Soñatea · Clean Industry

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Country: Colombia **Category:** Clean Industry **Impact Areas:** Circular Economy **Stage:** Launched **Team Size:** 2 **Funded:** NO **Founder:** Daniela Rey

Elevator Pitch

Soñatea is an upcycling brand focused in a magic aesthetic, with delicated details. We are dedicated to fashion design, rescuing pieces that yearn for a second chance to give life to unique and sustainable creations.

Climate Problem

The fashion industry produces large amounts of waste and pollution, encouraging overconsumption. Furthermore, the availability of sizes is limited, excluding many people. This creates a negative environmental and social impact that needs to be addressed.

Solution

Our brand transforms secondhand and scrap clothing into sustainable fashion, minimizing waste and pollution. We prioritize accessibility, size inclusion, and a circular model. We seek to balance environmental and social impact, innovating in the industry

Revenue Model

Selling those upcycled clothes

Target Market

Our audience is between 15 and 35 years old, creative, and passionate about fashion and trends. They seek to express their identity with unique garments and value authenticity, experimentation, and conscious consumption, prioritizing sustainable options

Social Impact

Women

Demand Evidence

Several studies have been conducted on the upcycling market in Colombia, and the launch demonstrated how much the public is interested in achieving a balance between everything.

Competitors

Our direct competitors are other upcycling brands in the country, although we do not share the same aesthetic and that differentiates us, among other things.

Founder Expertise

I am a fashion designer from one of the best universities in the country and I also completed a master's degree in Europe that gave me the opportunity to expand my technical and social knowledge.

External Support

We had the opportunity to collaborate with a secondhand store on our launch. It was support in terms of display and materials, but not financial.

Team

Creative director Seamstress Finances

Founder

Daniela Rey

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