

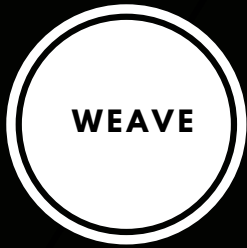
PLANTING THE FUTURE



WEAVE

DESIGN PROPOSAL

A PROPOSAL BY:
MOHAMMAD ZOHAIR
(ZEUS)



KEY DISCUSSION POINTS

PROPOSAL OUTLINE

Our Story

Problems in our industry

Current Inspiring Solutions

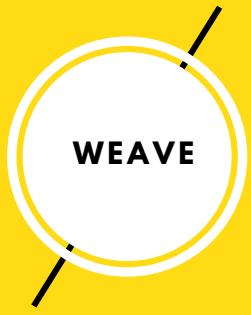
Our Solution

Our Process

Capsule Design

Link to Executive Summary and

Immediate Action Plan



ABOUT THE COMPANY

OUR STORY

Weave started in the dorm of Zeus Zohair, an international Pakistani student with a love for designing and startups when him and his roommate at Vanderbilt decided their wardrobes were overflowing, ugly and unsustainable.

Zeus started attending a fashion sustainability class and both of them enrolled in the Pre-Launch program at Wond'ry at Vanderbilt University to pursue their passion for sustainable clothing.

Problem 1

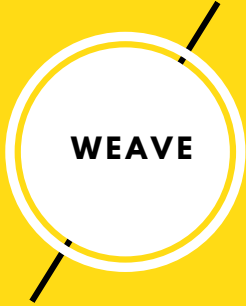
Laundry and textile industry practices harmful for the environment

Problem 2

Excess consumerism and pandering to trends

Problem 3

Decision fatigue



CURRENT INSPIRATIONSS

SUSTAINABLE FASHION BRAND

**Patagonia, Everlane,
AllBrids**

Creating clothing from sustainable materials and largely sustainable processes. However, contribute to trends and excess buying

SHARABLE TRENDY CLOTHING

**Two Small Swiss
Companies**

Great solution to prevent excess buying and recycle, but trendy clothes need to be switched at high rates and cannot be used year after year. Also don't curtail rapid creation.

MINIMALIST FASHION

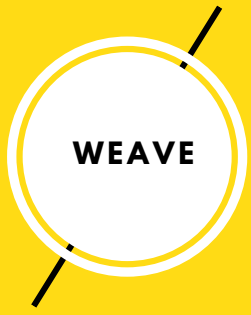
Asket, Eileen Fisher, Vetta

Brilliant classic, timeless clothing items. Good capsule from Vetta, especially. However, do not prevent excess creation of clothes and customers get bored. No help recycling.

LAUNDRY LESS

**Unbound Marino, Pangai,
Wool&**

Materials like 100% marino wool, seaweed-fiber+organic cotton and peppermint oil treatment allow freshness (no smell either) for 100 days. (For our model, no need to wash at all)



THE WEAVE PHILOSOPHY

OUR SOLUTION

Less is more. Let's cut down on daily decisions, laundry and increase productivity while saving the planet.

WEAVE

IN A NUTSHELL

OUR PROCESS



Subscribe to a sustainable sharing capsule



Monthly clothing (nature-themed) without laundry



Sustainable and Help Plant Trees



Personalized styling suggestions - daily and for various occasions

NATURE THEMED MINIMAL CAPSULE



DESIGN PHILOSOPHY

Monthly capsules inspired by nature. Clothes and styles for various occasion.

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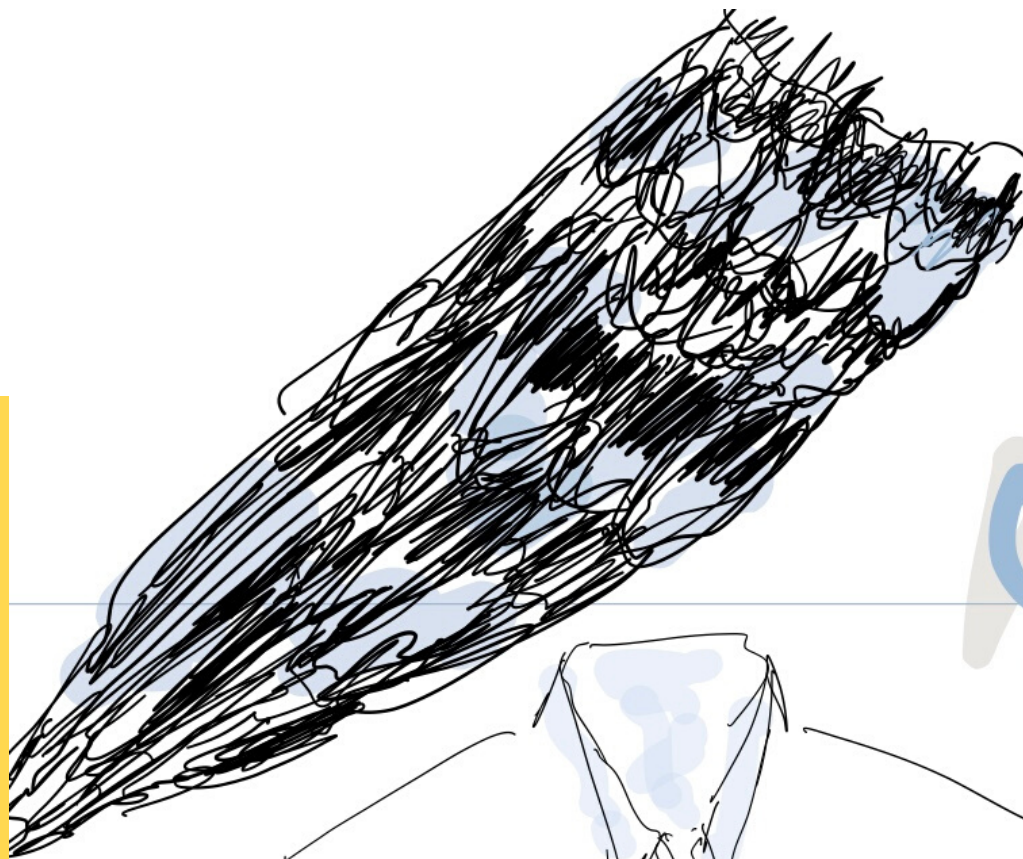


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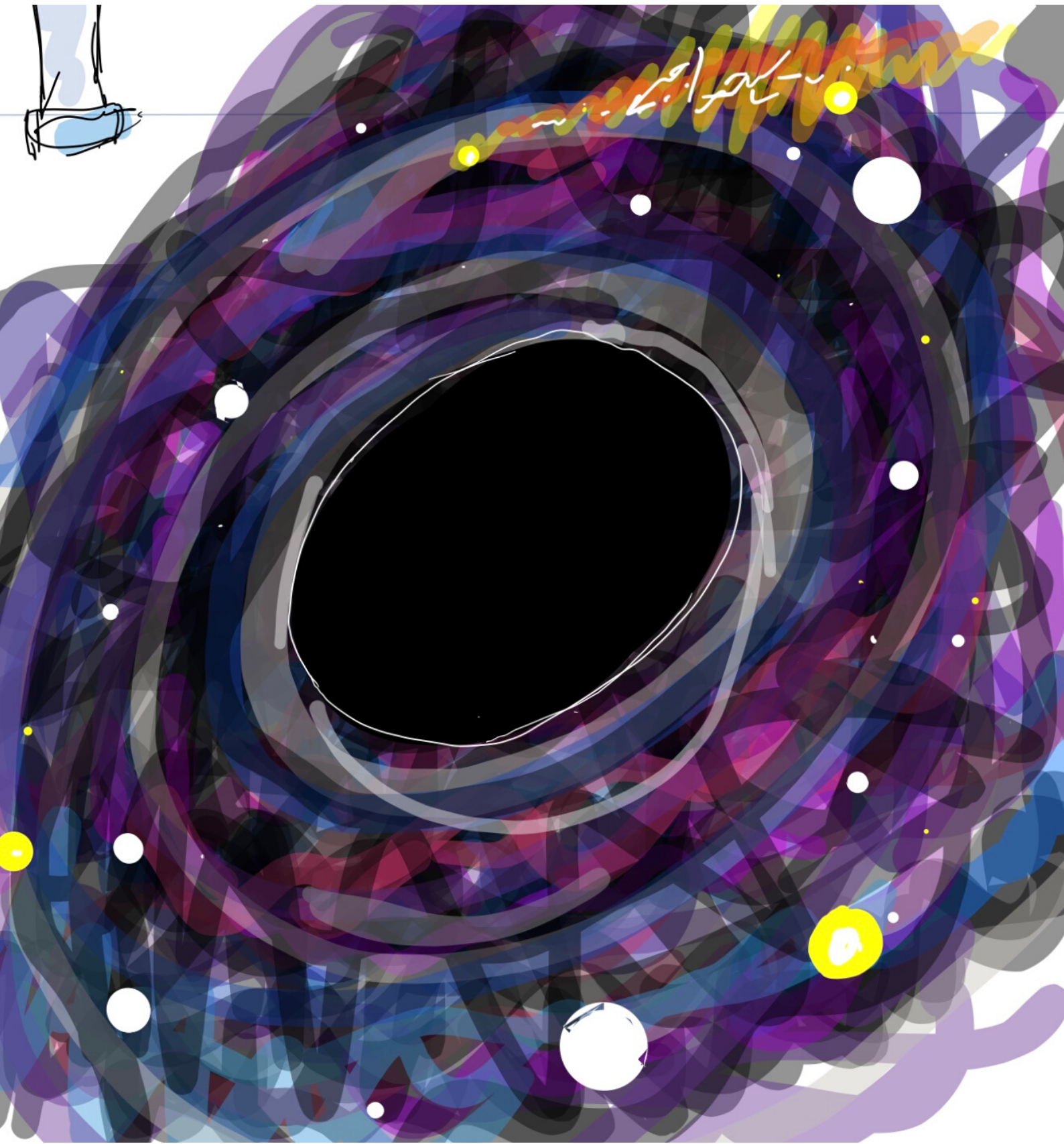
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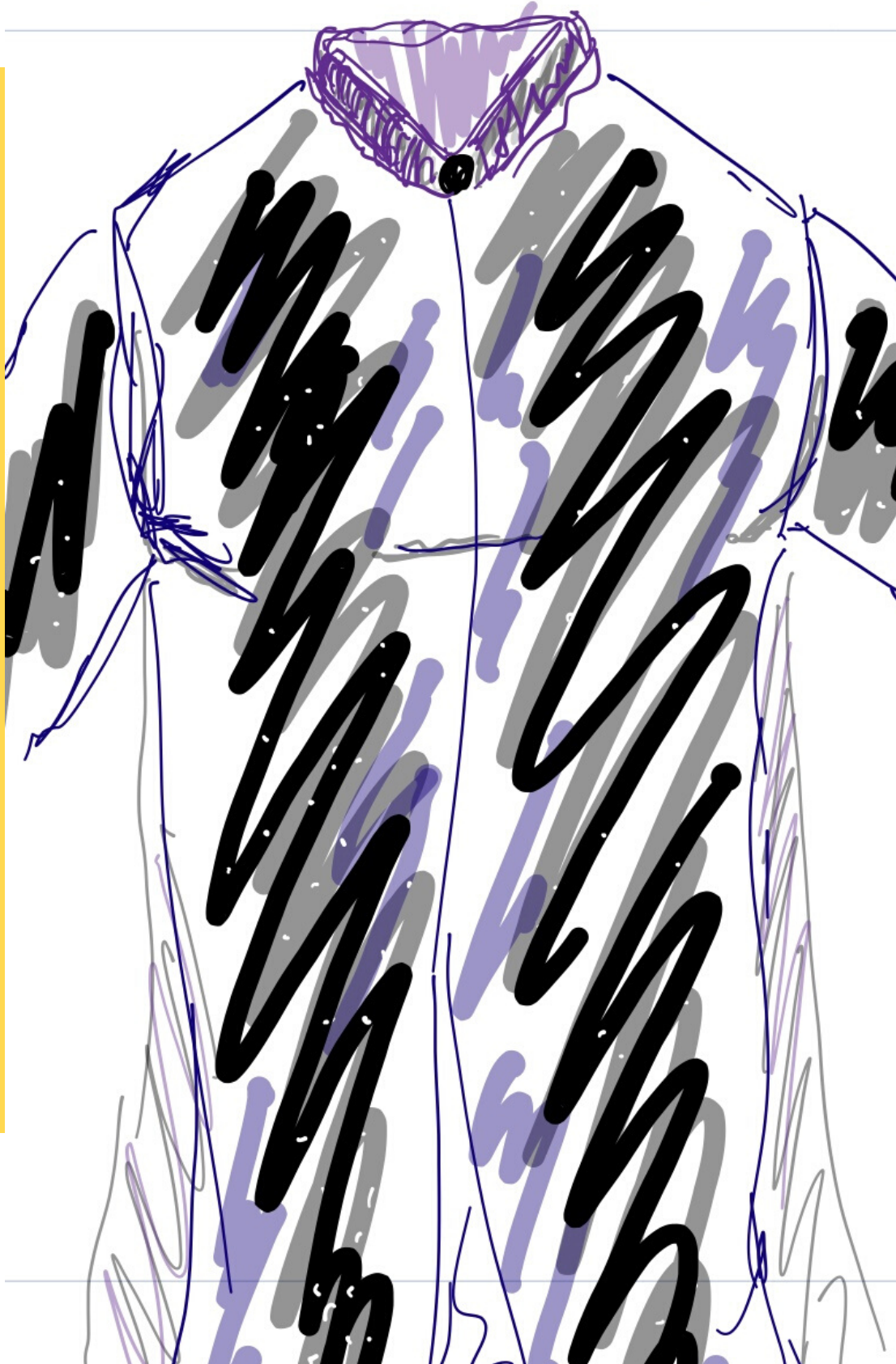
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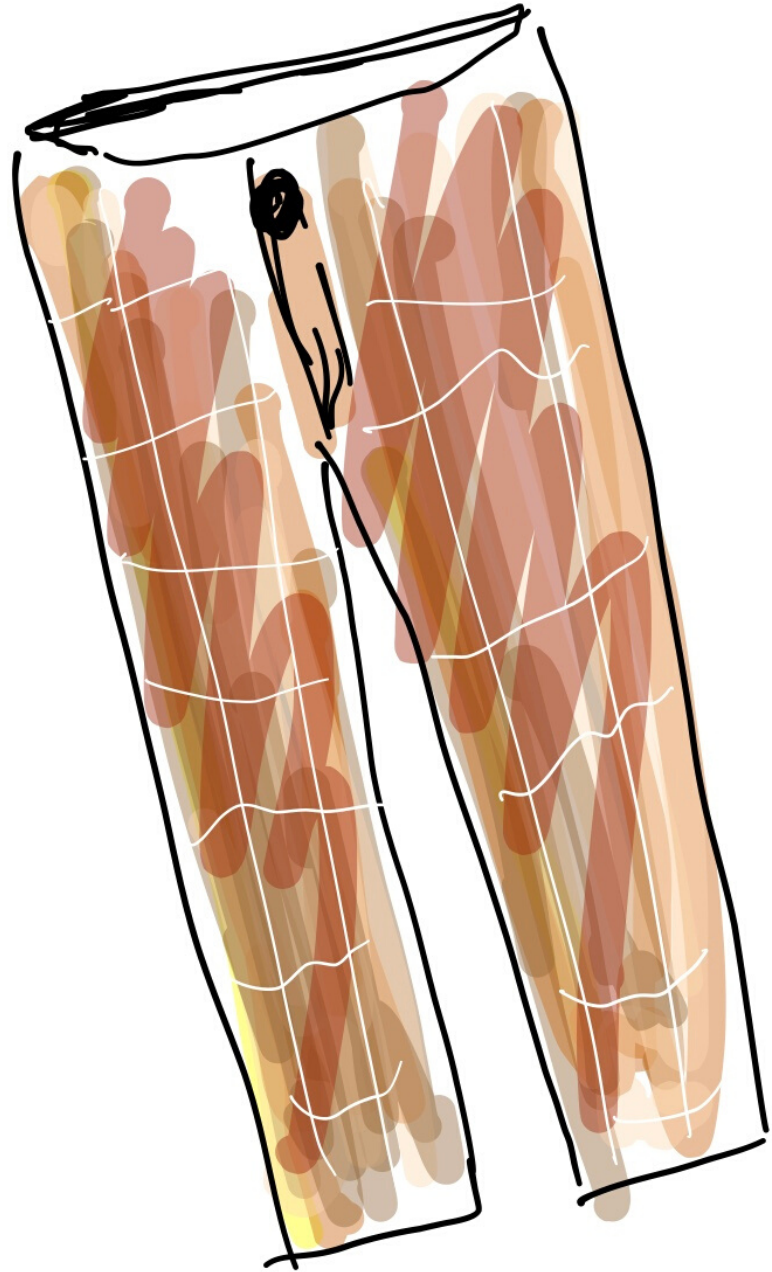


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WEAVE

Executive Summary



OUR ACTION PLAN NOW

Our current action plan is to launch a t-shirt based subscription service initially before jumping into a capsule. These will be minimal as well and (with layering) usable throughout the year. We have found individuals working with the materials we want in Pakistan as well as a complete tree plantation team for ourselves.

We have gone through Vanderbilt's prelaunch Wond'ry program and intend to go through post launch in Fall 2020.

THANY YOU

