

THE FABRICK SHOP

Stitching Dreams Into Reality





The Problem

FABRIC WASTE

92 million tonnes of textile waste are discarded into already burdened landfills, exacerbating environmental deterioration.

DEFORESTATION

Approximately **10,000 square kilometers** of forests are deforested annually, highlighting an overreliance on wood for furniture production.

Solution

A groundbreaking alternative: turning fabric into furniture



REDUCES DEPENDENCY ON WOOD

By utilizing fabric in our furniture production, we aim to decrease our dependency on wood as a primary material for crafting furniture.



REDUCES LANDFILL WASTE

We utilize fabric waste sourced from landfills, thereby removing the accumulation of waste in such areas.

Birth of Product or Service

Upon encountering a pile of clothes that resembled a wall, one of the co-founders was inspired to start, The FaBRICK Shop to address pollution in the fashion industry.



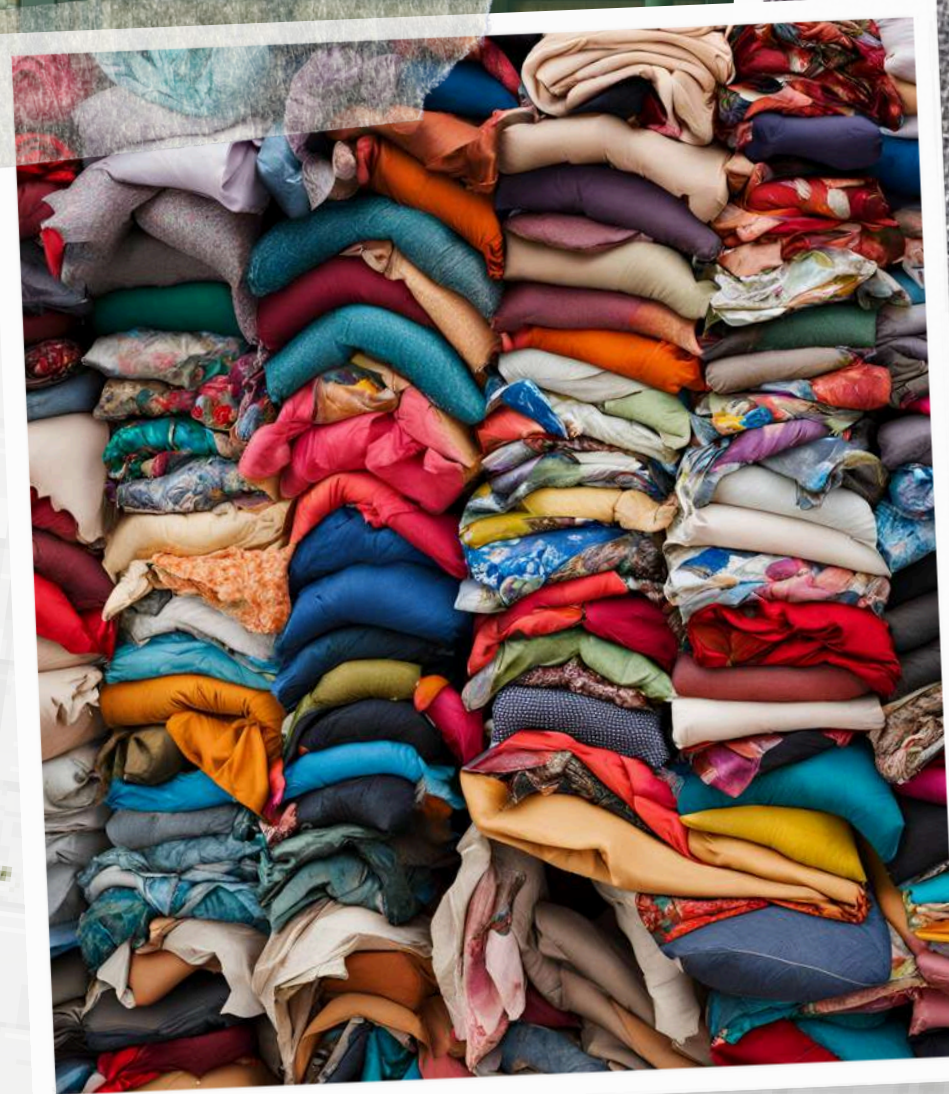
Product or Service

Source fabric waste

Shred it

Mix with eco-friendly glue

Compress it into bricks



Business Model



DIRECT TO CUSTOMERS

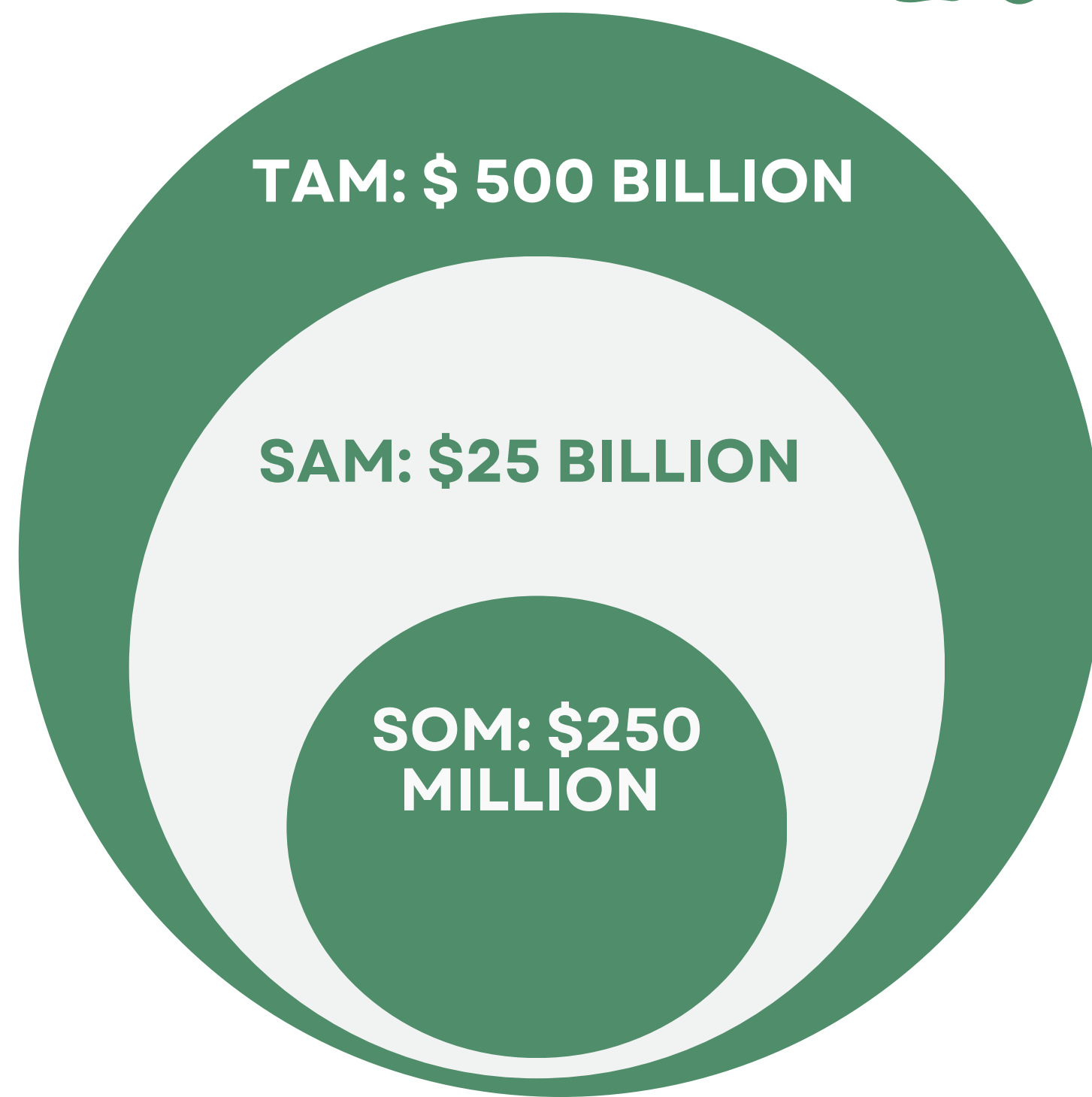
We sell our products directly to customers through our website



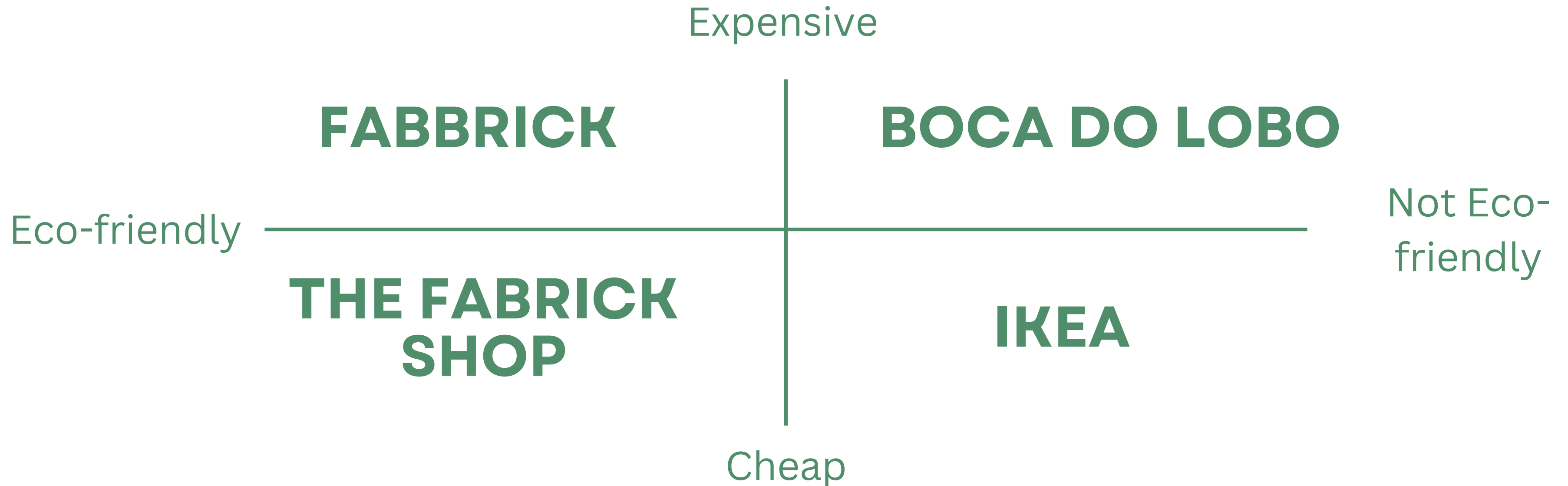
E-COMMERCE PLATFORMS

By being on Amazon, we can reach a large customer base seeking eco-friendly products.

Market Size



Competitive Analysis



Target Customers

1. Sustainable Builders and Contractors
2. Architects and Designers
3. Homeowners and DIY Enthusiasts
4. Educational Institutions
5. DIY startups and home decor startups
6. Hospitality Industry

Meet Our Team



SHUBHAM GUPTA

CEO & Head of Marketing



ANANDITA KASLIWAL

COO & Head of Product
Development



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