



INVEST IN SLØ - NOT FAST FASHION

**Reinventing Denim - Made to Order in 500 sizes, Personalized, Sustainable, and built to last**

[slojeans.co](https://slojeans.co)

Dover, DE

Ecommerce

Consumer Goods

Fashion

Sustainability

## Highlights

1

👉 EXPERIENCE- slø raised \$300k on Wefunder from 1100+ Investors

2

❤️ SALES - \$1,100,000+ in sales in the first 14 months.

- 3 ✨ Unique denim experience, 10 layers of customization, and 1m+ possible combinations.
- 4 👍 POWERED BY - 700,000 suggestions from the community. We are a community built from the ground up.
- 5 ✨ SEEN ON - 35m Views, 8m Likes, 1m Followers on TikTok with \$0 Adspend
- 6 🤖 EXPANDING - The only thing that has held us back has been reliable manufacturing- Not anymore!
- 7 LIFE CHANGING - Investing in the local community, our people, and their families will change lives.
- 8 SPEED - By 2025 we will be able to produce your made to order jeans within 14 days.

## Featured Investor



**Samuel Gray**

Invested \$5,000 ⓘ

Follow

"I'm excited to endorse Slø as a Lead Investor. With my background in fashion and media, I see immense potential for Slø to pioneer sustainable fashion. Their commitment to made-to-order denim, ethical production, and tech advancements, along with a strong leadership team leveraging social media, positions them at the industry's forefront. I'm confident in their mission and eagerly anticipate their success. Join me in supporting Slø's path towards a sustainable future."

## Our Team



**Kristian Hansen** Founder & CEO

1m+ followers on Social Media, 30m + Views, 150+ cities visited, \$300k raised on Wefunder. Generated over \$1m in organic sales via personal TikTok page. Award-winning entrepreneur and former pro athlete.



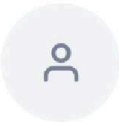
**Abhi Chaudhuri** Co-founder & CTO

2x Founder - Graduate Computer Engineering from McGill University



**Zeena Mawlawi** Director Communications

Pentalingual World Traveler, McGill Psychology Graduate, and former high net worth event coordinator with a passion for fashion and sustainability.



**Mustafa Kati** Head of Production - Turkey

Managed 7+ million pairs of jeans per year as a lead merchandiser at one of Turkey's largest denim producers. 30+ years of experience in Denim



**Daniel Goodrich** General Counsel

Digital-forward corporate startup attorney. Recovering New Yorker. Daniel is the Founder & CEO of @VirtualCounsel™, the original 24/7 monthly subscription legal solution for startups.



**Ralph De Lisle** COO

2x Founder and the newest edition to the C-Suite. Ralph is a Cambridge Graduate with extensive experience in consumer products and brands. At slø he will be tackling our new operations system as we expand to new markets.

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more than a clothing brand



## more than a clothing brand

If you have any questions and would like to speak to one of our founders we would absolutely love to hear from you.

You can e-mail us at [abhi@slojeans.co](mailto:abhi@slojeans.co) or [kristian@slojeans.co](mailto:kristian@slojeans.co) and we'll get back to you ASAP

Thank you for your consideration in our project, and for your interest in changing this industry from the ground up!



WEFUNDER

**Reinventing Denim - Made to Order in  
500+ sizes, Personalized, Sustainable,  
and built to last**

*the world's most popular clothing item like  
never before - delivered to your door for  
\$99/pair*

**slo**

**so...how did we get here?**



common and we got here.

*Once upon a time, a man named Kristian accidentally bought a pair of \$7 women's jeans at a thrift store. Perplexed by the lack of pockets, he made a TikTok video to his 67 followers, "Ladies of the world, where are your pockets?! he said.*

*Thousands of frustrated women rushed to the comments to confirm the problem, and at that moment the slø fashion revolution was born.*

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547k views,  
30k followers gained

but that was only the tip of  
the iceberg...

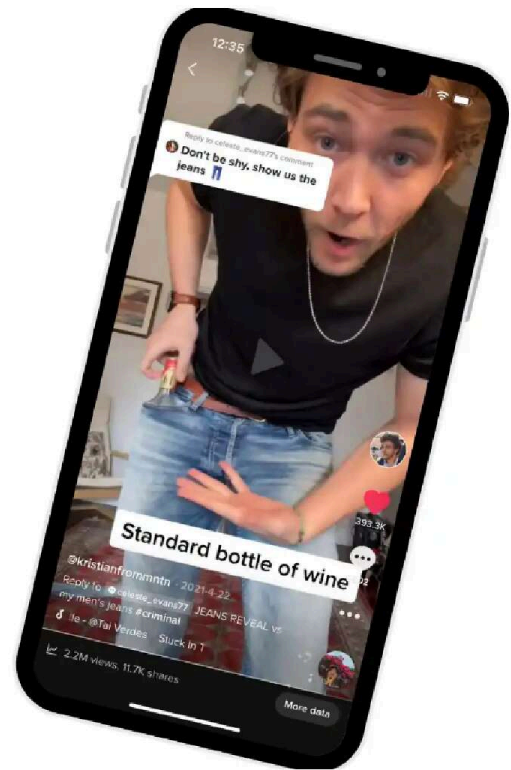
*Kristian started making more and more videos asking people for their opinions...*

*"tell me whats wrong with your jeans?"*

*"tell me what's wrong with your closet?"*

*"tell me what you think is wrong with fashion?"*

**over 700,000 form  
submissions 25m views,  
and 300k followers later...**



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**there was a glaring gap in the  
market, with no solution in sight.**

*so we decided we'd build it.*

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**we launched a WeFunder  
campaign and raised a \$293,000  
pre-seed round**

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since then we've had some growth  
our first 18 months

\$1.1m		13,500		\$0		39%
revenue generated		units sold		ad-spend		returning customer rate

750k		100k		121k
followers gained on TikTok		followers gained on Instagram		"waitlisted" on our e-mail list

100% organic growth powered by one personal TikTok account, with one of the most loyal  
communities on the internet



slø

**and we made some key  
discoveries...**

allow me to explain...

**the \$1 trillion fashion industry  
has three massive problems.**

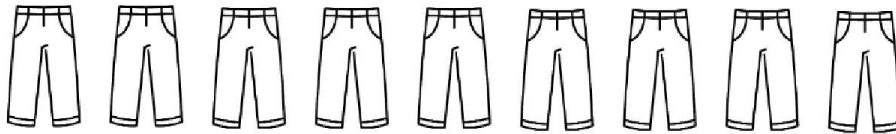
problem #1

**millions of consumers do not fit into  
standard size sets**

## standard size sets.

fast fashion size sets are inaccurate, antiquated, limited, and mentally  
damaging + do not serve the majority of the market.

### average fast fashion jeans size set



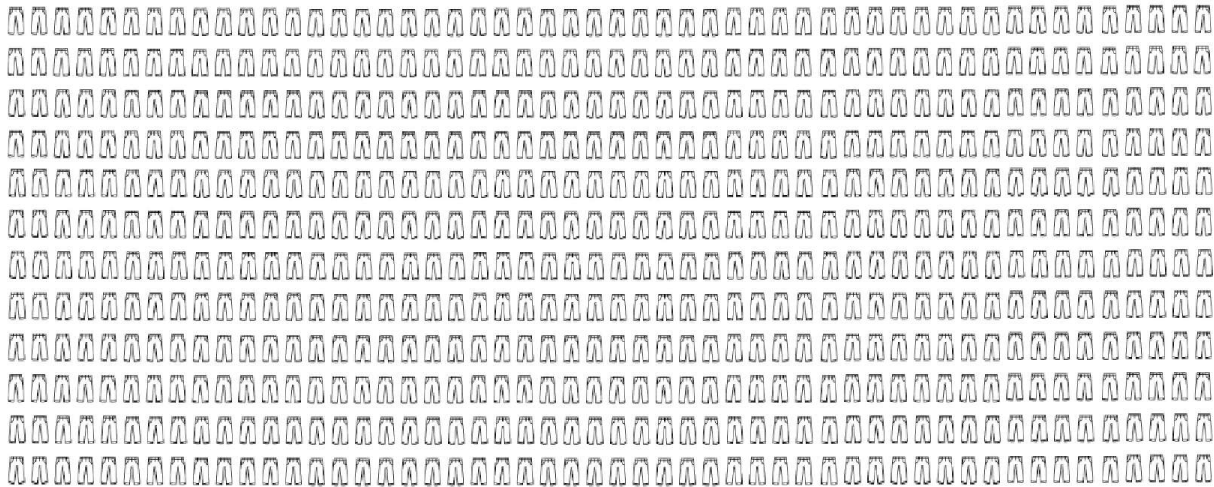
9 sizes, all the same ratio/shape.

### our SizeYou V2 size set (active)



*sizeYOU v2 = 440 sizes = 22 waist sizes in 2 unique shapes in 10 lengths*

## **our SizeYou V3 size set (Sept Launch)**



*sizeYOU v3 = 624 sizes = 23 waist sizes in 2 shapes in 13 lengths (+3 leg options)*

problem #2

**mass manufacturing  
= mass standardization**

mass manufacturing leads to a tremendous amount of waste, exploitative labor practices, and a boring standardized product that doesn't fit, isn't what you really want, and (probably) ends up in a land fill



**this leads to**



**92 million tonnes  
of textile waste/year  
disposed to landfills**



**return rates above  
40% due to mass  
standardization**



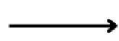
**79 trillion litres  
of water used annually in  
production processes**

and over 100 other damaging statistics...

## **the current fast fashion system**

### **mass produce**

mass standardized  
goods as cheap as  
possible with little to  
no regard for the  
planet or human rights



### **hope it sells**

hundreds of thousands  
of garments are put in  
stores around the  
world, with millions  
going unsold

## the slow fashion system

### product is ordered

a selection of products are made available in a substantially larger size set, and not produced until an order is placed



### product is delivered

the product is consciously delivered to the client, to their specifications, preferences, and sizing.

personalized, purposeful, and waste free

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## the slow fashion system

made to order + perfect fit + quality materials

(No waste Products)

(very low returns)

(long lasting garments)

+ ethical manufacturing = sustainability

(zero exploitation supply chain)

(a modern model)

problem #3

**fashion manufacturing is broken,  
antiquated, and relies on massive  
amounts of manual labor**

# amounts of manual labor

Kristian and the team visited over 50 manufacturing facilities in 10 different countries and discovered the foundation of manufacturing is still done on pen and paper and relies on thousands of underpaid people to make it work.

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so we built our own factory..



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## to offer a new kind of experience

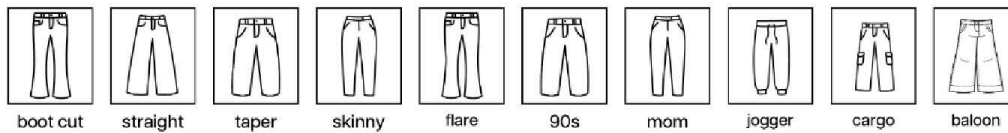
putting you in the design studio to build your perfect product



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## choose your cut

step #1



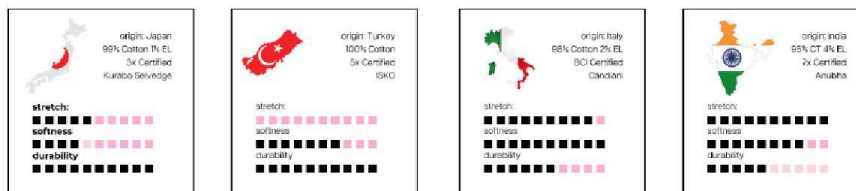
always ready, always in stock, ready to build

customers begin their slow fashion experience by selecting their cut, this provides the base of the design and acts as a starting point for their customizations. We currently have six always-in-stock cuts in our “always open” model, and plan to expand this to ten.

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## choose your fabric

step #2



the fabric is the heart of the garment, and drastically changes the experience

stretch? no stretch? thick and durable? lightweight and breathable? It's completely in your control.

we have access to thousands of varieties of denim and can consistently offer new and innovative fabrics. Our goal is to educate the customer on their options, and build a community of people excited for new fabric options, and more sustainable alternatives.

# slø

## choose your wash

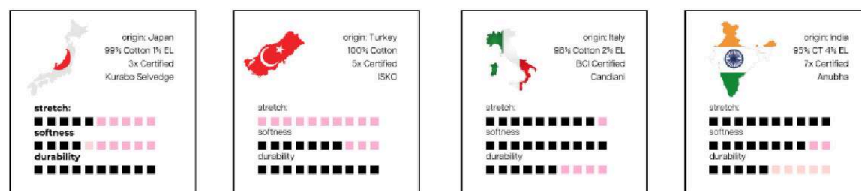
step #3



# slø

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# slø

## choose your wash

step #3



make the selection themselves

selections easily as they move through the process

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choose your button color from 10+ selections

finishing touches

## finishing touches

step #5



100% organic/recycled cotton canvas

your name lasered on a small piece of 100% recycled material



\*this leather is sustainably sourced from leather scrap material from shoe factories, it was destined for a landfill, but instead the pieces are bound together to give it a new purpose



## endless personalization potential

your name, your button color, and your back patch selection, we can endlessly offer additional offerings to the finishing stage.

each selection makes the jeans more and more unique, providing the most personal experience in fashion

## we call it Groovy Labs

a purpose built factory for slow fashion production

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current capacity  
3500 units/month  
capacity post raise:  
10,000 units/month



powered by MERLIN  
AI our proprietary  
factory OMS  
enabling first of it's  
kind scale



every product is  
tracked by QR. Sending  
the customer 12-15  
updates through the  
manufacturing process



carbon neutral,  
every scrap is  
recycled, and every  
product made to  
order



allows us to offer  
over 1,000,000  
potential variants,  
delivered in less  
than 30 days

built in the heart of Istanbul's garment district  
and supporting the community around us

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and we built an AI-powered operating  
system to run it...

they told us we would need 40 people



they told us we would need 40 people  
to run the facility, with our software  
we do it with only 14



*An AI-powered OMS (order management system) that provides  
deep insights for factory optimization, real-time end-to-end  
transparency, and complete traceability for the end consumer.*

*Curating data so powerful we can predict the future of fashion,  
like looking into a crystal ball...*



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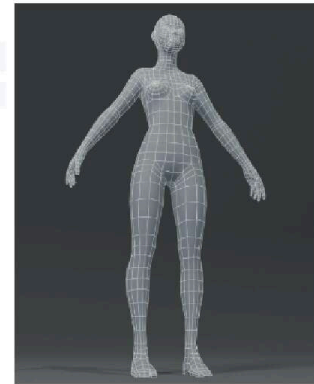
Disco  
our sizing system

On first orders, we collect 3D measurements, or the customer submits their own measurements, which are then fed into our Disco AI Sizing tool.

These measurements are then matched to the perfect size in our library of hundreds of sizing options.

your size is saved to your profile and will be automatically used on future orders (feature to be launched in September 24)

Customer's measurements				Info
Success		05/22/23, 9:48 PM		
Volumetric				
Bust girth	37 in	Under bust girth	33.1 in	
Upper chest girth	36.4 in	Overarm girth	45 in	
Waist girth	28.9 in	Upper hip girth	38.0 in	
Hip girth	41.4 in	Middle torso	34.8 in	
Lower waist	36.2 in	Upper arm girth	11.6 in	
Upper hip girth	11.1 in	Knee girth	15.5 in	
Ankle girth	9.9 in	Wrist girth	6.4 in	
Calf girth	14.9 in	Thigh girth	23 in	
Thigh 1 inch below the crotch	24.6 in	Mid thigh girth	18.6 in	
Neck base girth	13.7 in	Abdomen girth	29.8 in	
Armhole girth	16.2 in	Neck girth	13.1 in	



*an example of a 3DLook Scan*

*we then use this data to automatically match measurements to the perfect size, leading to lower returns, more satisfied customers, and a longer-lasting garment*

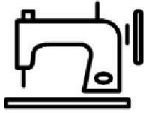
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**then we produce your jeans**

*tracking your garment stage by stage*



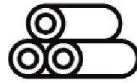
## what we track



End to End  
Production Data  
at every stage



Logistics +  
Import/Export  
+inventory



raw material  
consumption  
+ stock



customer  
demographic  
+ preferences



product  
information  
+ trends



return +  
exchange  
statistics



## how we track data



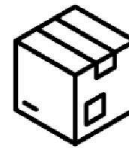
NFC tags  
are placed on  
every item  
in production



Tags are  
scanned at  
each stage of  
production  
for real time  
tracking



post purchase  
customer  
interaction  
with QR/NFC



Logistics data  
is saved for  
each order and  
profiled for  
improvements

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## the result?

*slow fashion at scale...*

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### ***made-to-order = unlimited options, zero waste***

high quality, affordable, and personalized jeans, fit to the customer. and available at scale

personalized clothing, made to order, enabled by automation and AI,

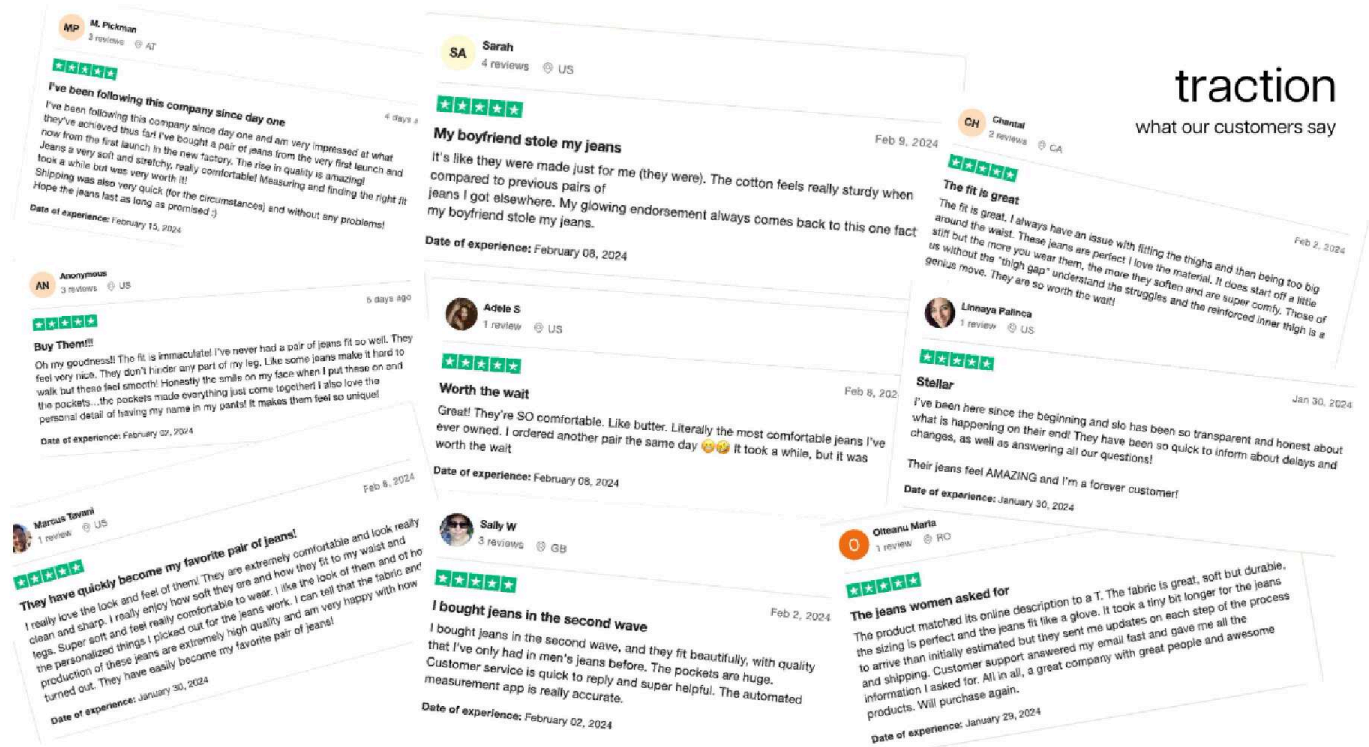
leads to substantially lower return rates, near zero waste, worker empowerment, ironically higher margins, and returning customers.

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## how's it working so far?

*there's plenty of room for improvement, but so far so good...*

traction  
what our customers say



traction  
organic social media growth

~\$1.5m

generated in free marketing  
through our organic content

3.5m

projected followers 2024

43m

organic views

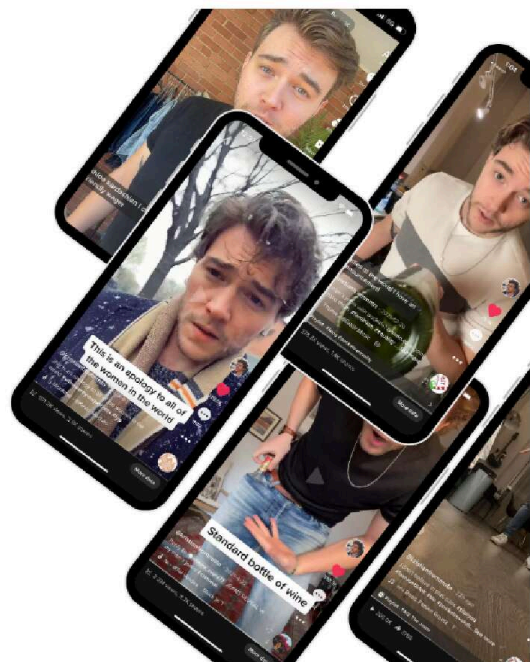
8.5m

organic likes

1m

followers gained

driving ~\$1m USD in sales year one with \$0 Adspend



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## a triple revenue model

3 income channels - maximising our reach and keeping customers coming back for more



**"always open"**  
*our core offerings*

over 1,000,000 standing  
options available to build



flexible capacity  
*scale = easier production*



10,000+ choices  
*max personalization*



\$99/pair  
*+ customizations*



predictable  
*& efficient*



**limited edition launch**  
*two launches / month*

keeping the collection fresh  
with trending items



1000 pieces  
*limited edition*



design flexibility  
*test trends and offerings*



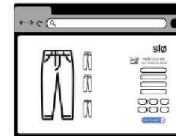
\$99/pair  
*still made to order*



2 launches/month  
*keeping things fresh*



**retailer integrations**  
*tap into global online reach*



a win-win for  
everybody  
involved



flat rate commission  
*eliminates their need to hold stock and  
flattens our CAC*



localized and exclusive  
*different styles for different markets*



same system, same factory  
*still made to order*

# slø

## how is it sustainable?

*let's dive deeper*



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*our core offerings*

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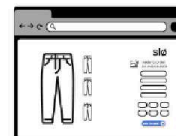
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localized and exclusive  
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+ CUSTOMIZATION

predictable  
& efficient

OUR FOCUS IS ON

2 launches/month  
keeping things fresh



different styles for different markets



same system, same factory  
still made to order

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## how is it sustainable?

*let's dive deeper*

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### #2: Material Selection

all of our fabrics are double or triple-certified and come from regenerative sources, sustainable fabric selection is at the core of our model.



we have just formed an agreement to use GoodEarth Cotton in all of our jeans starting in 2025 - (Australian regenerative cotton)

#3: fit = sustainability

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the average fast fashion size set contains 8 sizes, this mass standardization leads to massive returns, garments fitting incorrectly (which lowers the longevity of the product), and poor sell through rates. very few returned products are ever resold and end up in landfills

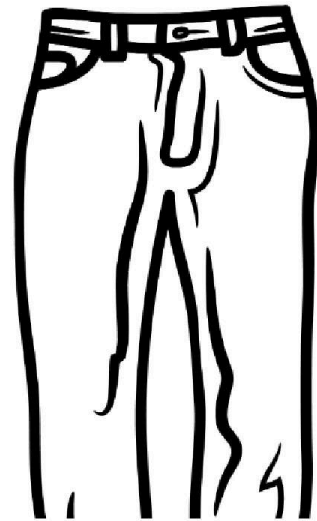
We offer over 400 sizes in order to ensure a perfect fit, and minimize costly returns

**industry average return rate (denim) = 44%**

leading cause = size related returns

**our return rate = 4.8%**

through our first 13,000 pairs delivered



## #4: longevity = sustainability

*currently in fashion*

**36%**

Decrease in the lifespan of a fast fashion garment in the past 15 years"

<https://earth.org/statistics-about-fast-fashion-waste/>

**69%**

of all clothing on the market is produced using synthesized materials

<https://dailytitan.com/opinion/synthetic-fabrics-are-all-style-no-sustainability/>

**10**

average amount of wears of a fast fashion product before being unwearable

<https://www.theissuemagazine.ca/articles/making-your-clothes-last-longer#>

*by prioritizing longevity through our material selection, fit, production quality, and better care instructions, we can extend the lifespan of clothing by hundreds of wears, thus leading to a significantly cleaner fashion industry, and substantially less waste*

## #5: accessibility = sustainability

**slø**



**~\$180**



**~\$230**



**\$99**

average cost of  
"sustainable jeans"

average cost of  
"tailored jeans"

pair of slø jeans,  
sustainably made,  
perfect fit

*we believe that if people can't afford your solution, then you're not a sustainable option. We price as competitively against fast fashion as possible to allow for consumers to access sustainable choices at an accessible entry point*

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## a lean team ready for growth

*our goal was to build our foundation with a small but mighty team and prepare for growth*

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Kristian Hansen  
CEO/Founder

3x founder + 900k social media followers, the mind behind the brand.



Ralph de Lisle  
Chief of Staff

Seasoned CPG entrepreneur, 2x Founder, Cambridge graduate. Veteran in corporate strategy & M&A



Zeena Mawlawi  
Creative director

Speaks 5 languages, McGill Psychology graduate, creative and fashion oriented direction



Abhimukth Chaudhuri  
Co-founder/COO

McGill Computer Engineer, Hackathon Champion, sizing



Mustafa Kati  
Head of Production

former head of production for one of Turkey's largest denim manufacturers responsible for



Piyush Tejura  
Advisor and Mentor

35+ years of Denim Experience building brands

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## the year ahead

*it's going to be a big one*

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## expansion into India

*1,000,000,000 consumers crave better  
size sets, options, and customizations.**supported by one of the biggest  
distributors in the world**timeline: Fall 2024*

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## Groovy Labs II

*a second manufacturing facility in India to  
serve India, the Middle East, and China  
and diversify our manufacturing options  
while derisking our model further*

*timeline: Fall 2024*

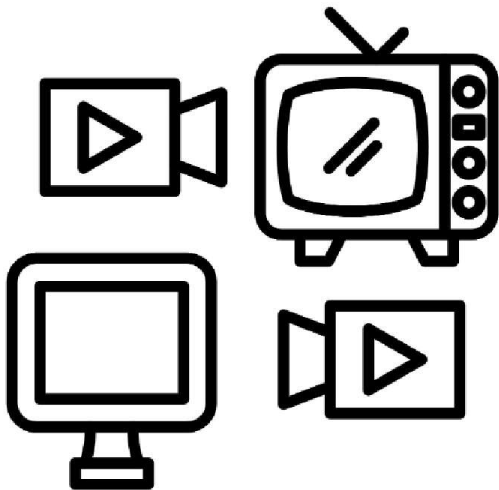


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## groovy media

*expanding our media offerings and  
producing 100x of our existing output,  
better, higher quality content to spread  
the revolution far and wide*

*timeline: summer 2024*



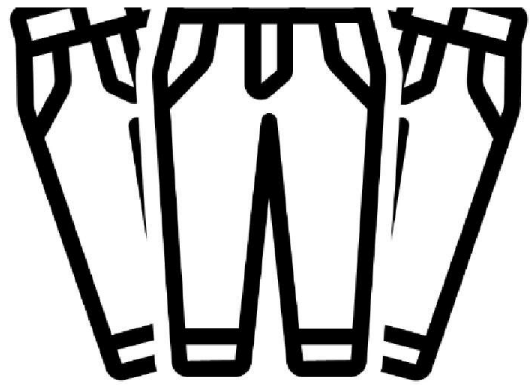
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## non denims

*our first non denim products will launch  
this upcoming fall, expanding our sizing  
solutions into new categories like office  
wear*

*timeline: Fall 2024*



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## projections

*(not guaranteed)*

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**\$3-5m**

revenue generated

*(variability due to TBD closing date for*

**~50k**

units sold in 2024

*(variability due to TBD closing date for*

**6 months**

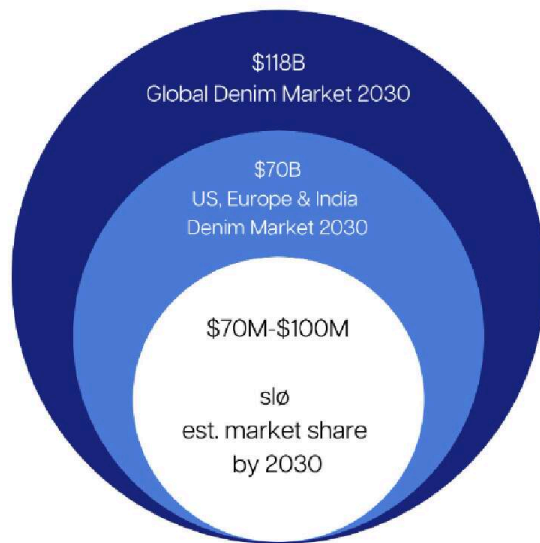
to overall profitability

*inclusive of new factory build*



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the market



The global denim jeans market size was worth USD 70.71 billion in 2021, set to expand to over USD 100+ billion at a compound annual growth rate (CAGR) of 6.2% from 2022 to 2030.

jeans are by far the most popular clothing item on Earth, with over 12 local markets valued at over USD \$1b



## vision for the future

what we're building

slø isn't just a fashion brand.

we're a manufacturing innovator.

we're building AI in places other's are not.

we're a data aggregator.

and we're harnessing the power of the  
creator economy

to change the way people experience  
fashion.



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## what is this round supporting?

*this is a bridge round*

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## bridge round

*our goal with this round is to raise \$124,000 to support our expansion into India, and the further expansion of our team and operations.*

*Our goal is to continue to be able to bootstrap our development without the need for large institutional funding rounds, making every dollar go as far as possible and staying lean while we solidify our fashion solution*

*timeline for next round: early 2025*

*target valuation: 25m SEED*

