



## THE FASHION INDUSTRY IS ONE OF THE MOST POLLUTING INDUSTRIES IN THE WORLD

Milieu Centraal: "If every Dutch citizen would buy one piece of garment less, it will have more climate impact than a year of solely vegetarian food for every citizen of Rotterdam"

## YET A LOT OF WOMEN HAVE A FULL CLOSET BUT NOTHING TO WEAR

So let's share!



## PEER-TO-PEER FASHION RENTAL

Borrow a Brand is a platform where everybody can share the items out of their closets with others, insurance included.



Sustainable



Infinite

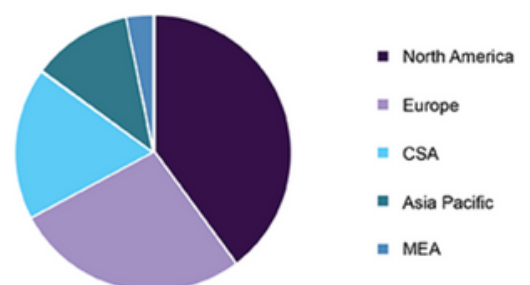


Affordable

## PEER-TO-PEER FASHION RENTAL EXPECTED TO DOMINATE ONLINE CLOTHING RENTAL MARKET

According to Reuters the global online clothing rental market will account for a revenue of \$ 1.9 billion at the end of 2023.

Global online clothing rental market share, by region, 2018 (%)



source: www.grandviewresearch.com



**MEGAIDI (CEO)**

- Ex-lawyer
- Chairperson Froluck



**ELISA (CONTENT)**

- Blogster
- Styliste



**JONATHAN (MARKETING)**

- Social media marketer
- Owner The Zouk Network

### BUSINESS MODEL

- € 10 for first transaction
- 15% commission over transaction

### TRACTION

- First revenues
- Top 10 VIVA400 2019
- Featured in Marie Claire
- Collaboration with Such Inholland

### NEEDS

- Network
- Co-founders in tech and marketing
- € 100.000,- for marketing and team