Product Concept: EcoCloset

Online Community Marketplace for Second-Hand Clothes

Problem Statement

The fast fashion industry contributes significantly to environmental pollution, and consumers often face challenges finding affordable, unique, or sustainable clothing options. An online social market for second-hand clothes addresses these issues by providing a sustainable, affordable, and personalized shopping experience.

Product Concept

EcoCloset is a mobile or web application designed to connect eco-conscious individuals in Tel Aviv with affordable, sustainable, and unique second-hand clothing. The platform offers a sustainable solution by integrating online convenience with local, in-person interactions. EcoCloset enables users to buy and sell second-hand fashion.

Target Audience

- **Primary**: Eco-conscious individuals from Tel Aviv aged 18–35, seeking affordable and sustainable fashion options.
- **Secondary**: Budget shoppers and trend-followers looking for unique, second-hand items.

Market Overview

- **Size**: The Israeli apparel market is projected to reach approximately $5.87 billion by 2029, with a CAGR of 2.10% from 2024 to 2029.
- **Trends**: Growing sustainability culture and thrifting are popular among Tel Aviv's younger demographics, aligning with global eco-conscious consumption trends.
- **Competitors**: Existing global platforms like Vinted, Depop, and ThredUp lack localized solutions tailored to Tel Aviv's unique fashion scene. Facebook Marketplace doesn't offer sufficient filtering or personalized options.

Conclusion

EcoCloset is all about making the experience fun, easy, and quick for users. We want to really get to know our users and what they love. The platform will be localized, with the help of Bit and local marketing campaigns to connect with the Tel Aviv community in a more personal way.