

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

PITCH VIDEO INVESTOR PANEL



slojeans.co Los Angeles, CA

Female Founder

Ecommerce

Consumer Goods

Retail

B2C

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 🚀 EXPANDING - The only thing that has held us back has been reliable manufacturing- Not anymore!
- 6 🌱 LIFE CHANGING - Investing in the local community, our people, and their families will change lives.
- 7 ⚡ SPEED - By 2025 we will be able to produce your made to order jeans within 14 days.

Featured Investor



Samuel Gray
Syndicate Lead

Follow

Invested \$5,000 ⓘ

"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.



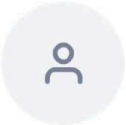
Abhimukth Chaudhuri Co-founder & CTO

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.

Pitch

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 or 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!



**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*

slø



so...how did we get 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.



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

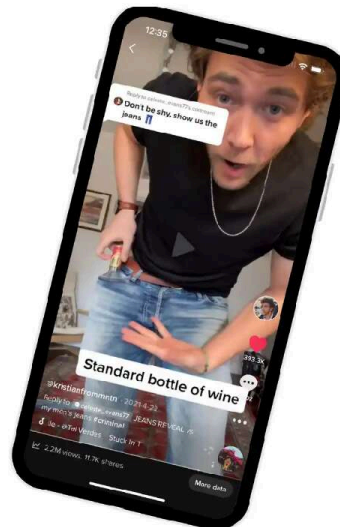
*Kristian started making more and more videos asking
people for their opinions...*

"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

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

allow me to explain...

the \$1 trillion fashion industry

the fast fashion industry has three massive problems.

problem #1

**millions of consumers do not fit into
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



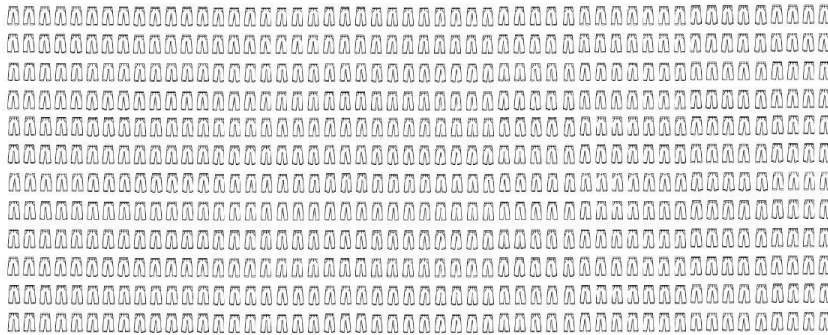
9 sizes, all the same ratio/shape.

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 —→ hope it sells

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

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

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the slow fashion system

product is ordered —→ product is delivered

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

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

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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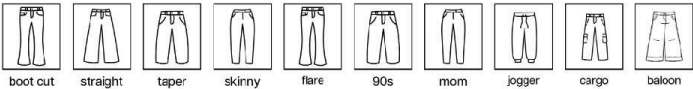
to offer a new kind of experience

putting you in the design studio to build your perfect product

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choose your cut

step #1



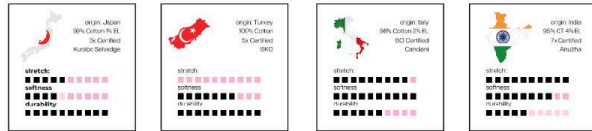
always ready, always in stock, ready to build

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.

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choose your wash

step #3



a world of colors at your fingertips, sustainably washed to your preference

we currently offer three washes and aim to offer up to ten by the end of the year. Giving people a spectrum from light to dark, and dark to darker.

Every fabric will have it's own set of washes, making this a layer subjective to their previous selection, further elevating the experience of understanding the garment down to the fabric itself

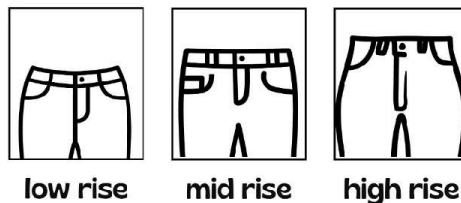
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choose your rise

step #4

the fit of the jean depends heavily on the rise

different body shapes suit different rises, and as a result it's an absolutely vital selection that ensures the correct fit and feel of the garment. We can make suggestions to people based on their measurements or they can make the selection themselves



different cuts will have different rises available, for example in a "mom" cut, the primary purpose of the style is to cover the stomach, and therefore offering a mid or low rise option is counterintuitive, our builder will lay out all of this information allowing customers to make changes and selections easily as they move through the process

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finishing touches

step #5



choose your button color from 10+ selections



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

slø



by slø

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

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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first we collect measurements

because we want to find you the perfect size, not one that's
“good enough”

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)



an example of a 3DLock 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

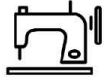
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then we produce your jeans

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.

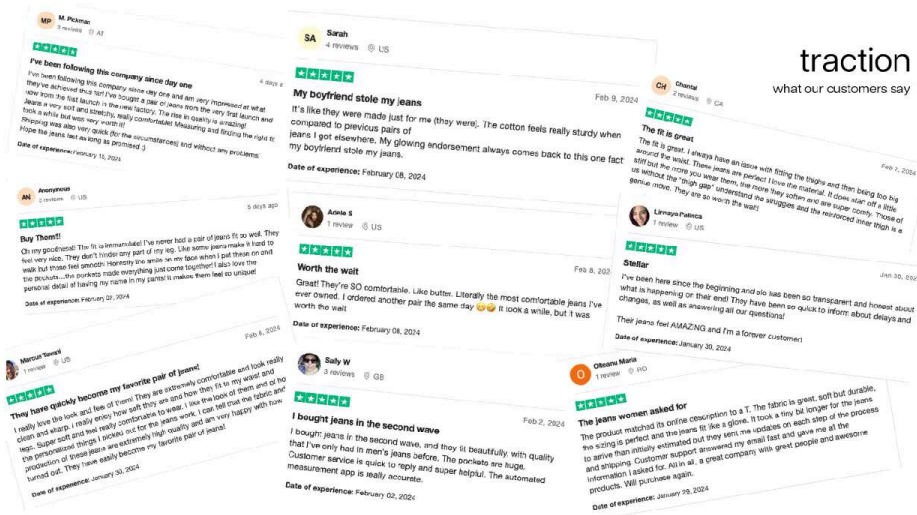
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how's it working so far?

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

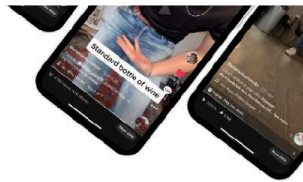
projected followers 2024



43m | 8.5m | 1m
organic views | organic likes | followers gained

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

we have one of the strongest communities on the internet




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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

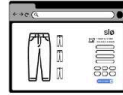
 1000 pieces
limited edition

 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

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how is it sustainable?

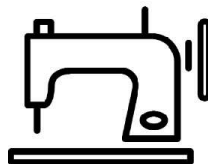
let's dive deeper

#1: building a scaleable made to order
model to replace fast fashion

our made to order model has (so far) saved us from
overproducing 16,500 pairs of jeans in our first year
of operations

that is 18,739 pounds of fabric saved which is equivalent
to 26,480 meters of denim, and over 18,000 pounds of
cotton

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purposeful production = sustainability to it's core



#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

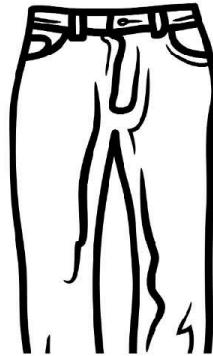
the average fast fashion size set contains 8 sizes, this mass standardization leads to massive returns, garments fitting incorrectly (which lowers the longevity of the product), and poor sell through rates. very few returned products are ever resold and end up in landfills

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

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#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://dailytten.com/opinion/synthetic-fabrics-are-al-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

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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 algorithm aficionado



Mustafa Kati
Head of Production

former head of production for one of Turkey's largest denim manufacturers responsible for 10M pairs of jeans per year 25+ years production experience



Piyush Tejara
Advisor and Mentor

35+ years of Denim. Experience building brands like Tommy Hilfiger, Michael Kors, and dozens more from the ground up

Team

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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*

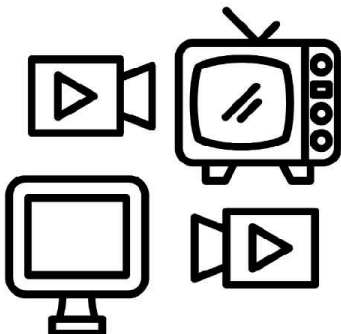
timeline: Fall 2024

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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*

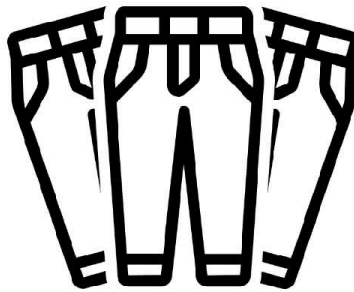
timeline: summer 2024

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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
retail deal in India)

~50k

units sold in 2024

(variability due to TBD closing date for
retail deal in India)

6 months

to overall profitability

inclusive of new factory build

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the market



\$118B



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