

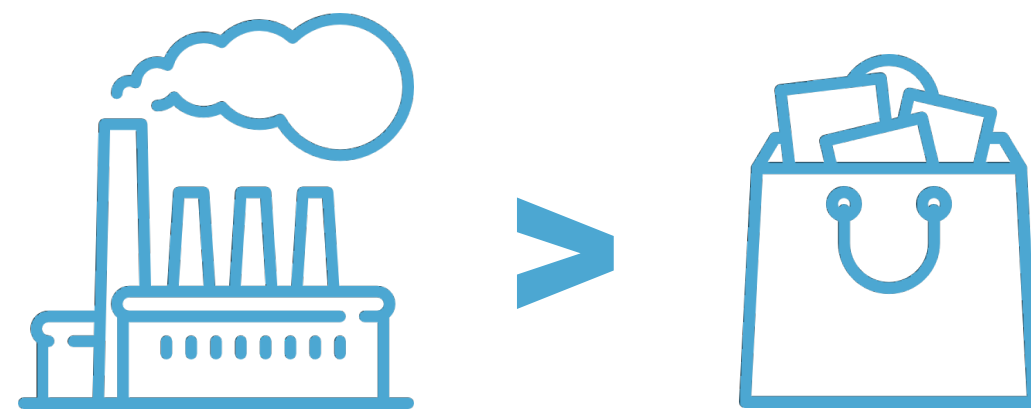


The circular economy cashmere brand

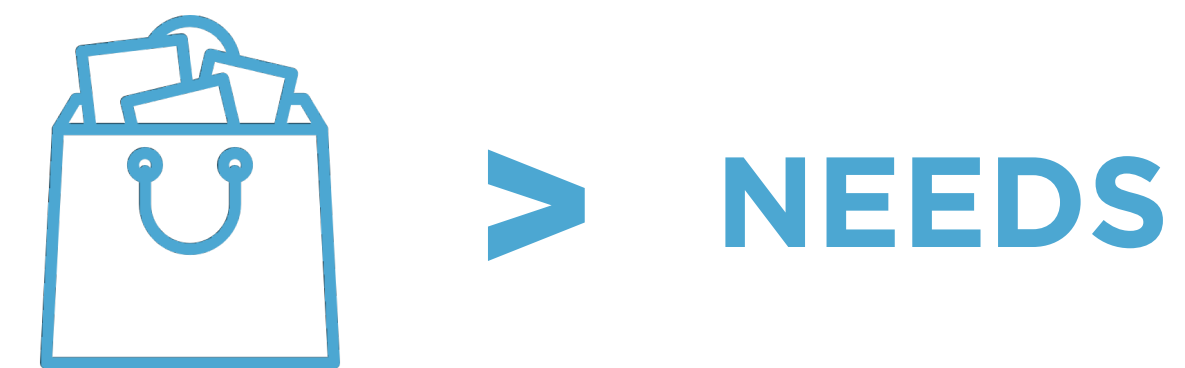
Problems of the textile industry



1 Overproduction



2 Overconsumption



IT'S NOT SUSTAINABLE ANYMORE!

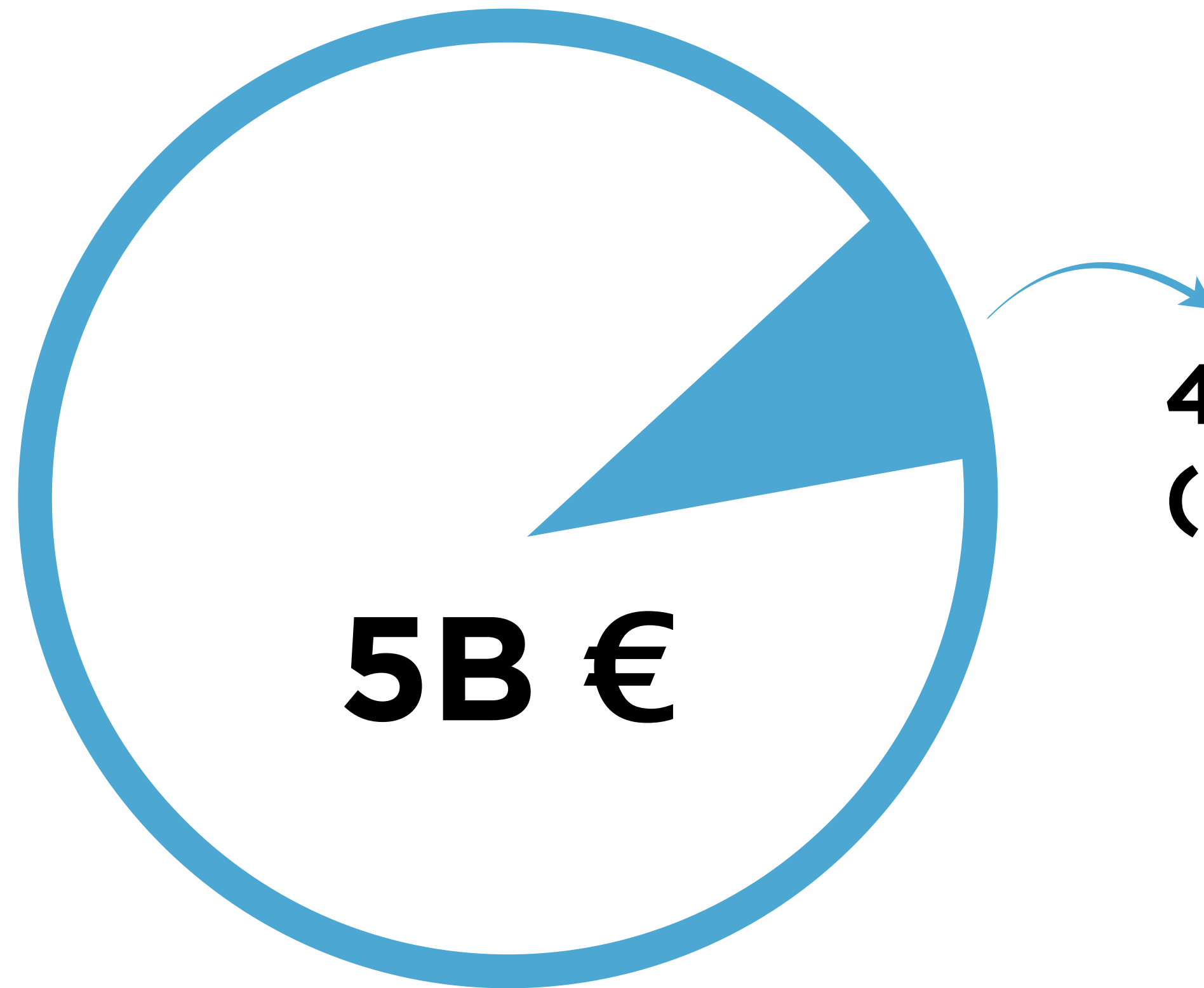


>80B of clothing produced every year!

We are building a Sustainable Brand



Market Opportunity



**400M Cashmere Market share
(8% of target market)**

5B €

Eco-Fashion Market Value per year

In EU critical consumption grows by 14% every year!*

* According to Nielsen Survey on Critical Consumption 2015

Market Entry



Nov 2017

Start

Winter 2017

Winter accessories
made with
upcycled cashmere

580 items sold
in 3 months

Summer 2018

T-shirts made
with upcycled cotton
and polyester

1100 items sold
in 4 months

Winter 2018

Winter accessories
made with upcycled
cashmere - Start of the
collection system

1600 items sold
in 5 months

Market Adoption



Offline

Events: 2 per month

- 1 Trade shows
- 2 Circular economy/sustainability events
- 3 Fashion events

Temporary Stores in:

- 1 Milan
- 2 Bologna
- 3 Turin

Online

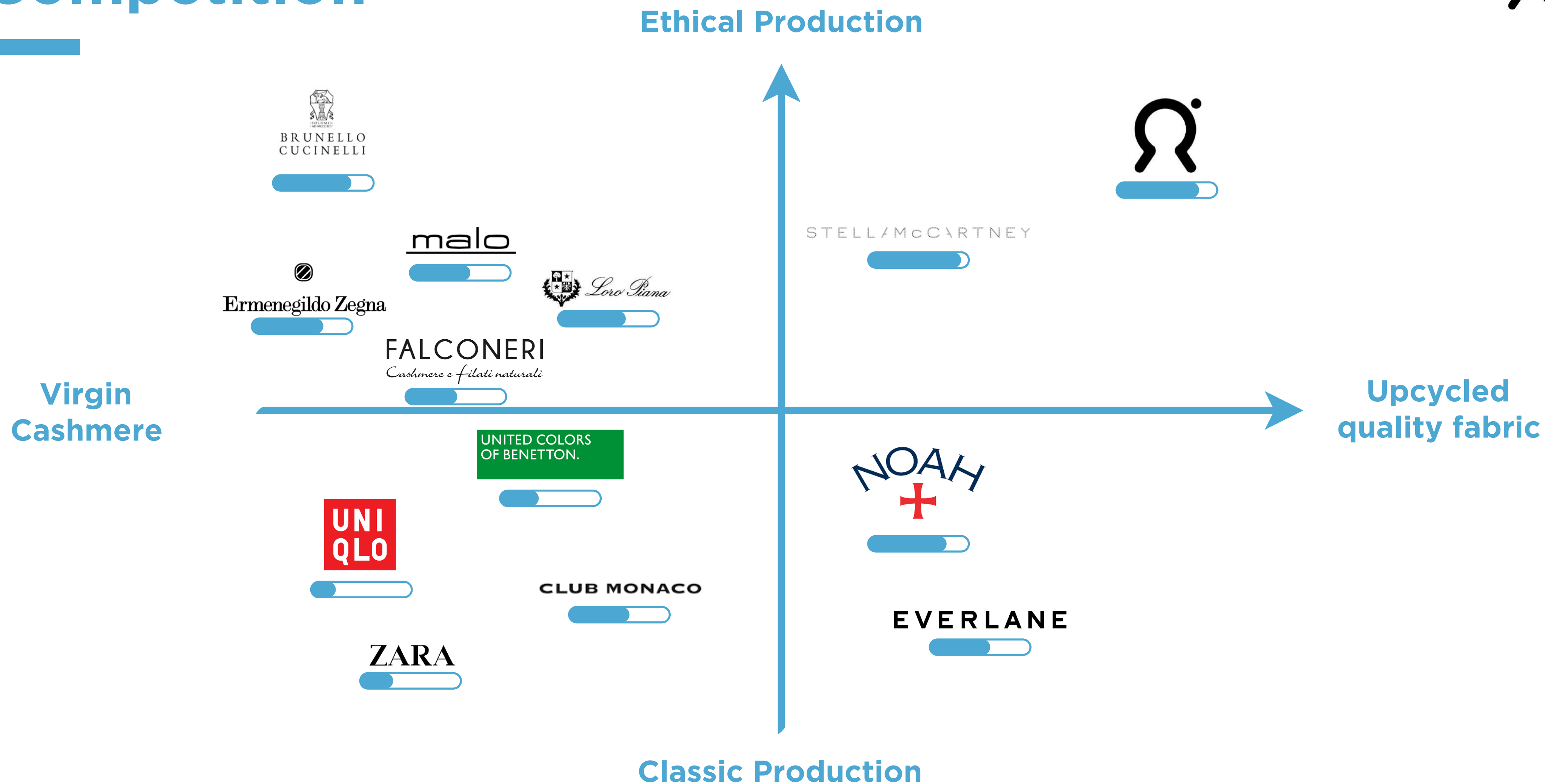
Online Ads

- 1 Facebook 45% of budget
- 2 Instagram 35% of budget
- 3 Google AdWords 20% of budget

Collaborations

- 1 Blogs
- 2 Influencers
- 3 Ngos

Competition



Virgin Cashmere yarns price increase by 25% every year!*

Barriers to Competition



1 First to market in the collection system

2 Exclusive suppliers agreements in Prato Textile Cluster



The team **Management**



Niccolò Cipriani, Italian, 27 Y,
Founder&CEO.

3 years of experience as project manager, MSC in International Economics, Bocconi University, Italy

Daniele, Italian, 53 Y, **Product Manager.**

25+Y experience as merchandising planner and product development for internally recognized brands such as Ferragamo, Pierre Cardin, Y-3



Advisors

Paolo Barberis, founder of Nana Bianca
Advisor for management and finance

Jacobo Sebastio, CEO of Velasca
Mentor for growth hacking

Enrica Gnomi, CEO of B2commerce,
Advisor for e-commerce strategies

Testimonials



**Francesca C.,
Milan, 27 Y**

Rifó is a fantastic idea and an excellent product!

**Sara C.,
Paris, 40 Y**

I am pleased to have done my order with this young, dynamic, very interesting and attentive to customer brand.

I bought two hats and a scarf, beautiful clothes, soft and warm and obviously eco-friendly!

**Sandro P.,
Genoa, 37 Y**



Thank you

