# GREEN FASHION · Not Assigned/ Unknown

# GREEN FASHION

**Country:** El Salvador **Category:** Not Assigned/ Unknown **Impact Areas:** Mitigation **Stage:** Prototype **Team Size:** 2 **Funded:** NO **Founder:** JOSE EFRAIN GUZMAN

## Elevator Pitch

Elegant clothing designed and produced with sustainable and ecofriendly materials.

## Climate Problem

One of the basic needs of us as humans is clothing to protect our bodies and look elegant.

## Solution

Everyone caan be in the same page if we create access to it .

## Revenue Model

By keeping production costs low.

## Target Market

18 to 38

# Demand Evidence

When it comes to pricing, there is a big gap between conventional ZARA like stores and people who can not afford them.

# Competitors

H&M, ZARA, ARTURO CALLE, BANANA REPUBLIC, GAP

# Founder Expertise

I need 2 more semesters of time to finish my Marketing Bachelors at Universidad Tecnologica of El Salvador. I am also a backpacker traveller and aware of foreign markets, cultures, beliefs of different people.

# External Support

Not yet. I am looking for it

# Team

Market on social media. Structuring the business

# Founder

JOSE EFRAIN GUZMAN

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