

Sustainable Fashion Marketplace

Business case

ADITYA RAJURKAR • UX CAPSTONE



PROBLEM

The problem to be solved is the environmental and social impact of the fashion industry, particularly fast fashion.

The overarching goal is to create a more sustainable and ethical fashion ecosystem that balances environmental responsibility with economic viability.

MARKET SIZING

73%

of millennials are willing to pay more for sustainable brands

33%

of total US consumers would buy all clothes from a sustainable clothing store if they knew where to find one

75%

of Gen Z respondents said they have bought pre-owned clothes to reduce consumption



Market Size

\$3.13B

TOTAL
AVAILABLE MARKET

\$737.9M

SERVICEABLE
AVAILABLE MARKET

\$7.74M

SERVICEABLE
OBTAINABLE MARKET

MISSION

The aim is to revolutionize the way Gen Z and Millennials shop for clothing by offering a curated selection of brands that prioritize sustainability and ethical practices.

Market Opportunity

Target Audience

- Gen Z and Millennials represent a sizable and influential consumer segment with a strong affinity for sustainability and ethical values.
- Studies show that these demographics are increasingly willing to pay a premium for products that align with their beliefs.

Market Opportunity

Target Audience

- Our primary target audience includes adults aged **18 to 35** who are conscious consumers seeking sustainable fashion options.
- These individuals are tech-savvy, socially connected, and value **transparency** and **authenticity** in the brands they support.
- By offering a convenient and accessible online marketplace tailored to their preferences, we aim to capture their loyalty and become their go-to destination for ethical fashion shopping.

Value proposition



CURATED SELECTION

Carefully selected sustainable fashion brands meeting strict environmental and social responsibility criteria.



CONVENIENCE AND ACCESSIBILITY

Seamless online shopping experience accessible via web and mobile devices.



EDUCATIONAL CONTENT & COMMUNITY

Empowering consumers with information and discussions on sustainable fashion's environmental and social impact.

REVENUE MODEL

Transaction Fees

Percentage-based fee on each transaction incentivizes brand participation.

Subscription Services

Premium tiers offer exclusive benefits like discounts and early access.

Partnerships

Collaborations with brands, influencers, and organizations generate revenue through sponsorship and co-branded initiatives.



MARKETING STRATEGIES

Social Media

Using Instagram and TikTok for product showcasing and community engagement

Influencer Partnerships

Collaborating with influencers and activists to expand reach and drive brand awareness

Content Marketing

Quality educational content to establish thought leadership and drive organic traffic

Email Marketing

Newsletters and targeted campaigns for customer engagement and feedback

NEXT STEPS

- **Competitive analysis** in the field will inform us of the gaps in market and how it can be filled effectively.
- Ground work for **user research** will be laid out by creating surveys questions and deciding the best research method for this product.
- Creating a **style guide** based on company values to inform future design and prototyping decisions.

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