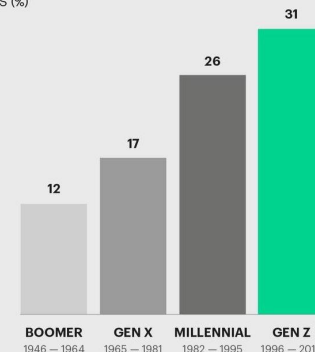
SOURCE: GLOBALDATA

B&F

Younger generations increasingly state that they will pay more for products that have the least negative impact on the environment

US CONSUMERS IN 2019 WHO WOULD PAY MORE

CONSUMERS (%)



SOURCE: MCKINSEY NEW AGE OF THE CONSUMER US SURVEY 2019

B&F

<https://www.businessoffashion.com>

What makes us different?

Grailed

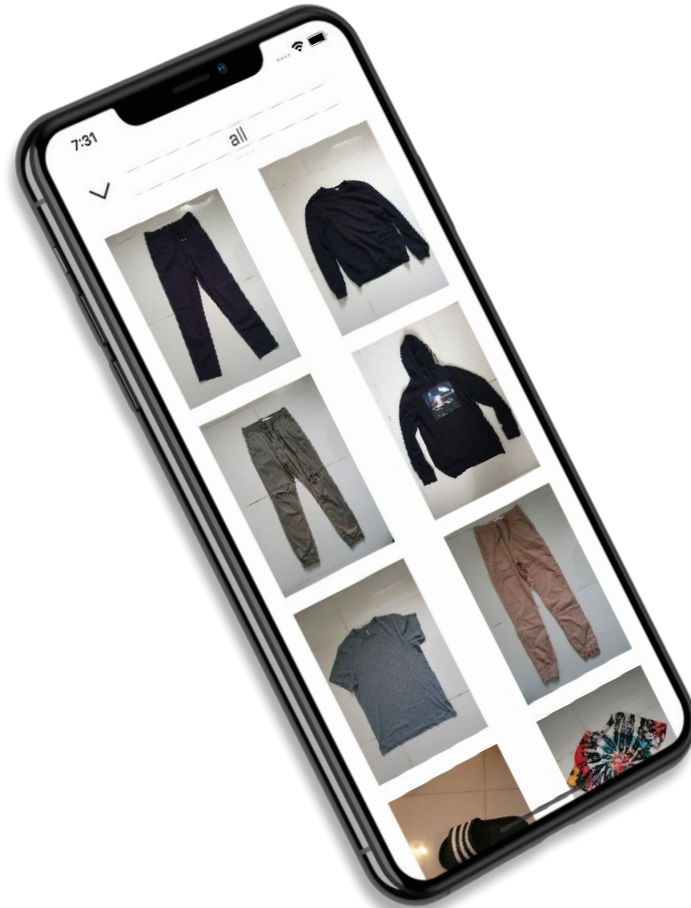
ThredUP

Letgo

Poshmark

At Wearsy we are completely changing the whole industry, we are not just a resale app, we are a tech company. With the data from our users virtual wardrobe we know our customers more than any of our competitors and help them achieve a healthy consumption habit. We care.

The Wardrobe



Random Outfit Generator



The team



Tomas Gesino

Business Student
Developer
Co-Founder

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Matias Armentano

Engineering Student
Designer
Co-Founder

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wearly.wtf

The future of fashion is in
our hands