Luna y junio · Air & Environment

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Country: Peru · Lima **Category:** Air & Environment **Impact Areas:** Circular Economy **Stage:** Launched **Team Size:** 6 **Website:** —

Elevator Pitch

A space of community and repair hub centered around fashion and self expression, focusing on keeping as much clothes as possible out of the landfill and teaching people to love and care for their closet with a new mindset.

Climate Problem

The overconsuption of fashion and discard of clothes in need of simple repair just because we are not usually thought the ways we can save garments.

Solution

We will create an open space centering fashion repair and all things style and self expression, focusing in sharing easy fix tools, ways to shop your closet and body positivity.

Revenue Model

There will be a fee to use the space and tools with the help of an expert that can teach you simple techniques, subscriptions for repair services offered, and creative and tecnical workshops around a personalized and sustainable closet.

Target Market

People ages 20-55 interested in fashion and sustainability

Social Impact

Persons Belonging to National or Ethnic - Religious and Linguistic Minorities, Migrants, People Living in Extreme Poverty, Women, LGBTQI+ People

Demand Evidence

We currently are operational in the circular fashion industry and have consistently heard from actors ans clienta the need for clases to repair their favorite garments and/or enhance them so they fit their new size/style

Competitors

There are no competitors for the current model we propose. There are centers teaching sewing techniques but the cost and projects mostly focus on production

Founder Expertise

I am an industrial designer with almost 10 years experience in design and ux, entrepreneur and sustainability focused. I have been working in circular fashion for 5 years and lead a team in the same niche

External Support

We have a community of people with a similar mindset and an online following interested in the creation of the space

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