

UNDERSTAND YOUR CUSTOMERS

LOOPS OF LOVE

ALL-IN-ONE SUSTAINABLE,
CIRCULAR SHARING
PLATFORM

Organic Cotton Collection

**JOIN THE
LOOP OF
RENTING
SUSTAINABLY**

SHOP NOW!



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ABOUT LOOPS OF LOVE

A **one-stop shop** for all maternity and infant apparel where beauty meets sustainability. Loops of Love allows families to buy fashionable **affordable** clothes and pay for them by **trading** in their previously owned apparel. Our **circular economy model** allows parents to spend significantly less and recycle all of their clothing apparel when their needs are met. ***With Loops of Love, Looking beautiful and cute is no longer expensive and unsustainable***

MISSION STATEMENT

At Loops of love, our mission is to revolutionize the maternity and children's apparel industry. By creating an **all-in-one** sustainable, **circular economy platform** that offers the **best sustainable brands at affordable prices** and promotes **conscious consumption**, Loops of Love aspires to fundamentally change the paradigm of shopping.

We believe that by making sustainable fashion accessible and affordable, we can **inspire a movement toward conscious consumerism** and create a better world for our children and future generations.

VISION STATEMENT

Our vision is to **REPLACE** the traditional linear model of "take, make, and waste" by the **LOOP ECONOMY**. We believe in a world where people can purchase high-quality, affordable, and eco-friendly clothing options that are designed to last, while still providing our suppliers competitive pay.

TARGET CUSTOMERS



LOW-INCOME WORKING PREGNANT WOMEN

- White collar worker with low to medium income
- Women who are pregnant who only need to wear certain items of clothing for a brief time and may not use them again after giving birth.
- Women who want to minimize their expense



LOW-INCOME MOTHERS OF YOUNG CHILDREN

- Working mothers with low to medium income
- Busy mother who want to save the cost of their kids cloth that change frequently.



CONSCIOUS MOTHERS

- Mothers of all incomes who are looking to purchase items from sustainable, ethical fashion companies
- Mothers who want to feel confident that their purchases are contributing to a more sustainable industry.



RACHELLE BEAUDRY (28)

Low-income working pregnant woman

DEMOGRAPHIC

- City: San Francisco, California
- Household: 2
- Education: Marketing
- Occupation: Office worker
- Income: Low - medium

BARRIERS / PAIN POINTS

- Need to buy new maternity clothes and restyle their closet that will be in use for an only short amount of time.
- Cannot find an occasional cloth with accessible price within the area, will probably only use them once or twice before leaving them in dust

FAVORITE BRANDS

H&M ZARA



GOALS / MOTIVATIONS

- Minimize their spending on maternity wear and look for an alternative way to obtain clothes that they will use for a short period of time

HOW THEY CURRENTLY SOLVE THE PROBLEM

- Buy their maternity wear from fast fashion brand such as H&M or from second-hand clothing stores as she won't be using them for longer than 5 months or after the pregnancy period ends
- Receive the no-longer-used maternity wear from their friends and family.

HIGH-LEVEL USER STORY

As a working professional and mother, I want to be able to purchase items from sustainable, ethical fashion companies through the Loops of Love all-in-one sustainable, circular sharing platform so that I can feel confident that my purchases are contributing to a more sustainable and circular industry.



JESSIE ROBINSON (38)

Low-income Mother of young children

DEMOGRAPHIC

- City: Los Angeles, California
- Household: 4
- Education: Finance
- Occupation: Bank Worker
- Income: Low - medium

FAVORITE BRANDS

H&M **ZARA**

SHEIN

BARRIERS / PAIN POINTS

- Need to spend a substantial amount of money on children's clothing with limited lifespan as their children rapidly outgrow their clothes.
- Cannot find an occasional cloth for her children with accessible price within the area, will probably only use them once or twice

GOALS / MOTIVATIONS

- Minimize their spending on her children's clothes that is fashionable and look for an alternative way to obtain clothes that they will use for a short period of time.

HOW THEY CURRENTLY SOLVE THE PROBLEM

- Buy their children clothing from fast fashion brand such as H&M as her kids grew up so fast
- Receive the no-longer used baby wear from their friends and family.

HIGH-LEVEL USER STORY

As a working professional and mother, I want to be able to purchase items from sustainable, ethical fashion companies through the Loops of Love all-in-one sustainable, circular sharing platform so that I can feel confident that my purchases are contributing to a more sustainable and circular industry.



RACHELLE BEAUDRY (40)

- sustainable, conscious shopper

DEMOGRAPHIC

- City- San Diego, California
- Household- 4
- Education- Masters in Environmental Sustainability
- Occupation- Sustainability Consultant 40s
- Income- Middle-Higher

FAVORITE BRANDS

pact

10^{tree}
tentree

MATE

Reformation

BARRIERS / PAIN POINTS

- Struggles to find a variety of sustainable and ethical clothing and a conscious way to shop for her kids
- Sustainable fashion is not easily accessible or affordable
- Greenwashing: It is difficult to understand what brands are truly sustainable and transparent
- Time: As a working professional and mother, it can be difficult to make time to research and shop for sustainable and conscious clothing.

GOALS / MOTIVATIONS

- Wants a one stop shop to easily access a range of sustainably & ethically produced children's clothing
- Wants to see where products are made & feel good about the products she wears knowing that her clothing is positively impacting people, planet and animals.
- Wants to access second-hand clothes and have the option to rent, swap, and resell her children's clothing

HOW THEY CURRENTLY SOLVE THE PROBLEM

- Buys from sustainable fashion brands (not always getting the most affordable product but one that satisfies her needs to be a more conscious consumer, likes to know the stories behind the items she purchases)
- Buys her kids a few pairs of sustainable items, and rents or buys second hand for the rest since sustainable items are so expensive and its wasteful to keep purchasing new when my kid keeps outgrowing their clothing

HIGH-LEVEL USER STORY

As a working professional and mother, I want to be able to purchase items from sustainable, ethical fashion companies through the Loops of Love all-in-one sustainable, circular sharing platform so that I can feel confident that my purchases are contributing to a more sustainable and circular industry.

THE PROBLEM

183 MM PIECES OF WASTE

Over 183 million pieces of outgrown children's clothing go to waste every year

8 SIZES BY AGE 2

Babies grow an average of 8 clothing sizes by the age of two, which creates a massive environmental issue. Every time a baby outgrows their clothes, the garments are often sent to a landfill, incinerator, or simply forgotten in storage. The result is huge amounts of perfectly good, nearly-new baby clothing being wasted, instead of being recycled or reused.

- **PRODUCTS MADE WITH UNSUSTAINABLE HARMFUL MATERIALS**
- **SUSTAINABLE / ETHICAL CLOTHING DOES NOT NEED TO BE A LUXURY ITEM**
- **PRODUCTS INTENTIONALLY DESIGNED TO LAST ONE SEASON**
- **LACK OF TRUST IN COMPANIES REGARDING THEIR SUSTAINABILITY CLAIMS**
- **NO ACCESSIBLE PLATFORM FOR RESELLING OR SWAPPING CLOTHES**
- **INACCESSIBLE WAY TO FIND SUSTAINABLE CLOTHES**

TARGET CUSTOMER'S PAIN POINTS



KEEPING UP WITH THE RAPID RATE OF GROWTH WITH LIMITED BUDGETS

With pregnant mothers and children growing out of their clothes at such a rapid rate, it can be a challenge for moms to look for new clothes without being wasteful and overspending.



LOW-INCOME MOTHER OF BABIES

It only takes a couple of months for both mothers to grow out of their maternity clothes and infants to outgrow their onesies and not all families can afford to keep up with the constant expenses.



UNABLE TO EASILY ACCESS/ PURCHASE SUSTAINABLE ITEMS

There is no all-in-one platform that offers the best sustainable brands at affordable prices and promotes conscious consumption allowing consumers to feel confident about their purchases

MAIN AREAS TO ADDRESS

Having children has become a **luxury** affordable to only a **small minority** in the US. Women spend an average of **\$500** on **maternity clothing**, which last about 5 months during their late pregnancy. At the same time, families face an **annual cost** of **\$700** on **children's clothing** needs as they outgrow **7 sizes** in their **2 years of birth**.

This leads to a significant portion of their income being spent on clothing that has a short life cycle. The lack of modernization and accessibility in the industry has allowed existing solutions to charge high prices for unsustainable products that do not consider the specific needs of mothers.

VALUE PROPOSITION

LOOPS
OF LOVE

STAKEHOLDER 1: SUPPLIERS



- You can **clear** all hanging **inventory** and **clearance** section by **selling** us products at **wholesale price**.
- You can **retain customers** through our **Return and Earn program**. Customer's that donate partner clothes into the loop earn **Partner store credit**.
- You can develop new **market insights**, uncover **innovative opportunities**, and **join** part of a **circular sharing platform** allowing you to tap into new **demographics** while uncovering previously inaccessible markets.

STAKEHOLDER 2: MOTHERS



- You can quickly **exchange** your current **items** as soon as you **receive** the **new** ones by using the **reusable packaging** and the included **return label**.
- You can quickly access a **range** of **sustainably** and **ethically** produced clothing at **affordable** prices and **consciously consume** while **feeling confident** in your **changing body**
- You can keep the **rented clothes** for as long as they fit and can **resell** or **return** your items to be **looped** and **loved** by others when you are ready for the **next size** preventing new clothes from being produced and reducing textile waste.

SAVE: MONEY, TIME, SPACE & THE PLANET

By picking "**new**", you **start the loop**, providing many families after you with ethical and sustainable items. When you pick "**pre-loved**" you **keep the loop going** by giving products a longer life, while reducing your overall expenses and your impact on people and the planet.

OUR COMPETITORS



ABOUT:

The little loop enables customers to subscribe for in-store credits which they can then use to purchase clothing for their children. When their children outgrow the clothing, customers can return the items in exchange for in-store credits which can then be used to purchase different clothing.

TARGET MARKET:

- Parents of children between 2-10 years old

SIMILARITIES:

- Similar pricing model (both offer in-store credit plan)

VALUE PROPOSITION:

1. Cost saving
2. Flexibility in choosing
3. Wide variety of clothing

DIFFERENCES:

- Only provide renting option
- Only offer organic brand
- No trade in option

SWOT ANALYSIS FOR THE LITTLE LOOP

INTERNAL

STRENGTHS:

- Offers sustainable and ethical ways to shop
- Affordable and new clothing for growing children
- Little Loops has mastered customer and supplier retention by offering in-store credits.

WEAKNESSES:

- No opportunity to purchase clothing, have to give away loved pieces
- Offers clothing from sustainable shops only which can run on the more expensive side, despite renting
- Doesn't decrease the amount of clothing in circulation

EXTERNAL

OPPORTUNITIES:

- Can save new or low-income parents money
- Can expand product to different stores, increase variety

THREATS:

- Changing customer behaviour with regards to consistent shopping
- Existing sustainable clothing/brands

OUR COMPETITORS



ABOUT:

Rent a Romper provides a capsule wardrobe for children, allowing parents to switch out their child's clothing when they have grown out of their current set. Parents can choose to swap out one item or all of them.

TARGET MARKET:

- Parents of children aged newborn to 5 years old.

SIMILARITIES:

- Overlapping on the target customer segment (parent of newborn to 5 years old)

VALUE PROPOSITION:

1. Cost saving
2. Effortless + Time saving
3. Brand variety

DIFFERENCES:

- We offer a more flexible payment option
- Customers can pick specific clothing/ filter attributes
- We prioritize pregnant women/ serve their customer needs

SWOT ANALYSIS FOR RENT A ROMPER

INTERNAL

STRENGTHS:

- Sustainable and cost saving clothing model that appeals to new or low income parents
- Clothes are pre-chosen, reducing stress of new parents

WEAKNESSES:

- Sizes are limited to that of newborn to 5 year olds
- Wardrobes take a week to ship
- Limited options for personal style- important as children grow older

EXTERNAL

OPPORTUNITIES:

- Rising trends in sustainability
- Can expand into older age groups, capturing wider audience
- Can partner with supplier to increase variety

THREATS:

- Online shops can deter parents who need clothes urgently
- Inflexible price points/payment plans

OUR COMPETITORS



ABOUT:

SuperLooper is a baby clothing rental service that offers a subscription model where parents can choose a monthly plan based on the number of items they want to rent. The service delivers the clothing directly to the customer's door, and once the rental period is over, customers can return the clothes using the prepaid shipping label provided.

TARGET MARKET:

- Parents with children aged between newborn to 2 years old

VALUE PROPOSITION:

1. Affordable
2. Convenience
3. Brand variety

SIMILARITIES:

- Clothing rental for children clothing

DIFFERENCES:

- The renting period is not flexible
- Only provide renting option
- No trade in option
- Does not offer maternity wear

SWOT ANALYSIS FOR THE LITTLE LOOP

INTERNAL

STRENGTHS:

- Cost saving for low income and new families
- Promotes sustainable shopping
- Flexibility and brand variety - parents can handpick their bundles

WEAKNESSES:

- Only provides clothing options for children up to two years old
- No offered resources for mothers
- No opportunity to purchase clothing, can only rent

EXTERNAL

OPPORTUNITIES:

- Expansion opportunity to in-person stores
- Partnerships with local stores as credits and suppliers

THREATS:

- Supplied by the community, threat of limited stock
- Limited by age, no way to retain customers past age 2

COMPETITOR ANALYSIS

Features	Cost Saving	Promote Sustainability	Occasional Outfits	Marketplace to Resell Clothing	Age Availability (6+ ages)	Options for Mothers/ Children	Buy option	Keyword Search Filter	Verified Values	Leave Product Reviews
Manymoos	✓	✓	✗	✗	✓	✓	✓	✗	✗	✗
Rent a Romper	✓	✓	✗	✗	✗	✓	✗	✗	✗	✓
The Little Loop	✓	✓	✓	✗	✓	✓	✗	✗	✗	✗
superloopertlife	✓	✓	✓	✗	✓	✓	✗	✗	✗	✓
Upchoose	✓	✓	✗	✗	✗	✓	✗	✗	✗	✗
Bump In Bloom	✓	✓	✗	✗	✓	✓	✗	✗	✗	✓
Loops of love	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

MARKET POSITIONING



OUR POSITION

Newborn/Children
Rental

Maternity Rental



Sustainable Centered
Brands

KEY DIFFERENTIATORS



ACCESSIBILITY

- Our pricing strategy enables people of **all income levels** to have access to sustainably and ethically produced clothes
- **Our all-in-one platform** saves you the time and hassle from visiting multiple shops



CIRCULAR SHARING MODEL

- Providing garments made from **sustainable** materials, **toxin-free**, and **ethically sourced**
- **Flexibility to buy, rent, resell, or trade any items**
- **Circularity-**
 - Regenerating natural systems
 - Keeping products in use
 - Reducing textile waste



CREATIVE PAYMENT MODEL

- Allows mothers transitioning from pregnancy to motherhood to spend less by trading in their clothes.
- Allows families to constantly update closet with no additional costs.
- Customers can enjoy sustainable items without breaking the bank

By picking "**new**", you **start the loop**, providing many families after you with ethical and sustainable items. When you pick "**pre-loved**" you **keep the loop going** by giving products a longer life, while reducing your overall expenses and your impact on people and the planet.

EXTERNAL RISKS

	RISK	STAKEHOLDER	DESCRIPTION	PROBABILITY (HML)	IMPACT (HML)	PLAN TO ADDRESS
1	Partner and supplier dependency and cost	Suppliers	<p>We rely on business partners to supply a large proportion of inventory.</p> <p>Pricing changes, supply-chain disruptions, and strategic tensions can all affect our operating costs.</p> <p>Putting in risk affordability, availability, and profitability.</p>	H	M	<p>By using our circular model we hedge against this risk by also sourcing inventory through our own customers.</p> <p>By creating incentive structures for the business partners we guarantee continued interest to meet obligations.</p> <p>Creation of private-labels will not only mitigate supplier risk but open new business opportunities.</p>
2	Customer comfort level and willingness to change behavior	Customers	<p>Customer resistance in renting second hand products due to hygienic a customary retail behavior (people like to buy new).</p>	H	H	<p>Establish transparent cleaning process.</p> <p>Offer a variety of conditions, customers aren't obliged to only purchase second-hand.</p> <p>Allow customers to filter based on condition (New, Like New, Heavily Worn, Play Clothes)</p>
3	Replicable Business Model: competitor reaction	Competitors	<p>Competitors in similar verticals and sectors could be compelled to invest in similar products and offerings.</p>	M	M	<p>High barriers to entry attributed to the business such as inventory costs, logistics, technology and <i>opex</i> shield's us.</p> <p>Improve customer retention by implementing customer rewards systems and benefits, creating high switching costs.</p>

OUR PITCH

WHO WE ARE:

Loops of Love solves the **inaccessibility and waste of children and maternity clothing** for **low-income families** by providing a **circular model** that allows families to *trade in, pay or swap second-hand and new clothes* for **larger sizes**. We're interesting because, unlike alternatives, **we offer an all-in-one platform for sustainable, circular fashion, the most competitive prices, a truly unique and proven circular business model, vast product selection and customizability.**

TARGET CUSTOMERS

Low-Income pregnant women

Mothers in their last trimester of pregnancy spend over \$700 as they quickly shift in sizes

Low-income Mother of young babies

On average babies between 0-2 years switch 7 clothing sizes. We are targeting mothers and families that don't have the financial freedom for such shopping frequency.

Sustainably Conscious Mothers

Few to no brands offer affordable and sustainable clothing products. Loops of love will target mothers seeking for organic cotton and cotton-alternatives.

COMPETITIVE LANDSCAPE

*Currently, there are no brands targeting both maternity and infant apparel at the same time. However, maternity and infant circular business models do exist. **Strategically, Loops of Love targets both customer demographics to first retain the client through pregnancy until motherhood and to create truly create a economic loop within in our marketplace.***

Maternity Competitors



Baby Apparel



KEY DIFFERENTIATORS

ACCESSIBILITY

Pricing models enables **all income levels** to have access to ethical products

All in one platform, saves you time and money

CIRCULAR SHARING MODEL

Circularity – Regenerating natural systems, Keeping products in use, Reducing textile waste

UNIQUE PAYMENT

Flexibility to buy, rent, resell, or trade any items

FEEDBACK

FOCUS ON PRODUCT OFFERING

While customers want choice, creating a diverse catalog is very hard. "You need to decide how and in what ways you are going to make this experience seamless."

INVENTORY RISK

You are a for profit business, understanding how you will source the baby clothes is vital. Will you compensate donors, will you purchase from wholesalers, will you make the clothes?

TECHNOLOGY

This business is as much of clothing as it is of technology and logistics. You need to think about these systems in place otherwise your costs will be to high.

REVISED PITCH:

Loops of Love solves the **inaccessibility and waste of children and maternity clothing for low-income families and conscious mothers** by providing a **circular economic model** that allows families to trade in, pay or swap second-hand and unused new clothes **for an in-store credits that can be used for renting or buying a more preferable wear.**

We're interesting because, unlike alternatives, **we offer a customer-centric payment options to ensure the accessibility for our target customers while providing a vast product selection and versatile features as an one stop service platform .**

SAVE MONEY, TIME, SPACE & THE PLANET WITH

LOOPS
OF LOVE

APPENDIX

COMPETITOR INTERVIEW



CEO and founder



QUESTIONS:	ANSWERS:
Please run us through the backstory of the business, how did it start?	<ul style="list-style-type: none">Started in 2017 when she was working on sustainable baby clothing.Learned about VIGGA and was inspired by the story.Conducted research and trials with second-hand clothes.In the UK alone, 183 million items of outgrown are stowed away in storage.Launched in 2020, during COVID, had initial issues with marketplace technology.
What ages were you tackling for babies clothes?	<ul style="list-style-type: none">The BTW discolored that babies between 0-2 years change clothes by 7 sizes.Women particularly in the last tri-mester is critical for clothing.Women will spend a lot of money when they are particularly big.
What were the biggest pain points when speaking to customers?	<ul style="list-style-type: none">The concerns were price and choice. There wasn't a big concern with clothes being second hand but this was pre covid. It is also important to understand what type of customer you are talking to. In certain demographics used is the only options, in other used clothes is a choice by a more elite class.
How have customer behavior change from your experience?	<ul style="list-style-type: none">Parents currently do most of their shopping online. They like clicking quickly and have several options rather than going in-store.
What is different from what you do than others?	<ul style="list-style-type: none">We are all about using used clothes, while a lot of circular business models buy new and then rent them out. The problem with this model, from my experience, is that as parents start to return the clothes, the customers expectations are no longer being met because customers expect new clothes.
What are other brands that you think are relevant?	<ul style="list-style-type: none">Bundly, they have the logistics part figured out.Littleloop, had strong backing from investors. Also includes pricier clothes like Ski wear. They are also developing a credit system. She is also tackling the conditions of clothes brand new, like new, playing clothes.
How did you source your inventory?	<ul style="list-style-type: none">All of our clothes are donated. Because we are an NGO parents are inclined to donate because they know they will go to a good home. Many times when people donate these clothes end up going to landfills anyway.
What are new things SuperLooper is developing?	<ul style="list-style-type: none">Return and Earn, where we partner with brands. The brands tell customers that when they are done with the clothes they can send it to us and we will then tell the brand who sent the clothes to us. The brand then will issue a store credit at the partner brand. This way both of us win, we win new inventory, the customers earn credit, and the partner brand retains their customers.
When thinking about packages and bundles vs. customizable marketplace what are your thoughts?	<ul style="list-style-type: none">Parents want the availability to choose, however you need a lot of inventory and choice to accomplish this. Also a company needs great UX to do so. How are parents going to navigate thousands of items that are different. You need to create some sort of standard and categorization is though. That is why the bundle scheme simplifies the selection process.

ALL COMPETITORS

ManyMoons	https://www.manymoons.com/
Rent-a-Romper	https://rentaromper.com/
The little loop	https://thelittleloop.com/
Stitch Fix	https://www.stitchfix.com/
Rent the Runway	https://www.renttherunway.com/
Upchoose	https://www.upchoose.com/
BabyQuip	https://www.babyquip.com/
Kidplk	https://www.kidpik.com/
Rockets of Awesome	https://rocketsofawesome.com/
Dopple	https://www.thedopple.com/
Everlasting Wardrobe	https://www.everlastingwardrobe.com/
Relovable	https://www.relovable.com/
Conscious Koala	https://consciouskoala.com/
Super Looper Life	https://superlooperlife.com/
GroKinder	https://grokinder.com/
CubbieKit	https://www.cubbiekit.com/
Nuuly	https://www.nuuly.com/
Armoire	https://www.armoire.style/
Bump in Bloom	https://www.bumpinbloomllc.com/
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