

# The fashion leasing provider

The problem

I have  
nothing  
to wear.



The solution

Your  
wardrobe,  
unlimited.

# Vision

Servitizing fashion - An unlimited wardrobe at a fraction of the cost and environmental impact.

# Mission

Give people the opportunity to express themselves through clothing and satisfy their need to renew their style. We want to free them from the “I Have Nothing To Wear” problem, offering the easiest, most sustainable and reliable service.

TREND

768

average clothes  
usage

item purchased on  
average by a single  
costumer in a year

# Rent

**\$1.23b in 2022**

**\$2.33b in 2030**

41%

Women interested in  
garment's rental

# Resale

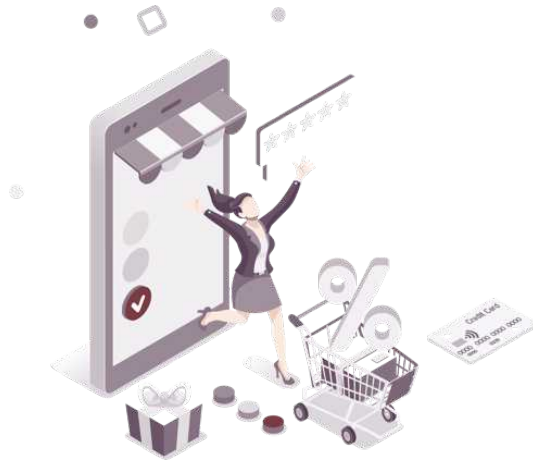
**\$177b in 2022**

**\$351b in 2027**

44%

Consumers interested in  
renting second-hand garments

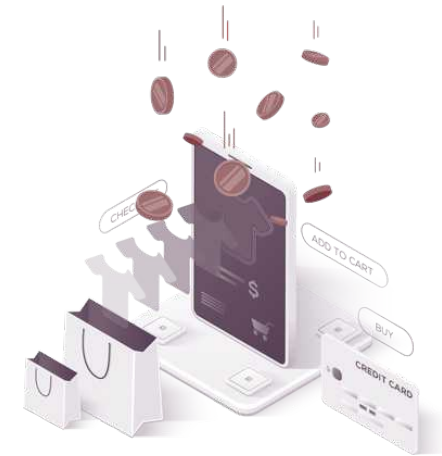
**Choose your  
favourite garments**



**Wear the  
selected items**



**Earn credits to buy  
your most-liked ones**



## Subscription Plans

If you want to renew your wardrobe at a fraction of your environmental impact

## One Time Rental

For a special occasion or event, without any need for a subscription plan.

## HOW IT WORKS

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**1** Create your  
box of 4 items



**2** Choose your  
plan



**3** Receive the box  
and earn credits



**4** Wear your  
outfits



**5** Buy most-liked  
items and return  
other ones



**6** Swap your box  
with a new one

## SUSTAINABILITY

**Fashion industry is the second largest polluter in the world. \***

**10%**

CO<sub>2</sub> emissions \*

**20%**

Waters pollution for which it's responsible \*

**18,5k**

Liters of water needed to produce a pair of jeans and a t-shirt \*

**20%**

Unused garments per each year \*

**93**billion

Tons of water used for textile production \*

**150**million

Tons of clothes that will end up in landfills or burned by 2050 \*

**With The Paac, each customer contributes to considerably reducing consumption**

**250<sub>k</sub>**

liters of water less per year

**250<sub>kg</sub>**

CO<sub>2</sub> emissions less per year

\* Source: Fashionopolis by Dana Thomas



- 1** Analysis of user preferences through gamification-based tests
- 2** Interpretation of customer preferences based on a set of sensitive parameters
- 3** Proposal of a customized set of garments based on the preferences of each individual user
- 4** Registered proprietary algorithm (3 patents )
- 5** Development of Artificial Intelligence that exploits machine learning



COMPETITORS

	<div><div>PAAC</div></div>	<div><div>STITCH FIX</div><div>Your partner in personal style</div><div>UNICORN COMPANY</div></div>	<div><div>lookiero</div></div>	<div><div>RENT THE RUNWAY</div><div>UNICORN COMPANY</div></div>	<div><div>DREXCODE</div></div>	<div><div>depop</div><div>UNICORN COMPANY</div></div>	<div><div>Vestiaire Collective</div><div>UNICORN COMPANY</div></div>
Wear it without buying it	✓	✗	✗	✓	✓	✗	✗
Pre-owned fashion	✓	✗	✗	✓	✗	✓	✓
Personal styling	✓	✓	✓	✗	✗	✗	✗

## Customers



**Chiara**  
24 y.o. - Student

“It is a way to give garments a second chance, also avoiding those crazy and "compulsive" purchases.



**Katia**  
42 y.o. - Entrepreneur

“There is nothing like it. Wearing more than 100 outfits in 1 year, with the quality of Made in Italy, at a great price.



**Felicia**  
52 y.o. - Employee

“A great innovation and a convenient service for those who have to renew their wardrobe often like me.

Excellent  

**TAM**

\$498,1 b

**SAM**

\$149,3 b

**SOM**

\$19,4 b

## User KPIS

**5500+**

Registered users

**170+**

Active users  
since the beginning

**1300+**

Number of rentals  
since launch

**30%**

Loyal customers<sup>\*</sup>

**€1500+**

Avg Revenues per Loyal Customer

**70%**

Recurring Customers<sup>\*\*</sup>

**€750+**

Avg Revenues per Recurring Customer

<sup>\*</sup> 10+ transactions

<sup>\*\*</sup> 2+ transactions

# B2C

Multi-brand fashion  
leasing platform

Commission on items sold

Mark up from subscriptions

Garments received in consignment sales  
or mirroring brand availability

+

# B2B2C

Fashion leasing platforms  
for fashion brands

Setup fee

Maintenance fee

Revenue share

# Our B2B2C Services

- ✓ Strategy definition
- ✓ Technological deployment
- ✓ Management and maintenance



Positioning



Platform set up



UX/UI design



Tech support



Logistics



Items repair



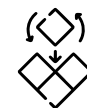
Customer service



Strategy review



Effortless solution



Modular approach



### **Circular Economy & Sustainability**

Extend garments life cycle and reduce its environmental impact with no need to modify brand's supply chain



### **Embrace the resale market**

The resale market will overtake the fast fashion one by 2030 and we can provide authentic and certified products



### **Warehouse sincronization**

No need to produce additional items as it's possible to include the ones already available on other channels. These include previous season's stock.



### **No cannibalization**

Target customers with different purchasing habits that see the brand as aspirational and buy it only occasionally. Create recurring clients



### **Premium service for selected customers**

Opportunity to add also a tailor-made solution and a bespoke service for selected customers



### **Lifestyle**

Members can enjoy the brand identity and values by becoming advocates in their daily lives

## TEAM

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**Alessandro Franzese**

CEO

MSc + experience in 3 continents  
(Startup / VC / Consulting / Fashion)



**Raffaele Solaro**

CMO

20+ years in Marketing and  
Communication (Unicorn / Agency Owner)



**Antonio Napolitano**

Creative Director

10+ years in online fashion  
(Brands / Retailers)

DOLCE & GABBANA

**DSQUARED2**



**Valerio De Sanctis**

CTO

20+ years in programming  
(Microsoft MVP / Author)



**Daniele Pini**

Advisor

20+ years in boards of directors / c-level  
executive / Investor

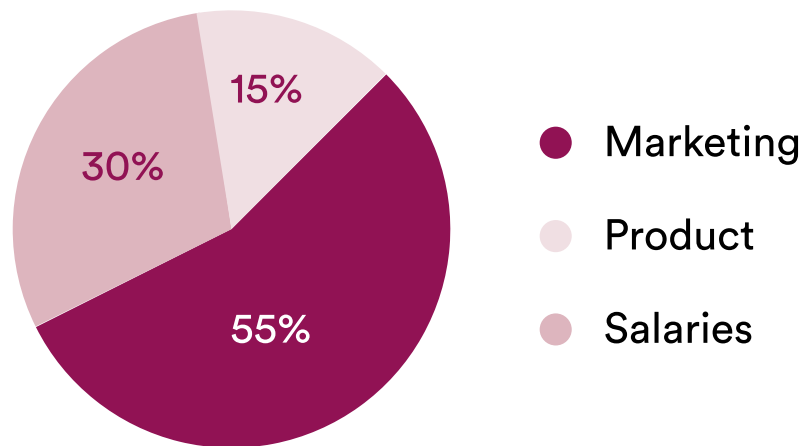
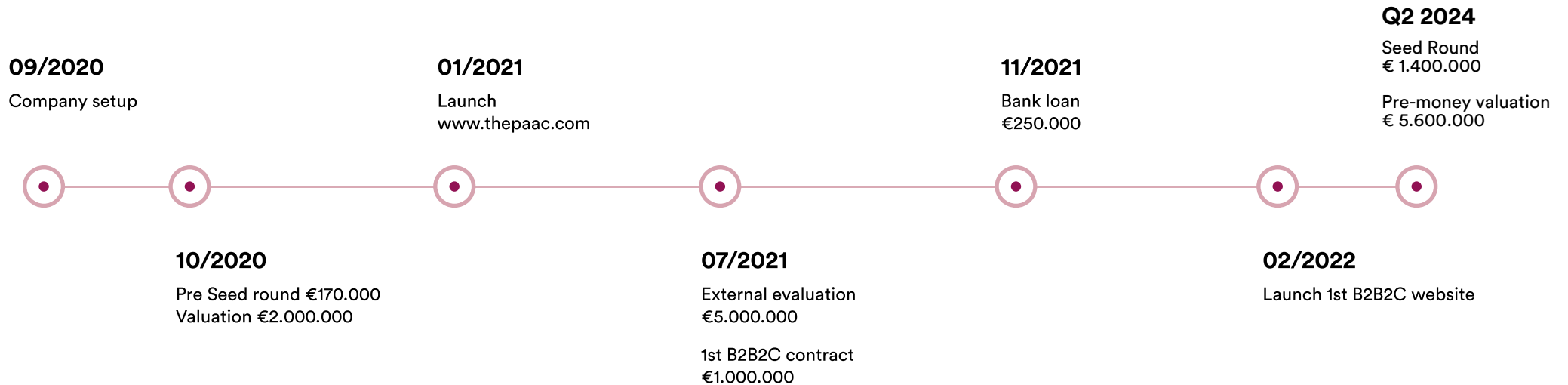
**PINKO**



**SUSTAINABLE INVESTMENTS srl**

Investor / CVC

## TIMELINE



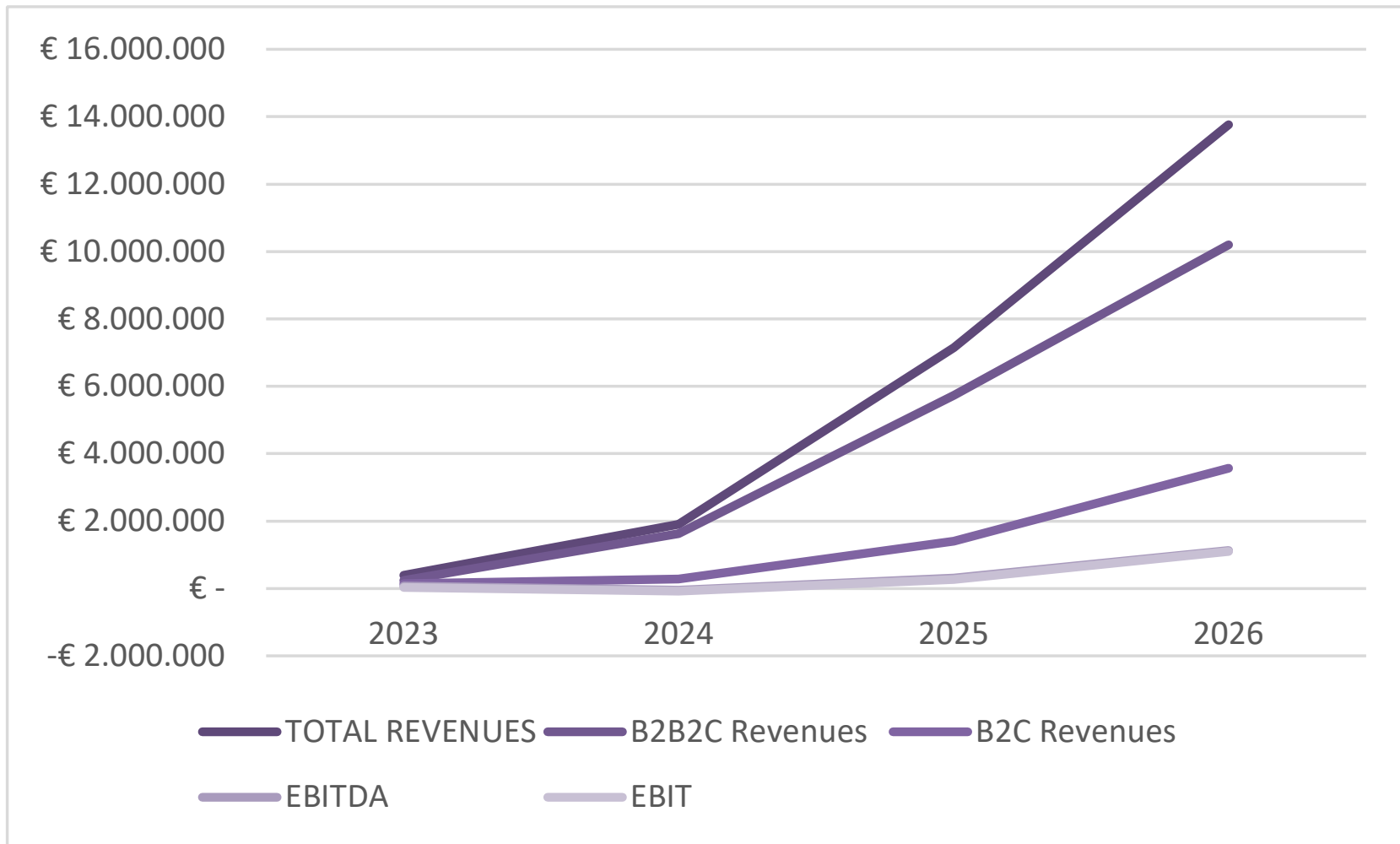
## Seed Round - Q2 2024

Seed Round  
€ 1.400.000

Pre-money valuation  
€ 5.600.000



## ROADMAP



**B2B2C**

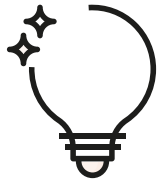
Short/medium term focus

**B2C**

Long term focus

## WHY TO COLLABORATE

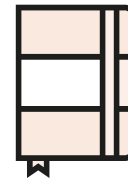
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**SERVICE  
INNOVATION**



**MARKET  
OPPORTUNITIES**



**SKILLED  
TEAM**

# Thank You

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*The* **PAAC**

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