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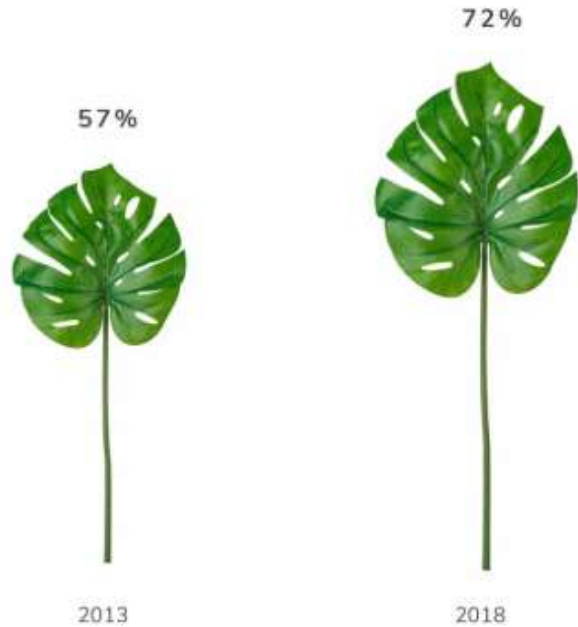


**ALEXANDRA U** is a start-up that designs, produces, sells and recycles demi-couture evening dresses and bridal dresses.



# Market Issues

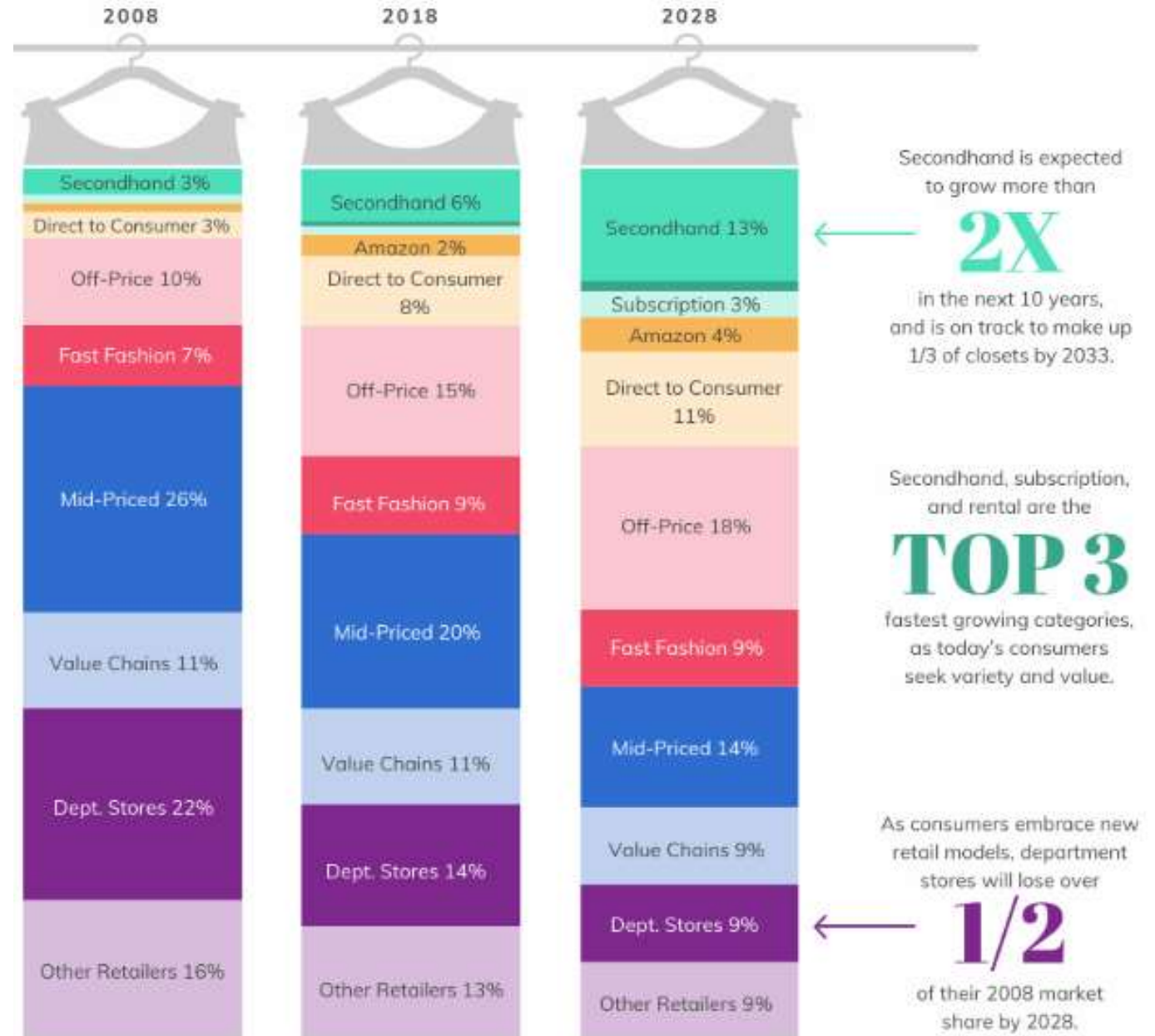
CONSUMERS WHO PREFER TO BUY FROM ENVIRONMENTALLY FRIENDLY BRANDS?



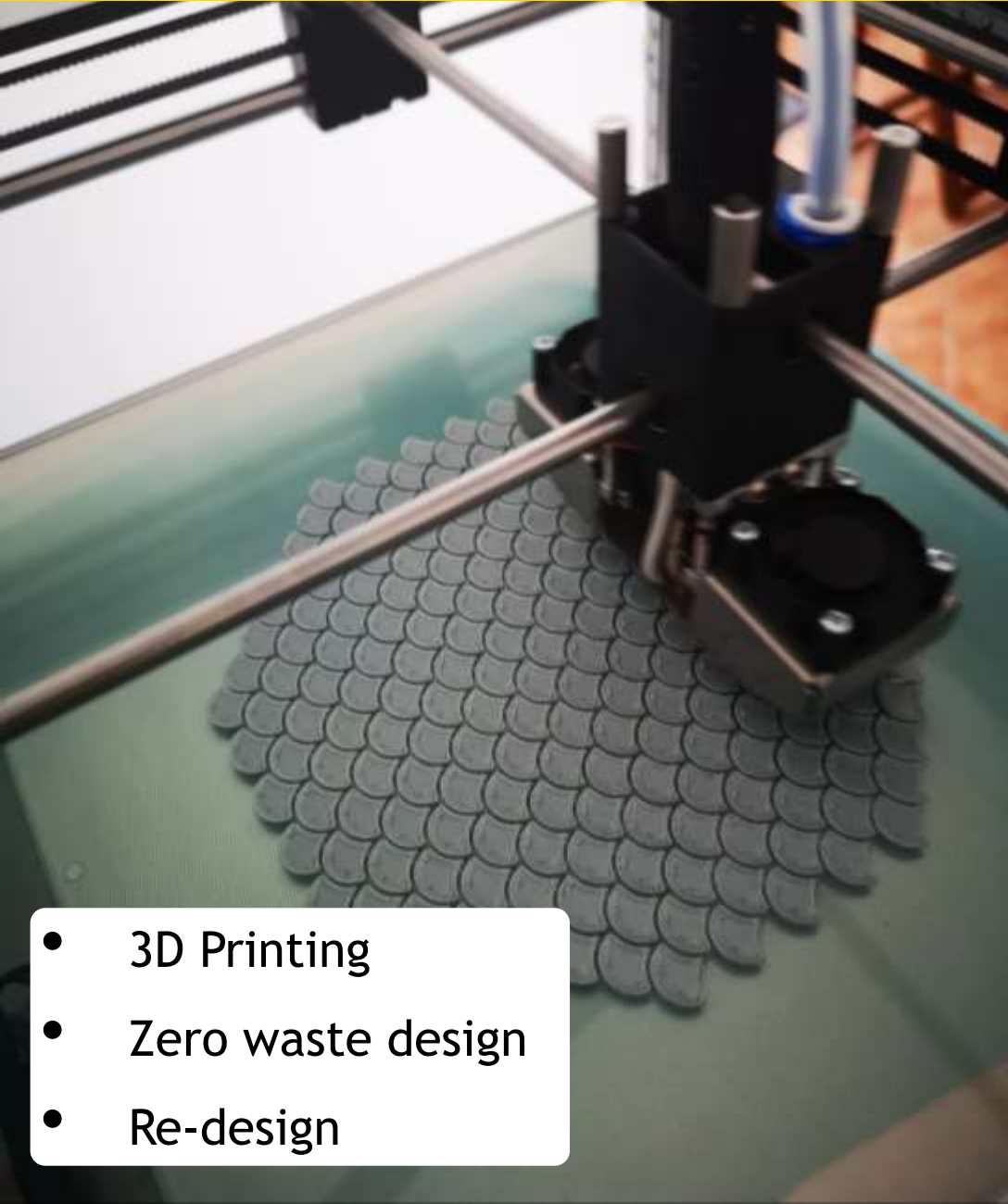
15 point increase in eco-minded consumers.

- Resale has grown 21X faster than the retail apparel market over the past three years.
- 59% of consumers expect retailers to create clothes ethically and sustainably.

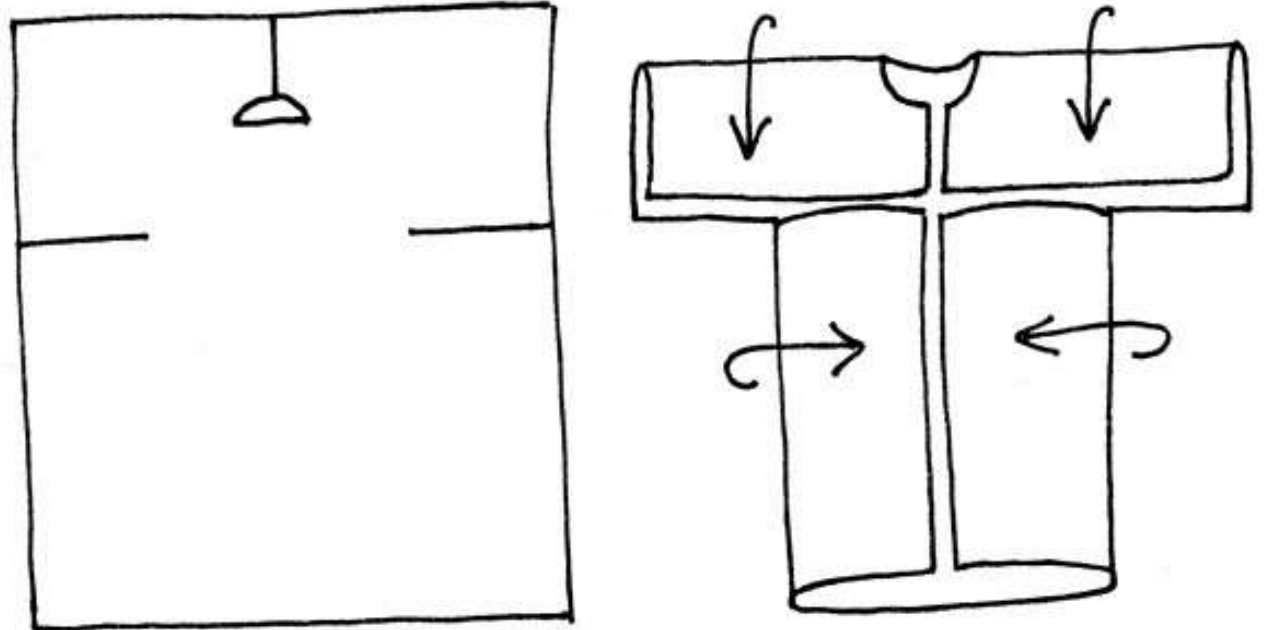
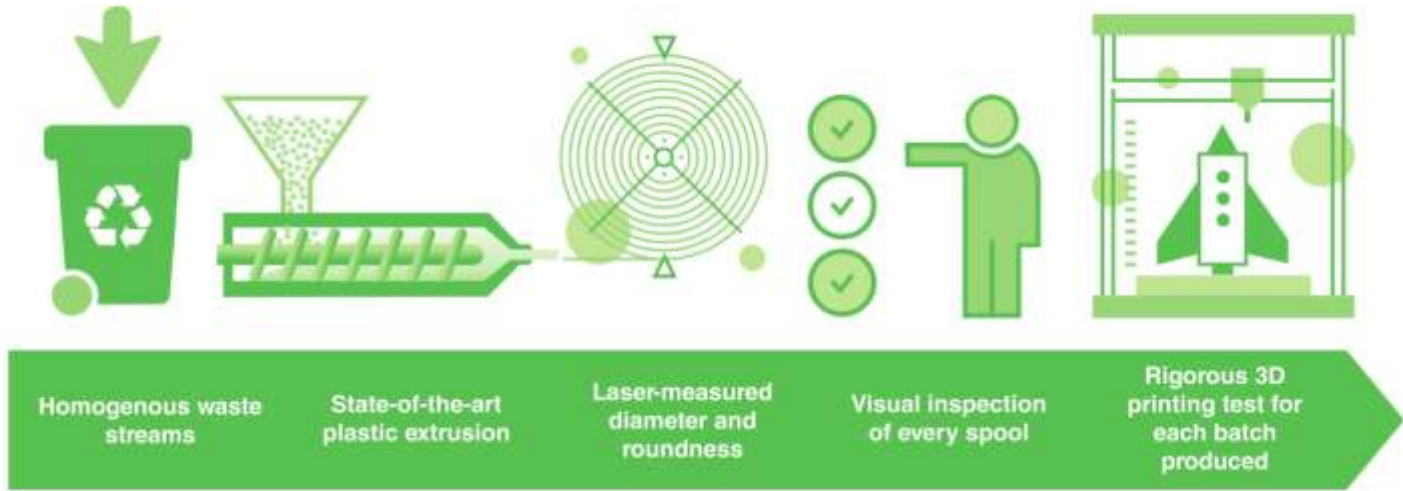
Source: www.thredup.com



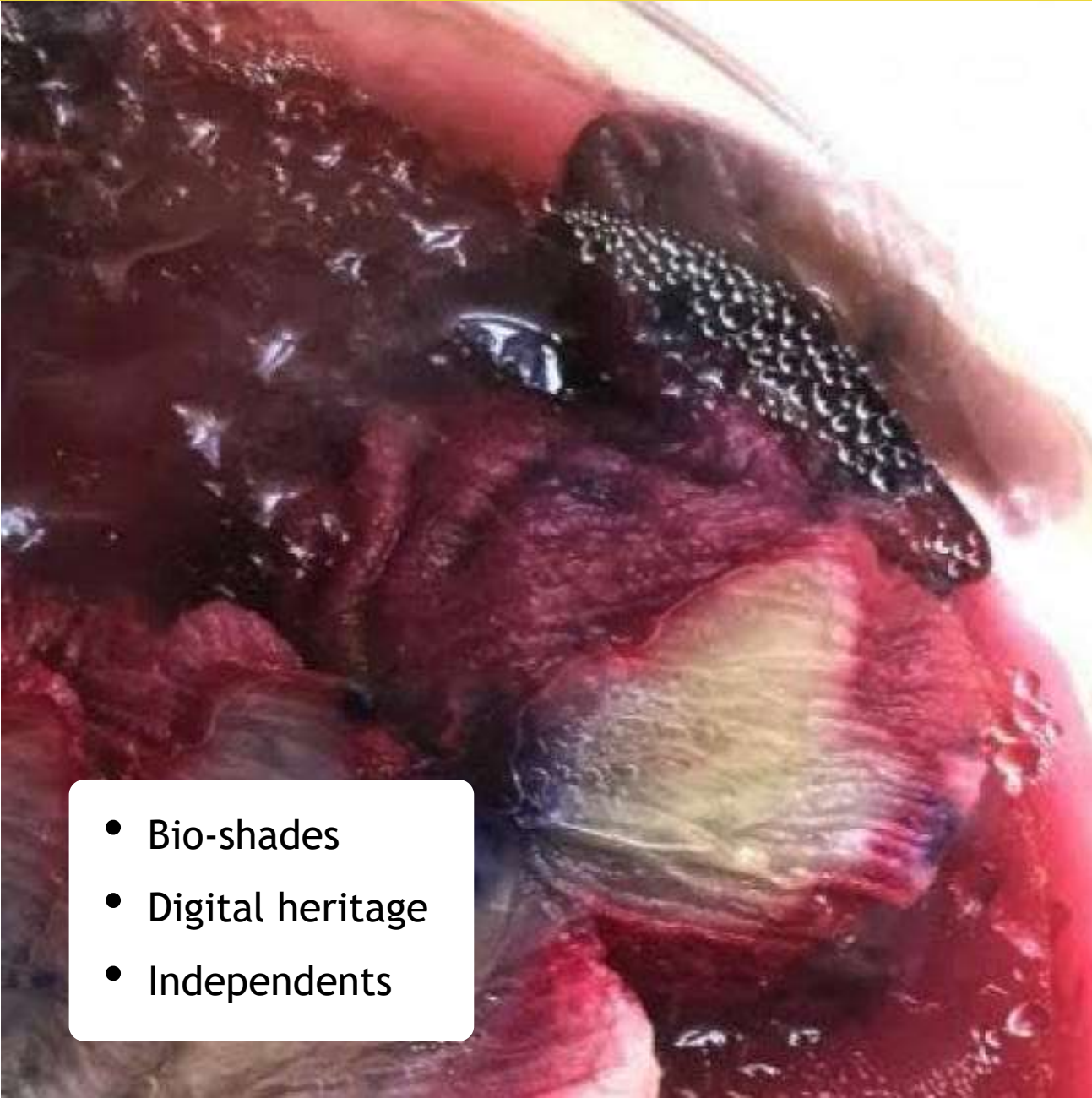
# Innovation potentials



- 3D Printing
- Zero waste design
- Re-design



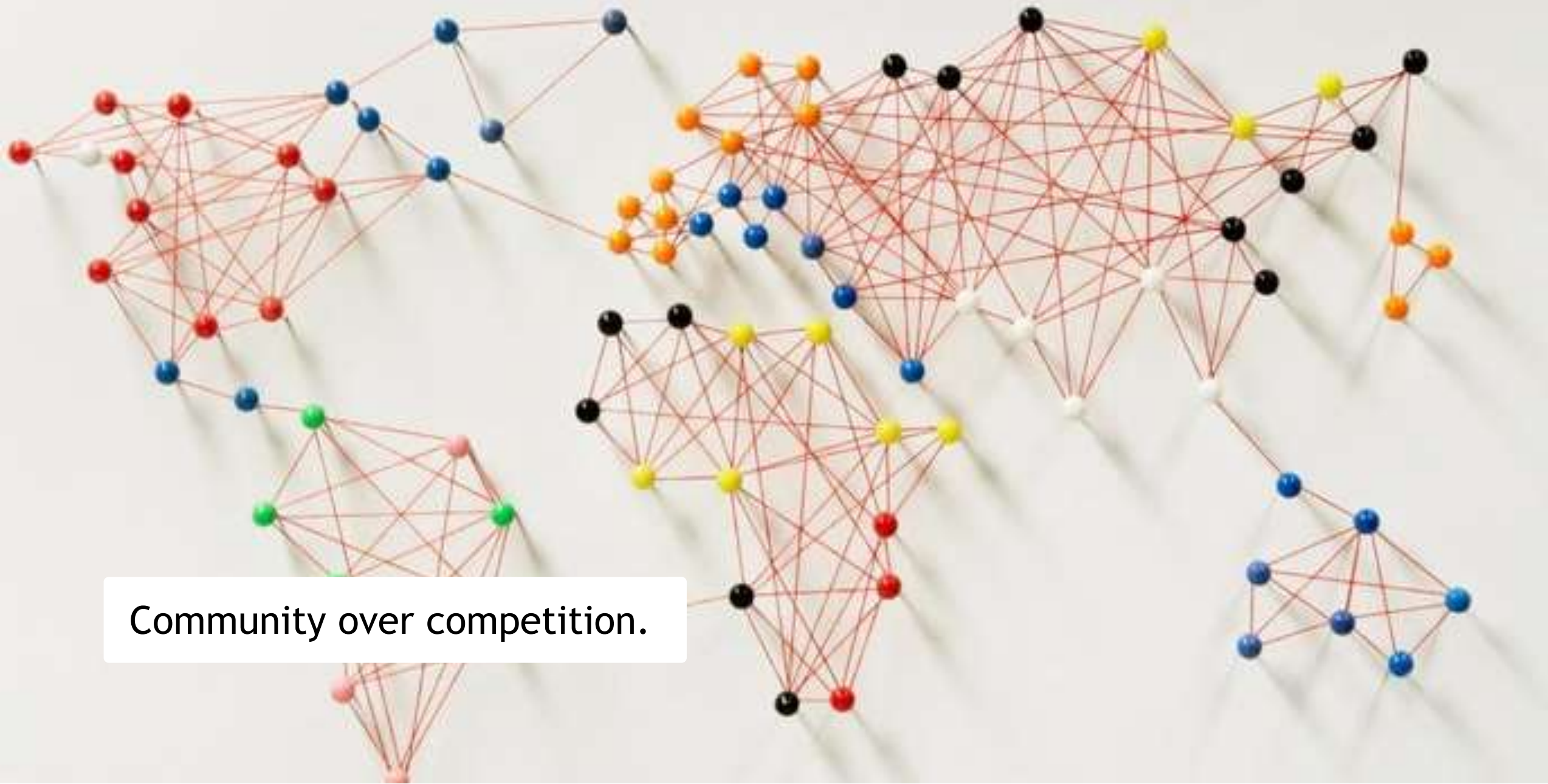
# Value chain scenarios



- Bio-shades
- Digital heritage
- Independents



# Interaction with TCBL



Community over competition.

**THANK YOU!**



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