

Let's start with some facts:



Over the past **10 years**, the **subscription economy** has grown by **435%**, redefining the traditional business model¹



The global subscription market exceeded **\$3 trillion** in 2024, with a projected **CAGR** of around **16% between 2025 and 2034**²



Companies in the **Subscription Economy Index** are growing around **3.4× faster** than S&P 500 companies (CAGR ~16.5% vs 4.8%)³



Approximately one **in five** consumers (35% of millions of weekly online purchases) **use subscriptions** for recurring consumer goods⁴



Between Millennials and Gen Z, about **39% rely on subscriptions** for consumer goods⁵



Where is there still a lack of a **real
subscription model among digital users?**

In **fashion e-commerce**





The **prime**look solution

The first **subscription-based fashion e-commerce platform** that gives you more than you spend.

Subscription
service with
monthly credit to
spend on **partner
catalogs**

Immediate
economic
advantage and
**increasing
savings**

Total freedom in
the choice of
items and no
predefined order

New, **cost-
effective**, and
transparent user
experience



The customer journey in our model

Step 1 – Choosing the monthly plan

SMART	39€
PREMIUM	69€
ELITE	99€

Step 2 – Receive the credit in the digital wallet

-10% <i>Min. discount per order</i>	5€ saved every month 
-15% <i>Min. discount per order</i>	12€ saved every month 
-20% <i>Min. discount per order</i>	25€ saved every month 

The **customer benefit grows** with the plan you choose

The customer journey in our model

Step 3 – Choice of products

The user **composes his monthly package** by choosing from the catalogs of the **e-commerce partners**.

Every month we will also provide **advice** on order composition **using profiling and AI**: the user is totally free to accept or modify the items as he prefers.



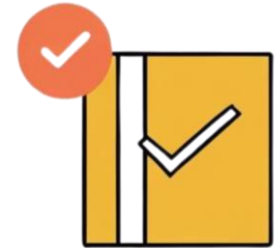
Step 4 – Evaluation of integrations

If the user wishes to spend an amount greater than the available credit, or higher than the monthly fee chosen, **he can freely integrate** each individual order **while continuing to take advantage of the economic advantage provided** by his subscription (no constraints or limitations).

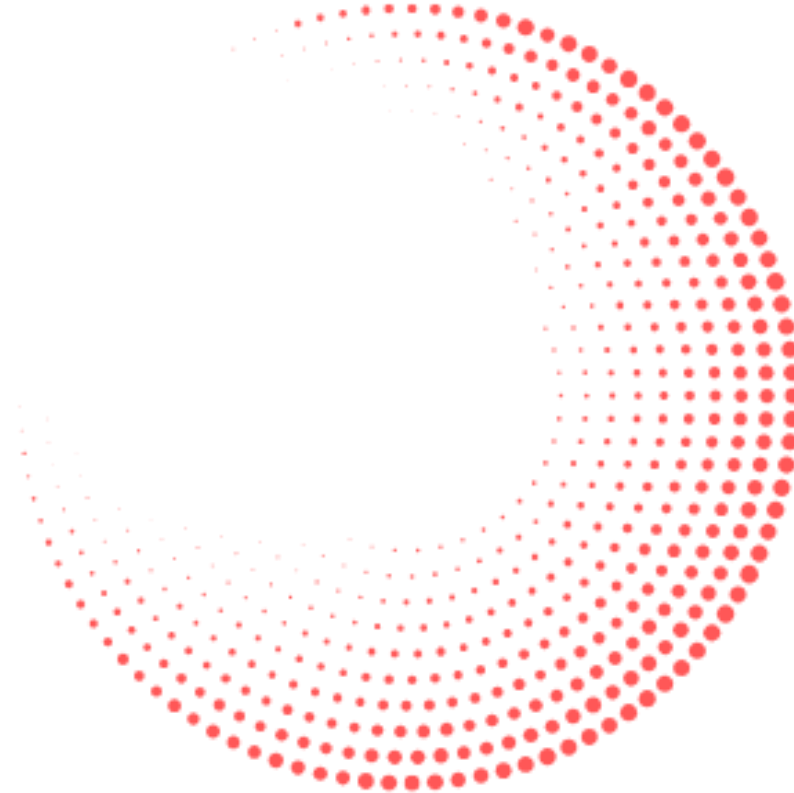


Step 5 – Receiving orders

Once the monthly order has been composed, the customer confirms and **receives the selected products quickly and free of charge** at home on the respective partner websites. The return policies follow those of the various e-commerce partners.



Product market fit & value proposition



"Weaknesses" of fashion e-commerce



**Prices perceived
as high
compared to the
value⁶**



**Vast offering
that generates
confusion
(FOMO)⁷**



**Lack of loyalty
(often the user
buys on multiple
sites)⁸**



**Poor platform-
user
relationship and
obsolete
relational
model⁹**



**Impulsive and
unsatisfactory
purchases¹⁰**



We've seen the Customer Journey model, but what problem does it solve for its **B2C users?**



I have more
control over my
fashion budget



I get **more than**
the **value** I spend
(I have my fixed
discount)



I always have an
up-to-date
wardrobe



I dress well and
without stress

The smartest way to dress better every month, without waste, without stress.



Why an already established e-commerce should become a **B2B partner** of the **prime**look ecosystem?



Access to a **new**,
highly profiled
and loyal
audience



New
performance-
based, **risk-free**
sales channel



Increased
rotation on
selected subsets
of the catalog



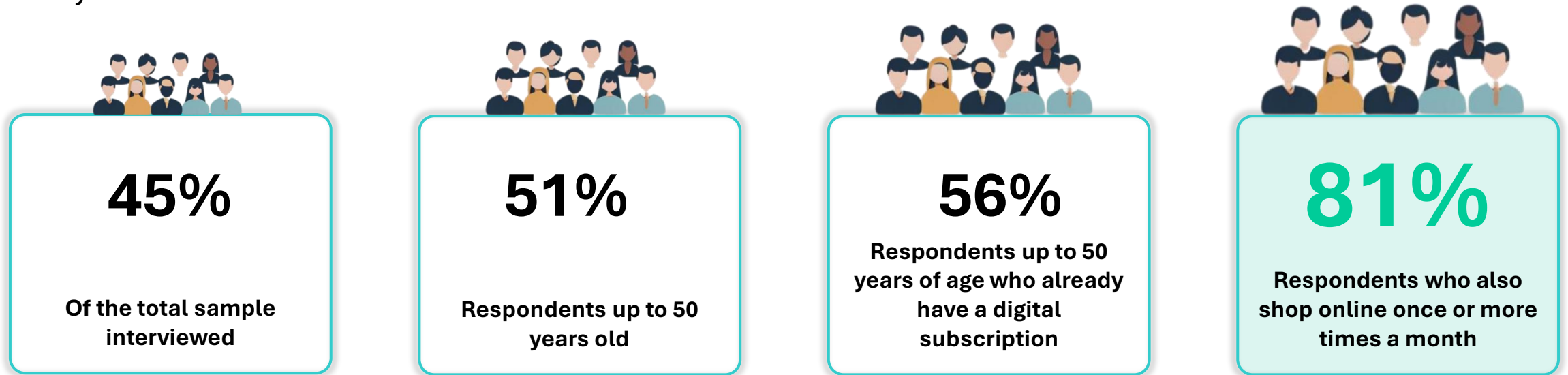
No investment
required, only
strategic benefits

The smartest way to grow your user base without investment.



The considerations from which we started were not enough for us: **we asked people** if they are interested in the **prime**look**** model

They declared **themselves VERY or FAIRLY** interested in:



More than 8 out of 10 users who regularly buy clothing online say they are interested in the **subscription service**



What other considerations tell us that the **prime**look model will work?



Mature market
for subscription
models
(CAGR +16%)¹¹



High familiarity
of digital users
with "pay per
access"¹²



Fashion e-
commerce in
strong growth
(3X compared to
fashion retail)¹³



Combines the
three main
drivers of user
choice
(convenience,
awareness,
convenience)¹⁴

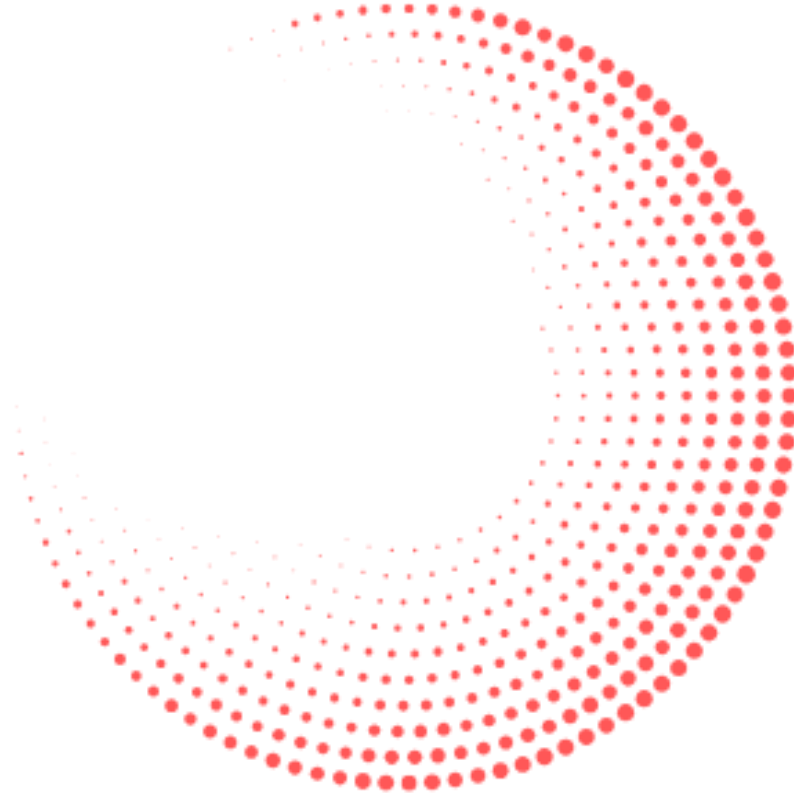


First Mover
in Italy and
around the
world!

This positioning fits **perfectly** into the cultural transformation taking place in the world of digital consumption: **the market is ready!**



User Experience



UX and features of the platform (MVP phase)



Initial style
quiz and
monthly look
book



Ad-hoc hints
with "next
best order"
technology



Always
available
credit rollover



Referral and
loyalty
programs



Guaranteed
prices in line
with the
market thanks
to the use of
AI

In the subsequent development phases, **numerous other features** and the development of a **dedicated App** are planned

Alternatives for managing check-out

Three possible solutions are being studied for the management of the check-out phase:

Full embedded



The **catalogs of B2B partners are integrated** directly into **primelook**: the B2C user never leaves the platform and has a simplified and streamlined user experience

Full outsourced



The user selects from the **primelook** platform which partner catalog to visit; exits the platform and **completes the purchase directly on the partner site** via plug-in of his digital wallet (PayPal style)

Hybrid / Redirect



The user selects from the **primelook** platform which partner catalog to visit; exits the platform and selects the goods to be purchased which are uploaded to the **primelook** profile for a **unified check out from multiple sources**

How does AI help us in our model?

AI scraping algorithm to ensure **average price in line** with the market



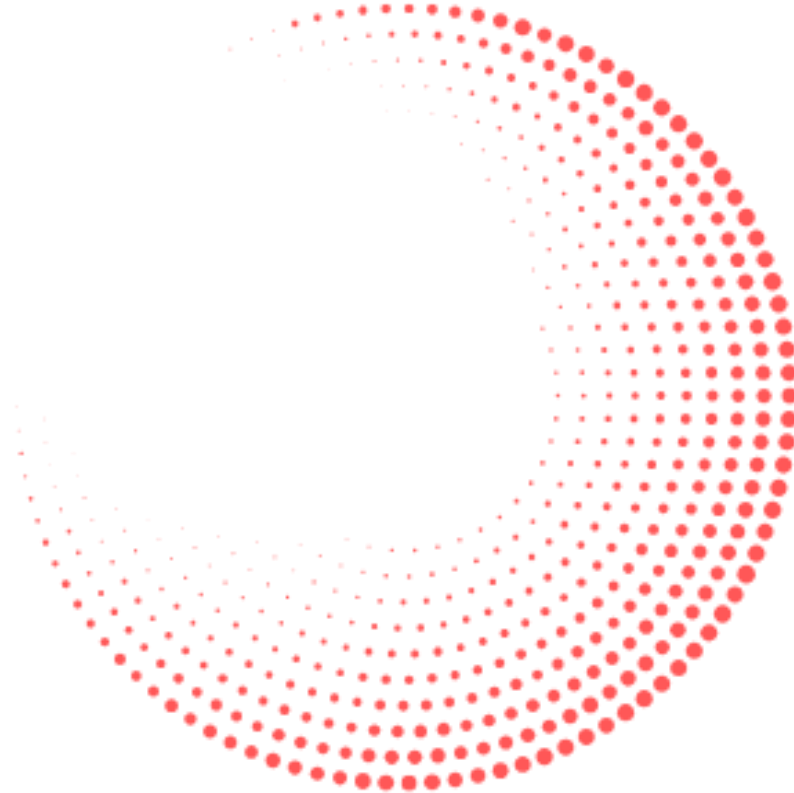
Use of the "**next best order**" for the user and increase in the success rate, with positive impacts on the **rotation of products** in stock



Custom avatar for trying on clothes in augmented reality



Revenue model and competition



How the prime**look** model generates revenue

prime**look** earns from the difference between the B2B discount agreed with e-commerce partners (eg. 30%) and the B2C discount applied to the end user (from 10% to 20%).



REVENUES



COSTS

Recurring
revenue from
monthly fee

Upselling with
additional
expenses
and ancillary
revenues from
site traffic

Building and
maintenance of
the **technical
platform**

Appr. 8% of revenues

Other **operating
costs**
(marketing,
retention,
overheads)

Appr. 38% of revenues

Value of the
customer base

(LTV and other verticals)

MOL

100%

92%

54%

TBD

Evolution of the operating margin



Go-to-market strategy



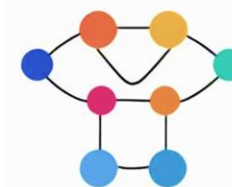
**Pre-launch
customer
acquisition
from
interested
contacts
(surveys)**



**MVP launch on
a narrow
target
according to
the primary
target of the
initial partners**



**Influencer
marketing
campaigns on
the main
social
networks**



**Collaborations
with emerging
brands**



**Bundle with
other non-
overlapping
subscription
products**


**The business plan envisages about €100K of investment
in Marketing (pre-seed funds + revenue share)**



Selecting initial B2B partners

In the MVP launch phase we will focus on the **narrow target** that from preliminary surveys shows the **greatest interest in the new model**.

Based on these indications, we will carefully select the partners, among those interested in joining the **primelook** ecosystem, to **focus technical integration efforts** on B2B realities capable of offering end users an attractive catalog that has certain characteristics:

The background of the three callout boxes is a photograph of numerous wrapped gifts in various colors (red, orange, brown, blue) with colorful ribbons and bows.





















Products with high penetration among the target niche

Brands and products with a high perception of quality

Price calibration to allow for a minimum number of combinations

The target partners of the **primelook** ecosystem can be both **classic multi-brand e-commerce** (e.g.: Zalando, Asos) and **single-brand DTC** of more or less known brands (e.g.: Zara, Lacoste, Ralph Lauren, etc.).



Analysis of the competitive context

	Lookiero	STITCH FIX	MILE	nuuly	prime look <small>subscription e-commerce</small>
Subscription based (real)					
Economic value added					
Free choice of items					
Possibility of monthly upgrade					

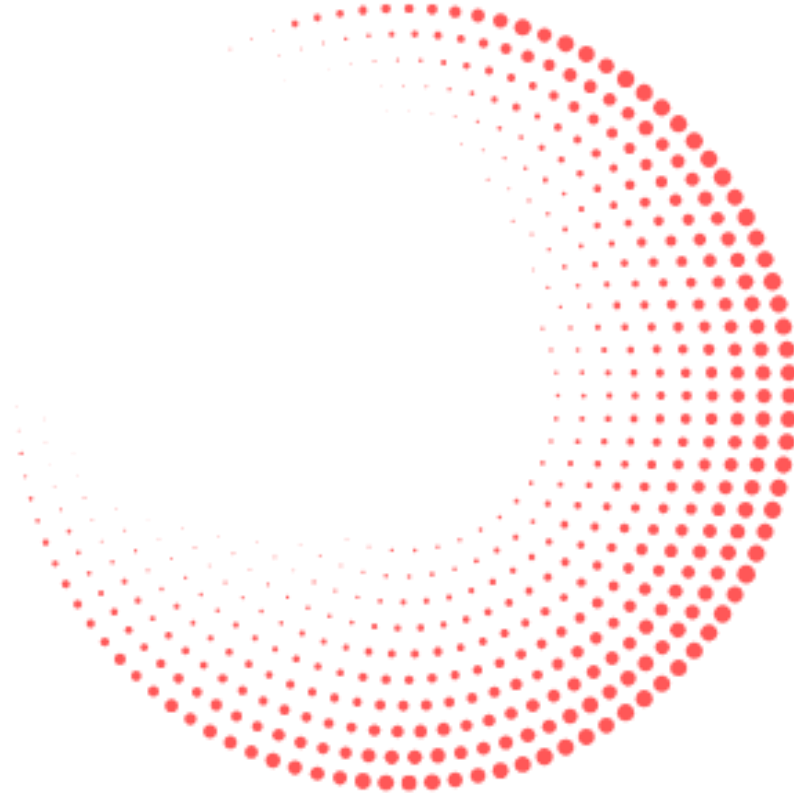
No known competitor offering the same business model

* Offers a subscription only to have access to sales; The products must be paid separately

** Offers a subscription but only to rent the garments that must then be returned

 **zalando** They offer a **classic** model of fashion e-commerce
 **osos**

User persona and target market



Our target & user persona

**Men and women
approximately
between 20 and
55 years old**

**Digitally active
and already
subscribed
(Spotify, Prime...)**

**Value-sensitive
and cost-
effective**

**Loyal to brands
that deliver real
benefits**

**With interest in
trendy brands**

For the Italian market alone, we can identify **over
3,5 million potential customers**



Three Horizons of Growth

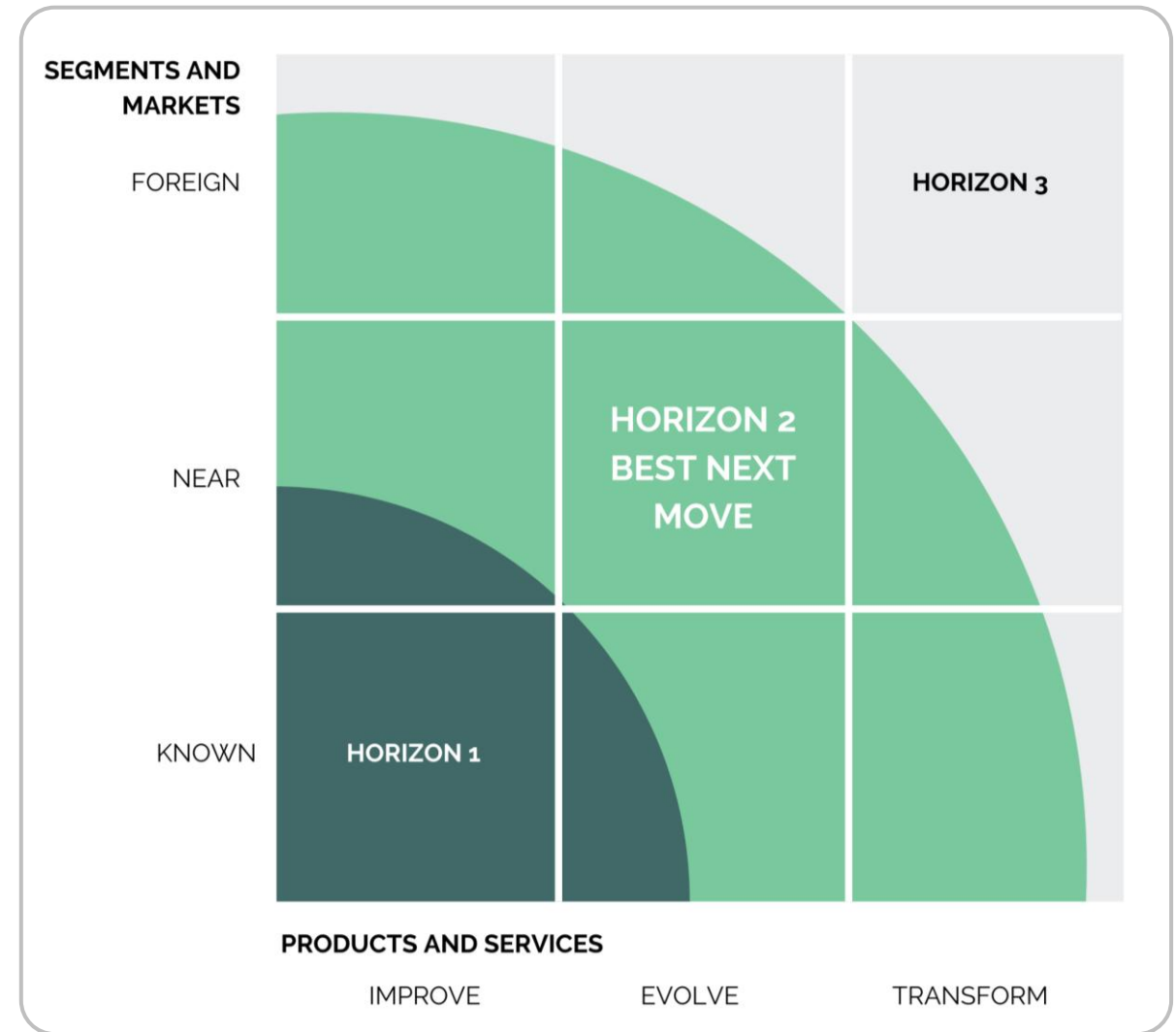
This is a model developed by **McKinsey**¹⁵: a **strategic tool** designed to help companies and startups **manage growth and innovation** over time.

We can summarize the three horizons in this way:

1. *Core Business*
2. *Emerging opportunities*
3. *Visionary bets*

According to the logic of the matrix, **prime****look** is clearly placed **in horizon 2**.

- Model **already successfully tested** in digital markets
- Incremental innovation: it does not revolutionize fashion, but innovates in the purchasing model
- Potential rapid **scalability** by leveraging exponential spread effect
- It requires development capital but already has a **defined and clear roadmap**



Rethinking the Habit

You don't always need to invent from scratch. Sometimes we need to **improve what we already do.**



He didn't invent music,
he reinvented
listening.



He didn't invent housing,
he made it easy to **share**
spaces.



He didn't invent
entertainment, he
changed **the way we**
enjoy it.



He didn't invent
shopping, he eliminated
friction.

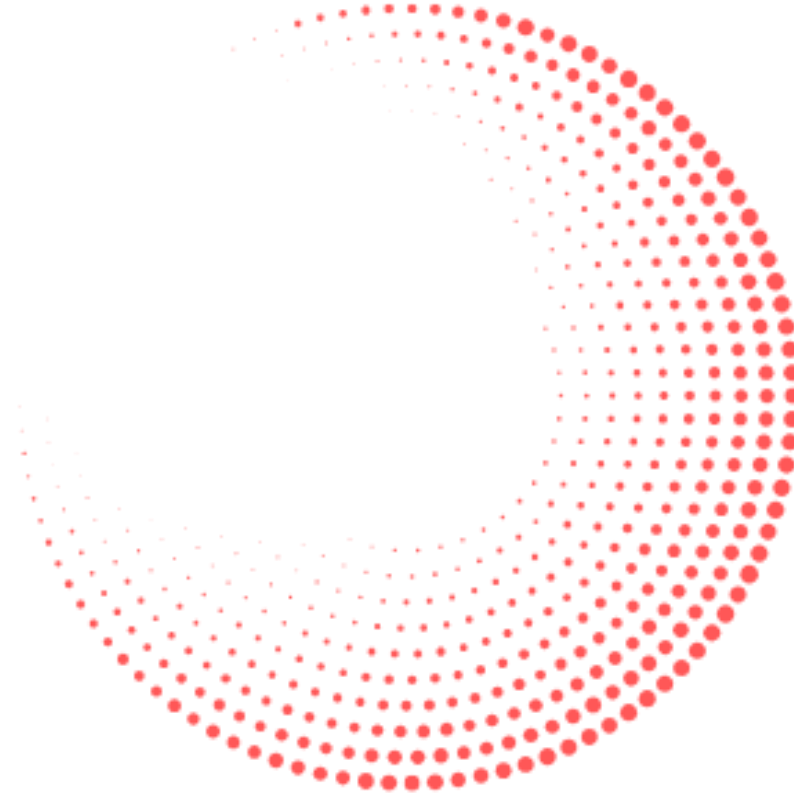


It fits into this logic: it does not reinvent fashion e-commerce but **reinterprets it, offering a new way** to shop that is more comfortable, convenient and continuous.

"It is not always the problem that generates the need. Sometimes it is the proposal that gives rise to a new habit."



Call to action





The future of fashion e-commerce is **subscription based**

Let's build it together.





Thank you for your attention

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Sources and quotes

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