



charlotte's closet

RENT IT • ROCK IT • RETURN IT

A photograph of two women standing on a beach at sunset. The woman on the left is wearing a light blue, long-sleeved, ruffled dress and a white sailor-style hat. The woman on the right is wearing a light blue, ruffled dress and a silver, metallic jacket. The background shows the ocean and a bright sunset sky. The entire image is framed by a decorative pink border.

WE'RE GIVING  
PARTY DRESS SHOPPING  
A MAKEOVER

Charlotte's closet

## THE PROBLEM

# SHOPPING FOR A PARTY DRESS TODAY



TIME-CONSUMING



EXPENSIVE



DRAMA-FILLED

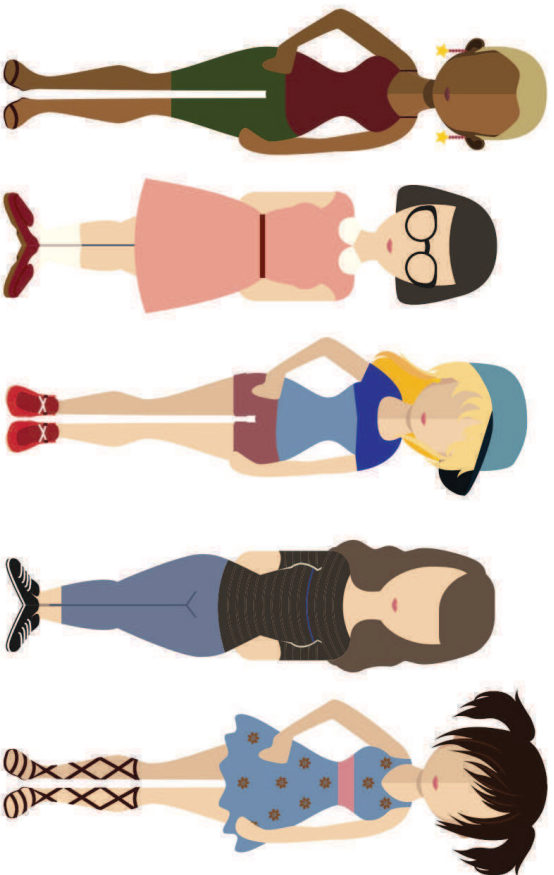
THE SOLUTION

## BORROW SPECTACULAR

Charlotte's Closet reinvents party dress shopping for a new generation by renting the latest fashions online at up to 75% less than retail



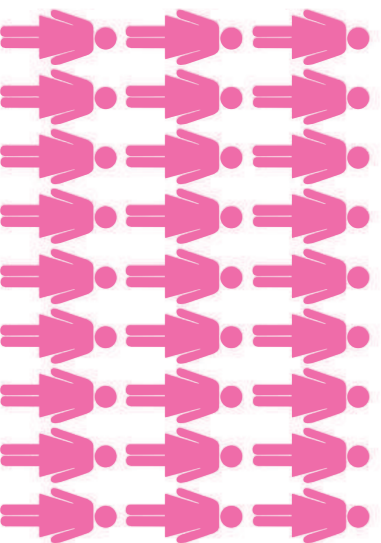
## THE MISSION



**EVERY GIRL  
DESERVES THE  
OPPORTUNITY TO  
LOOK & FEEL  
SPECTACULAR**

We're on a mission to empower teenage girls by providing everything they need to rock their most important occasions at an affordable price.

# THE OPPORTUNITY



**15 MILLION**

GIRLS (U.S.)

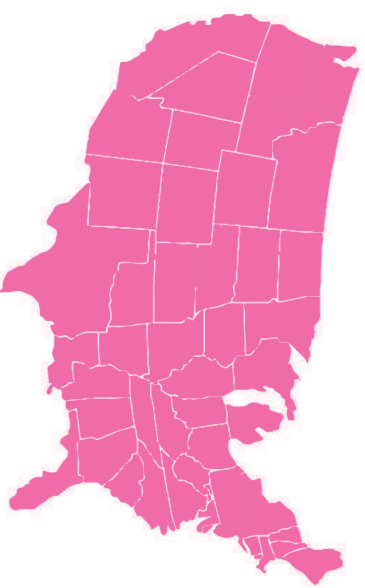
Age 12-21



**\$400**

SPENDING PER GIRL

Average Annual

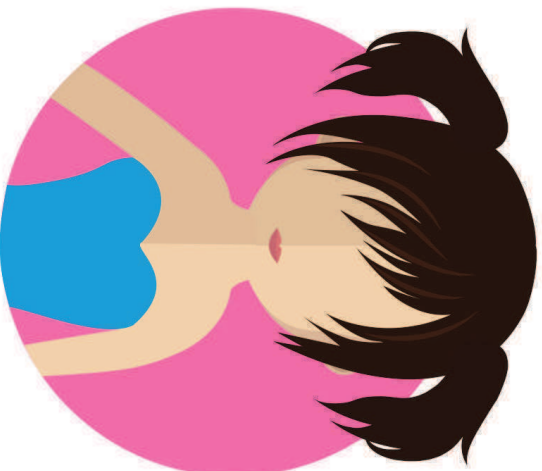
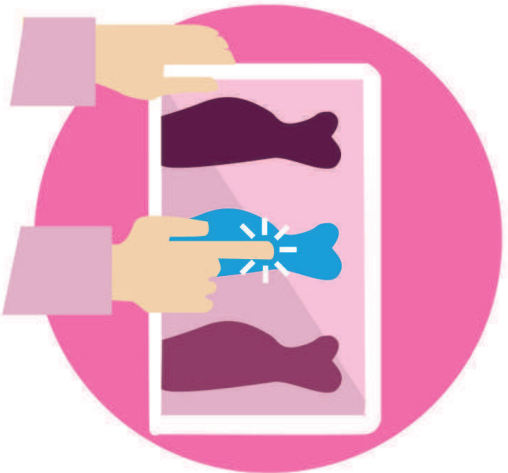


**\$6 BILLION**

ANNUAL SPENDING

Party Dresses (U.S.)

## HOW IT WORKS



**RENT IT. ROCK IT. RETURN IT.**

Why buy ordinary when you can borrow spectacular from  
Charlotte's Closet at up to 75% less than retail?

TARGET AUDIENCE & MARKETING CHANNELS

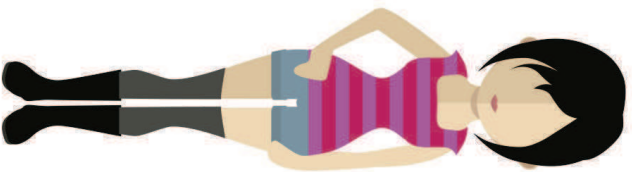
YOUTUBE VIDEOS

SOCIAL MEDIA

WORD OF MOUTH

PAID INFLUENCERS

CONTESTS



SEARCH MARKETING

ADVERTISING

FACEBOOK ADS

STRATEGIC PARTNERSHIPS

EMAIL MARKETING



Wants to wear a new hot outfit to every party

Lives and breathes social media

Seeks freedom and independence

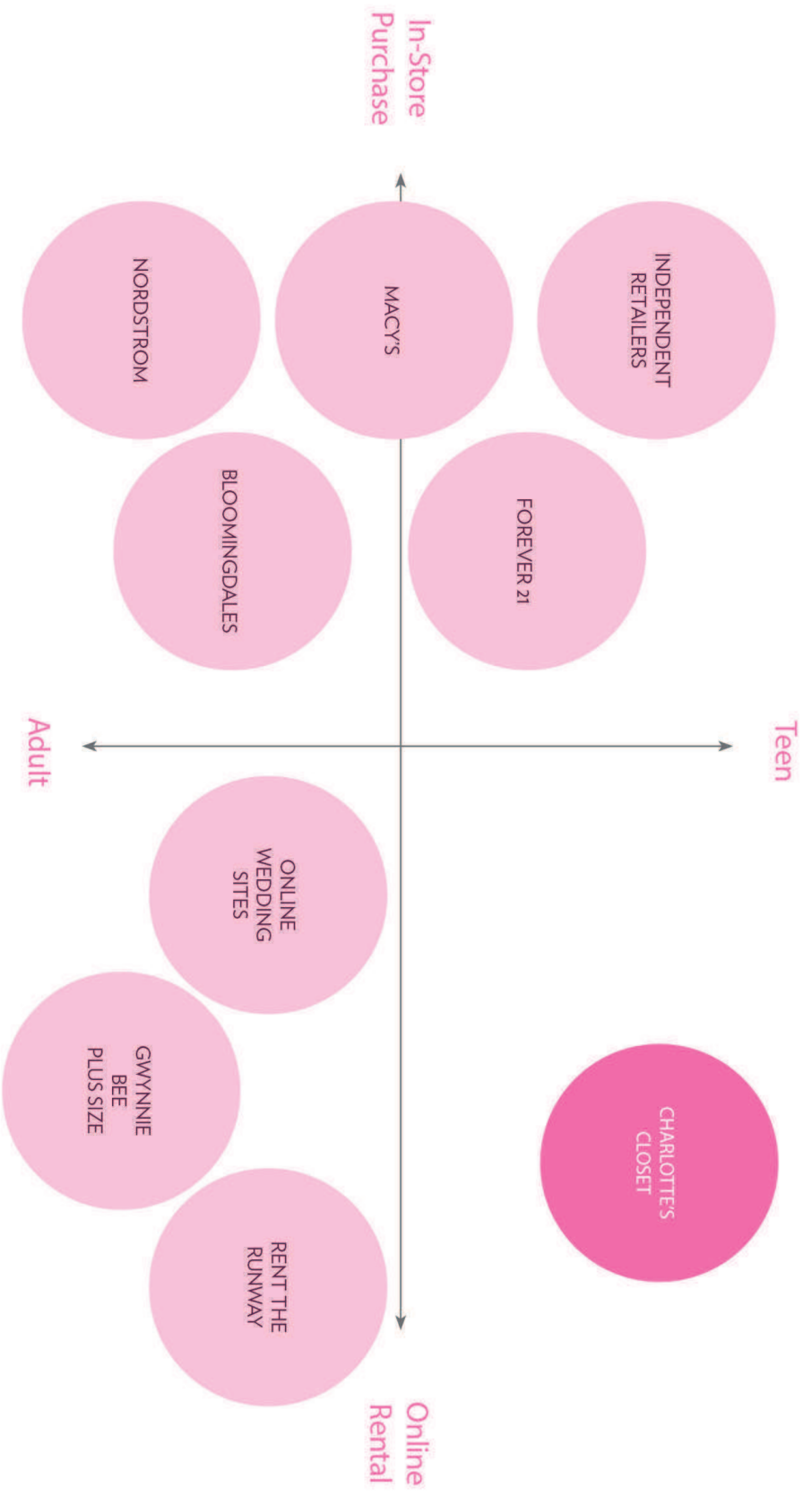
Budget-conscious

Facebook has become part of her life

Wants to keep teen happy and stay connected



COMPETITIVE ADVANTAGES



COMPETITIVE  
ADVANTAGES

INDUSTRY  
KNOWLEDGE

Deep understanding of fashion and audience. Access to PR.

FIRST TO  
MARKET

Sharing economy. No more wasted resources. Modern, disruptive.

CONVENIENCE

Fun. Hassle-free. No more dreaded shopping trips with mom.

PRICE

Up to 75% savings over in-store purchase.

AMBASSADOR  
PROGRAM

Empowering young adults to become style experts and entrepreneurs within their communities.

HOME TRY ON

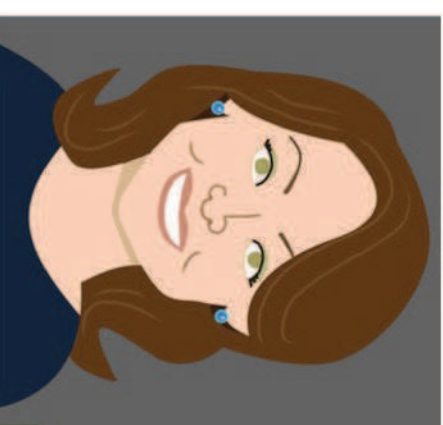
Designer dresses delivered to your doorstep to try before you rent.

## THE TEAM



**JEN LANE-FORMAN**

Founder/CEO



**TRINA COCCARELLI**

CMO

On Staff: Marketing Intern, Seamstress, and Customer Service Representative

### EXPERT ADVISORY PANEL

**ERIC FORMAN**

Founder/Operations

**PAUL STROHMENGER**

CFO

**STEVE BRITA**

Strategic Digital Marketing

# TRACTION

1.

SITE LAUNCHES ON  
MAGENTO PLATFORM

2.

MULTIPLE TV APPEARANCES  
(To promote around prom season)

6.

ENGAGE WITH FULL SERVICE  
MARKETING AGENCY  
(To spearhead paid and social content efforts)



3.

STRONG INTEREST/  
PROMISING PROM RESULTS  
(Even with little to no marketing)

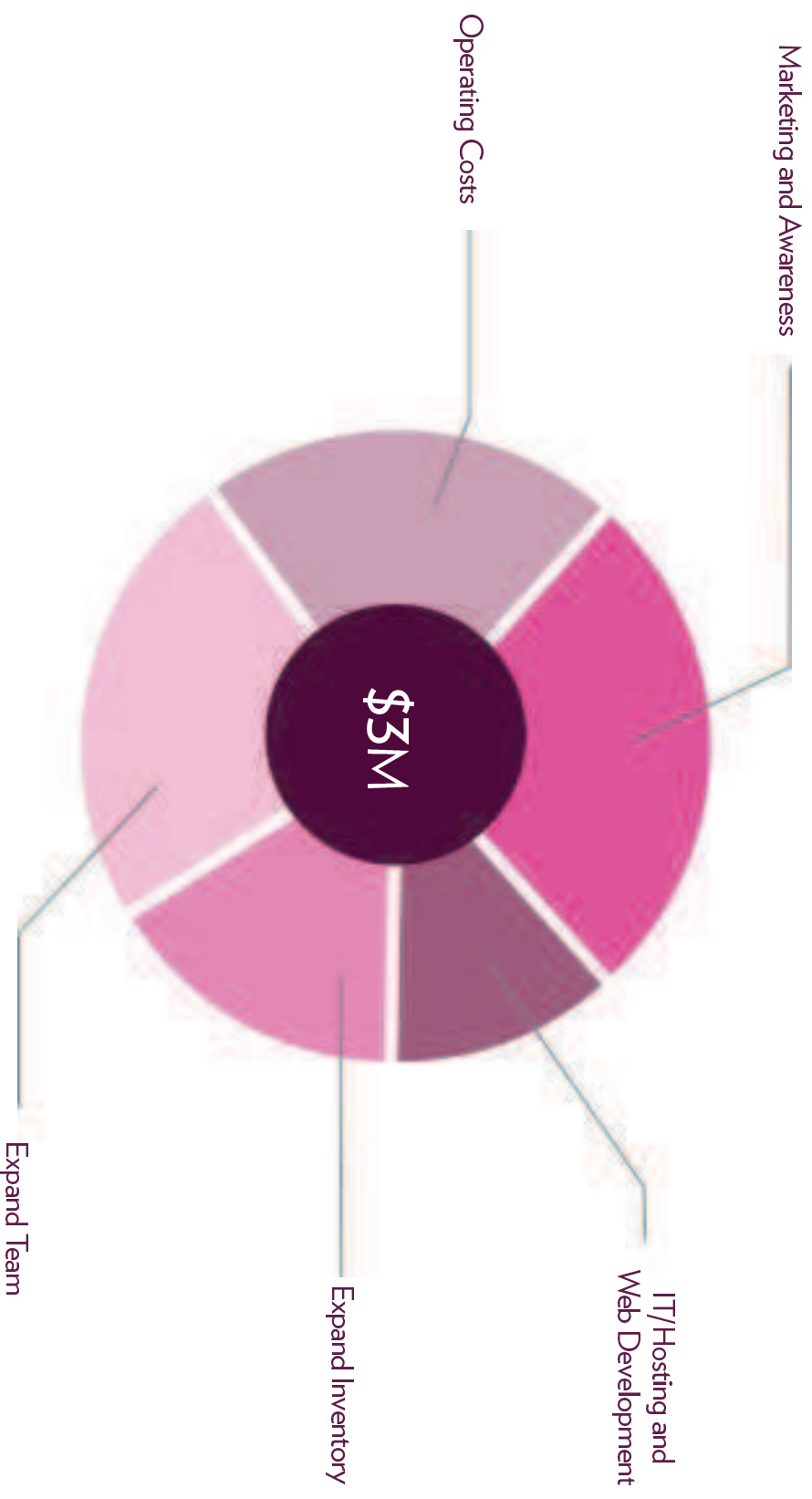
5.

PRODUCT LAUNCH EXTENSIONS TO  
INCREASE AVERAGE ORDER SIZE

4.

SALES ON THE RISE  
(For back to school and homecoming season)

# FUNDING



# FUTURE



charlotte's closet

RENT IT • ROCK IT • RETURN IT

CREATE YOUR  
**ENDLESS**  
CLOSET

# GET READY TO ALWAYS HAVE A LITTLE CHARLOTTE IN YOUR CLOSET.

## The New Way to Shop the Brands You Love

Introducing **ENDLESS** by Charlotte's Closet:

Select new pieces to add to your closet each month. Wear, return, and repeat.

Shipments are always free and dry cleaning is on us.

- Three Subscription Based Drives:
1. Interests in keeping items for a longer period of time
  2. Desire to borrow now even with no events scheduled
  3. Access to latest looks and brands at reasonable prices

### Membership Options



Choose 1 piece to wear for the month for \$49.95



Choose 2 pieces to wear for the month for \$69.95



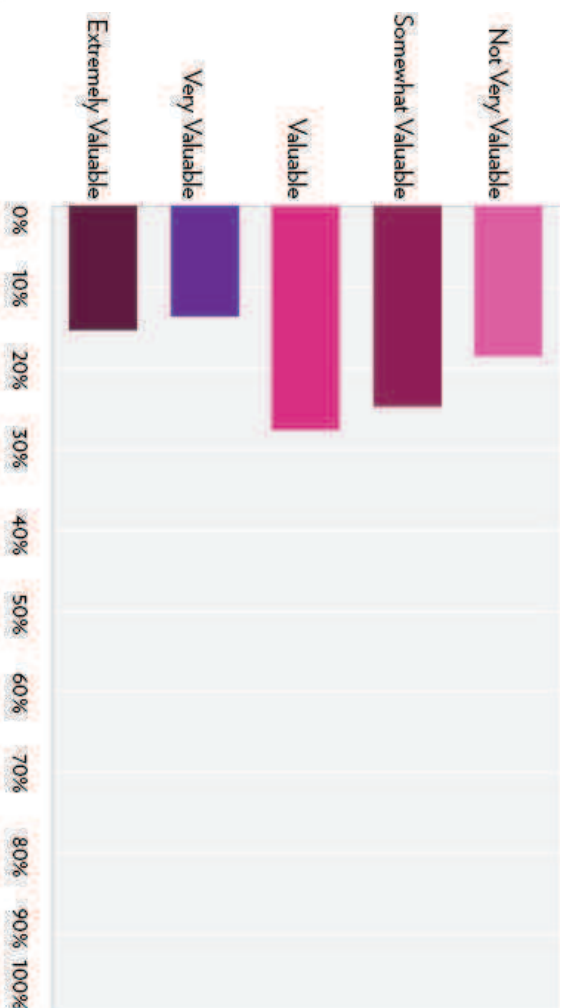
Choose 3 pieces to wear for the month for \$99.95



# DEMAND FOR A SUBSCRIPTION SERVICE

## SURVEY RESULTS

- Conducted survey to respond to ambassador feedback
- Girls wanted to keep the dresses for an extended period of time
- Girls had other event like internships
- Desire to rent formal dresses, but also want access to our latest trends



**Almost 60% of respondents said a service like this would be valuable, very valuable or extremely valuable.**

# SUBSCRIPTION SERVICE EXAMPLES

## Niche & Service Focus



**gwynnie bee.**  
SIZES 10-32

Create your ultimate closet from over 3,000 styles with a subscription box full of the latest fashion trends.

Try it free for 30 days!

[GET STARTED](#)

**Subscribe to Fashion**

DISCOVER UNLIMITED

**ROCKETS OF AWESOME**

THE SMARTER WAY TO SHOP FOR KIDS.

**BEST LEGGINGS EVER!**

NEW VIP MEMBER OFFER

Take a quick style quiz and get

**2 for \$24**  
(\$99 VALUE)

[GET STARTED](#)

KATE HUDSON  
CO-FOUNDER

# ENDLESS POSITION STATEMENT

- ENDLESS allows young clients to select pieces to add to their wardrobe each month for minimal cost
- Offers brands specifically targeted to this audience
- Provides access to newest trends (always have something new to wear)
- Fashion without commitment
- First to market this target

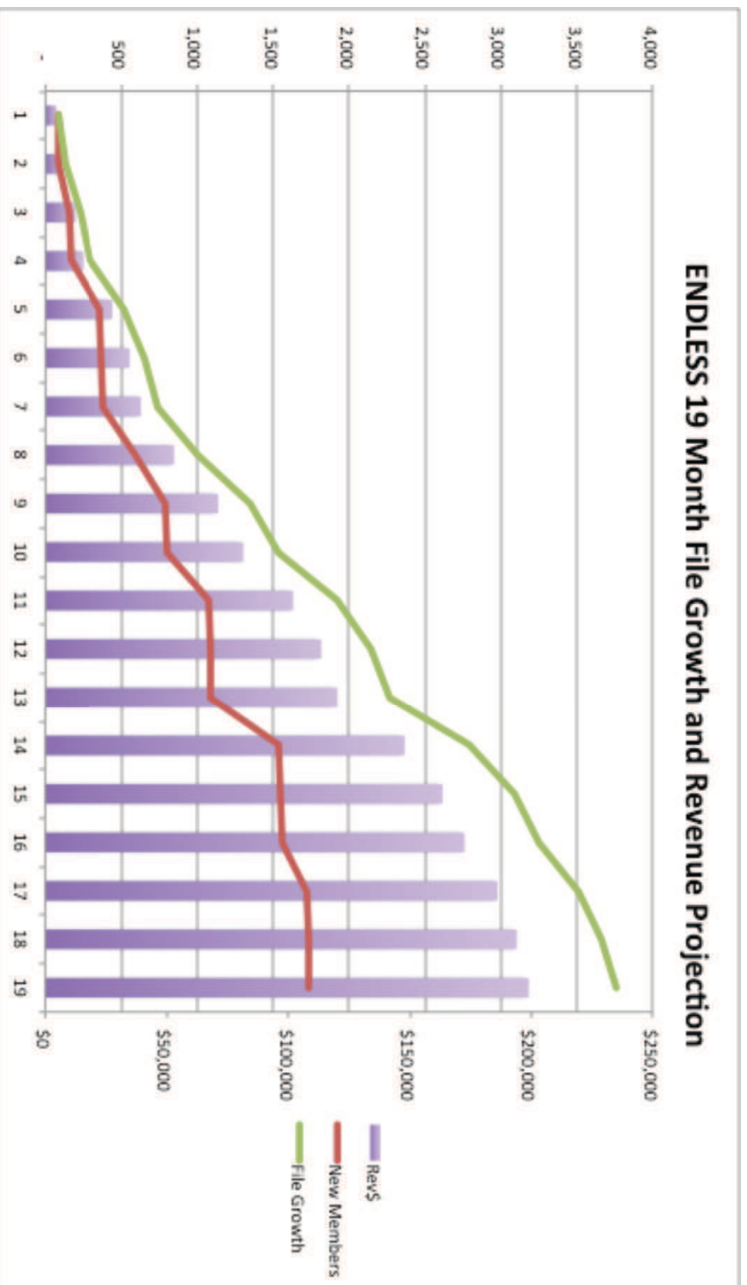


*free people*

FRENCH  
CONNECTION

BCBG  
GENERATION

# ENDLESSBY CHARLOTTE'S CLOSET



## File Growth Assumptions:

- \$53 avg. order per month
- 45% monthly cancel rate
- \$117 customer lifetime value
- 2.2 avg. payment per customer
- Conversion rate 1% growing to 2.2%
- No revenue built in for purchase option

QUESTIONS?

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[charlottes-closet.com](http://charlottes-closet.com)



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