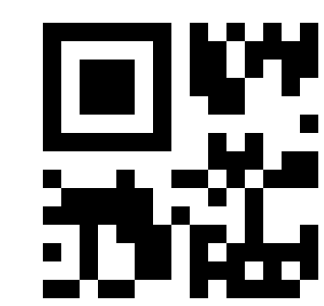


## Who Are We?

- A company dedicated to teaching young adults the importance of clothing repair and repurposing garments that have exhausted their intended designs/lifespan.

### Our value proposition:

- Stitch clothes, save the planet
- Educate adolescents on the negative impacts of fast fashion



## Environmental Issue

- We want to tackle the clothing surplus issue and minimize the negative, harsh effects fast fashion has on the environment.



<https://pirg.org/california/articles/the-fashion-industry-waste-is-draastically-contributing-to-climate-change/>



### Scale of the Problem

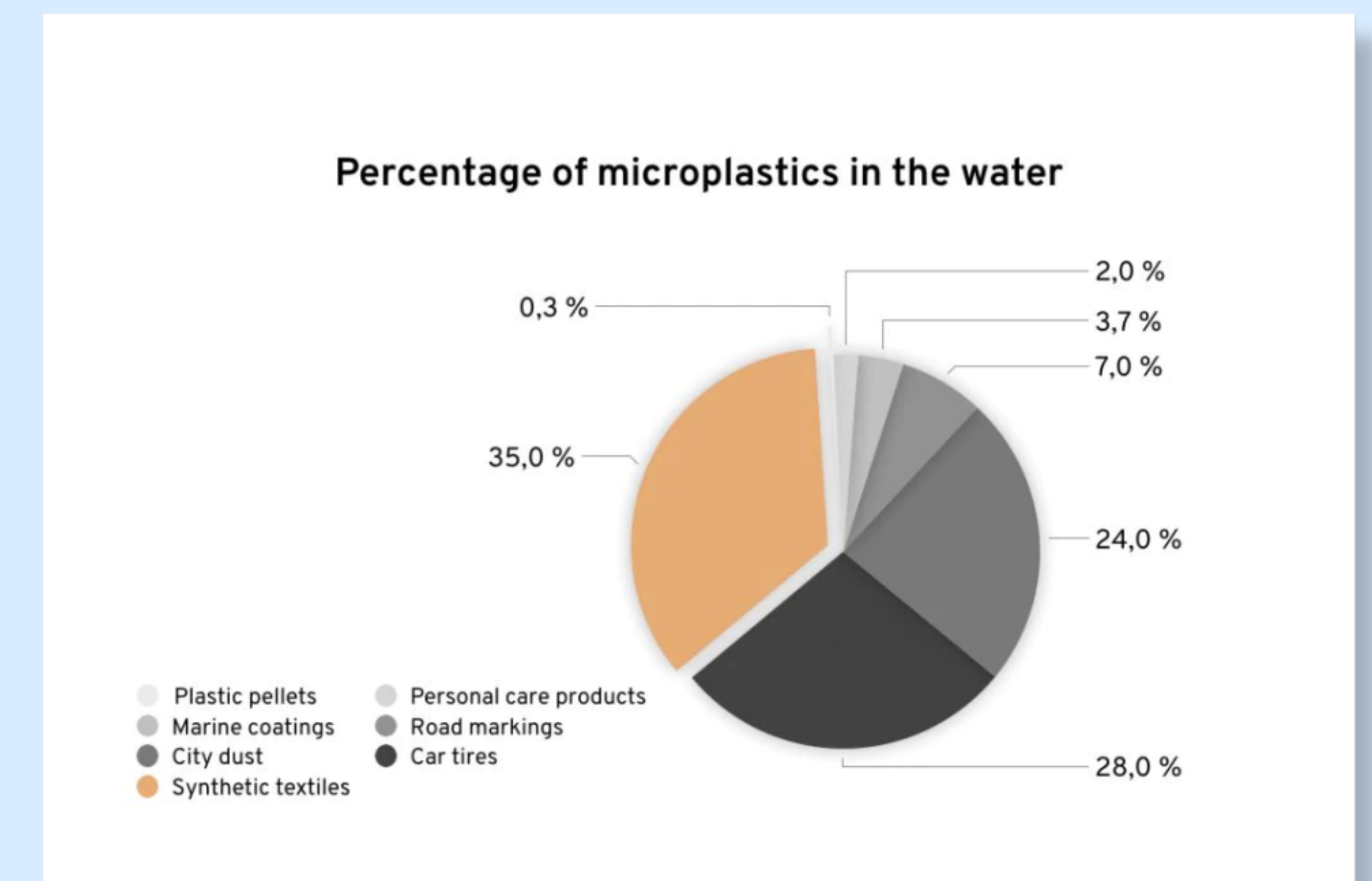
- The US throws away 34 billion pounds of used textiles every year (Boston University)
  - 1,078 pounds per second
- Cultural trends surrounding upcycling (such as Poshmark and ThreadUp) cannot keep up with the exponential growth of clothing turnover

### Root Causes

- Fast fashion uses environmentally-harmful practices to make cheap, inexpensive clothing
  - High school/college students do not have disposable incomes, leading them to buy these types of clothes.
- The cheap material rips easily, leading consumers to throw away clothes quicker than pricier and more durable ones.

### Significance

- Our repair kit:
  - Encourages upcycling
  - Lengthens a product's lifespan
  - Promotes a circular economy
- Consumers reusing/reinventing their clothes eases the workload of fast fashion employees



<https://us.sanvt.com/blogs/journal/environmental-impact-of-fast-fashion-infographic?shpxid=9e2dcbc6-1c47-4745-89ca-ae77bbce246e>

## Clothing Repair Kit & Online Tutorials

- Stitch N' Save offers consumers a subscription clothing repair kit that includes the following:
  - Upcycled fabric patches
  - Sewing needles
  - A QR Code to the Stitch N' Save webpage
    - Includes video tutorials for subscribers where they can learn how to repair common flaws
  - Thread/threader
  - Buttons of various sizes
  - Shears
- Once a person signs up for the subscription, they will receive their kit via mail carrier and can adjust:
  - How often they receive kit "refills"
  - Fabric colors/patterns

## How We Differ From The Competition

- Current solutions:
  - Sewing kits
  - Home Economics classes offered at schools/universities.
- Stitch N' Save's repair kits differ from these because:
  - We offer customers the ability to "refill" materials they may need to replace
  - Offer recorded "how-tos" so subscribers can watch from anywhere