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# identity and nature.”

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**Country:** Costa Rica · Guanacaste **Category:** Clean Industry **Impact Areas:** Circular Economy, Nature-Based  
**Stage:** Pre-orders **Team Size:** 1 **Website:** —

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## Elevator Pitch

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GypsySoul is a conscious design brand that transforms reclaimed materials into wearable pieces and ritual objects, rooted in circular design. Through our Spotify podcast, we expand this into a sonic universe that connects sustainability and identity.

## Climate Problem

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GypsySoul addresses textile waste by transforming discarded materials into new products through circular design. This matters because fashion is one of the most polluting industries, and reducing waste is key to a more sustainable system.

## Solution

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GypsySoul upcycles discarded materials into wearable pieces and ritual objects using small-batch production. Combined with our Spotify platform, we create a circular system that connects sustainability, identity, and conscious consumption.

## Revenue Model

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GypsySoul generates revenue through direct sales of wearable pieces, retail partnerships, and limited drops. We will expand into workshops and digital experiences through our Spotify platform, creating both physical and sonic value.

## Target Market

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GypsySoul targets conscious women aged 25–45 with medium to high income who value sustainability, identity, and intentional living. They seek unique, design-led products and meaningful alternatives to fast fashion.

# Social Impact

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Women

## Demand Evidence

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We have validated demand through early sales, customer feedback, and strong audience engagement. Our community actively seeks sustainable, small-batch products, confirming a growing market for circular and design-driven alternatives.

## Competitors

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Competitors include local and global sustainable fashion and upcycling brands. GypsySoul stands out by integrating circular design with a unique narrative and sonic platform, creating a deeper emotional and cultural connection.

## Founder Expertise

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I bring experience in design, storytelling, and brand building, developing GypsySoul as a cohesive universe across products and digital platforms. My work combines upcycling, identity-driven design, and audience connection.

## External Support

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GypsySoul is currently self-funded, with early validation through product sales and audience growth across social media and Spotify. We have built a strong brand identity and engaged community without external funding.

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