

# The fashion leasing provider

The problem

I have  
nothing  
to wear.



The solution

Your  
wardrobe,  
unlimited.

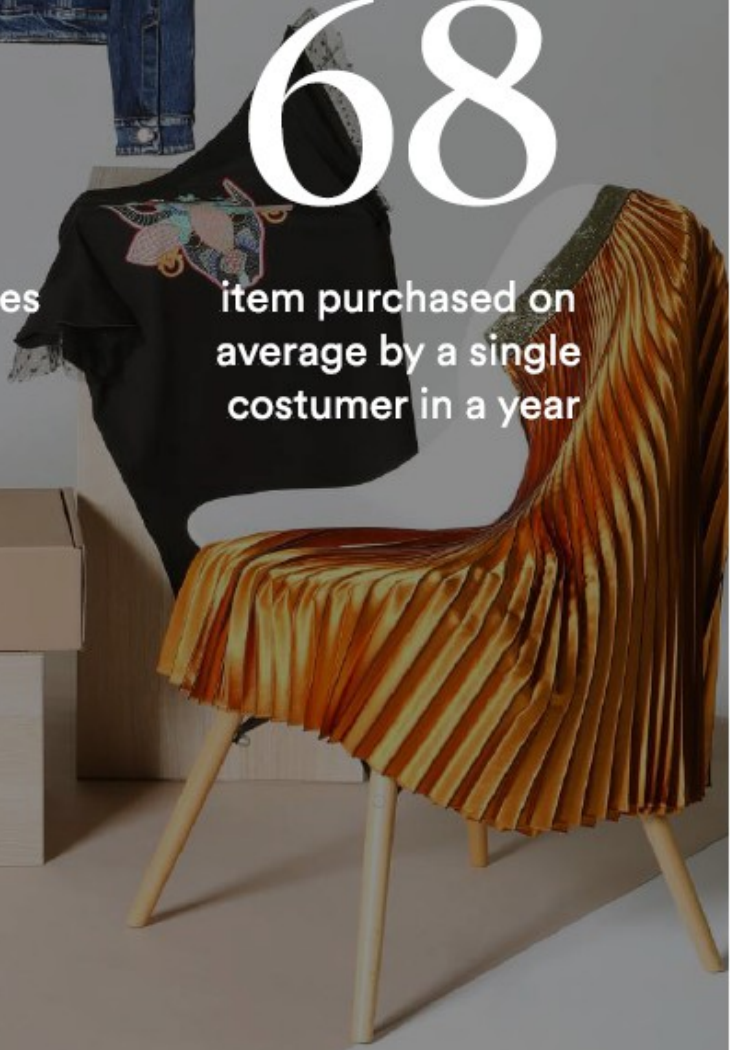
TREND



768

average clothes  
usage

item purchased on  
average by a single  
costumer in a year



# Rent

\$1.215b in 2019

\$2.247b in 2025

41% Women interested in  
garment's rental

# Resale

\$28b in 2019

>\$64b in 2024

44% Consumers interested in  
renting second-hand garments

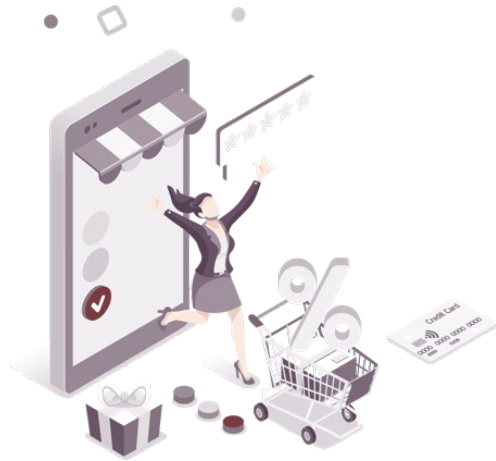
# Vision

Servitizing fashion - An unlimited wardrobe at a fraction of the cost and environmental impact.

# Mission

Give people the opportunity to express themselves through clothing and satisfy their need to renew their style. We want to free them from the “I Have Nothing To Wear” problem, offering the easiest, most sustainable and reliable service.

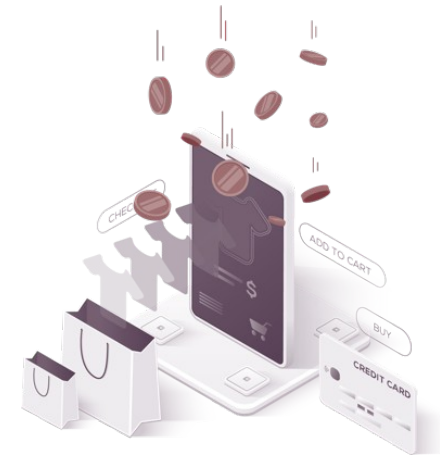
**Choose your  
favourite garments**



**Wear the  
selected items**



**Earn credits to buy  
your most-liked ones**



## Subscription Plans

If you want to renew your wardrobe at a fraction of your environmental impact

## One Time Rental

For a special occasion or event, without any need for a subscription plan.



**1** Test and  
subscribe



**2** Choose your  
outfit



**3** Receive the box  
and earn credits



**4** Wear your  
outfits



**5** Buy most-liked  
items and return  
other ones



**6** Swap your box  
with a new one

SUSTAINABILITY

**Fashion industry is the second largest polluter in the world.**

**10%**

CO<sub>2</sub> emissions

**20%**

Waters pollution for which it's responsible

**18,5k**

Liters of water needed to produce a pair of jeans and a t-shirt

**20%**

Unused garments per each year

**93** billion

Tons of water used for textile production

**150** million

Tons of clothes that will end up in landfills or burned by 2050

**With Pac, each customer contributes to considerably reducing consumption**

**250<sub>k</sub>**

liters of water less per year

**250<sub>kg</sub>**

CO<sub>2</sub> emissions less per year



# B2C

Multi-brand fashion  
leasing platform

Commission on items sold

Mark up from subscriptions

Garments received in consignment sales  
or mirroring partners' availability  
(brands and retailers)

+

# B2B2C

Fashion leasing platforms  
for fashion brands

Setup fee

Maintenance fee

Revenue share

Logistic, marketing and cash in  
management



PARTNER BRANDS

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**PINKO**

**TWINSET**  
MILANO

*for Love & Lemons*

**MALIPARMI**

**TWO WOMEN TWO MEN**

**Less.**

**TB** BINI  
C O M O

**custommade**

SILVIAN HEACH

**·REVISE·**  
CONCEPT

**ZINCO**

**HOPE**

ANNARITAN

  
CALATURA

FORTUNALE

ELEONORA  
A M A D E I

*Ara Can Glam*

**h**anita

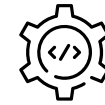
The average value of the items received each month is  
over 10X the subscription cost

# Our B2B2C Services

- ✓ Strategy definition
- ✓ Technological deployment
- ✓ Management and maintenance



Positioning



Platform set up



User experience



User Interface



Logistics



Tech support



Customer service



Strategy review



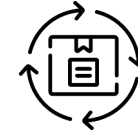
## Circular Economy & Sustainability

Extend garments life cycle and reduce its environmental impact with no need to modify brand's supply chain



## Effortless solution

As a full service provider PAC helps the brand from go to market strategy definition to the day to day management with no need to create an internal team



## Warehouse synchronization

No need to produce additional items as it's possible to include the ones already available on other channels. These include previous season's stock.



## No cannibalization

The fashion leasing service is substantially different from traditional distribution channels



## Complete customization

The website is developed with a modular approach and completely customizable to become an ambassador of the brand values



## Advanced report

Monthly reports and a dedicated dashboard ensure a complete overview of the service development

## TEAM

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### Alessandro Franzese

CEO

MSc + experience in 3 continents  
(Startup / VC / Consulting / Fashion)



### Raffaele Solaro

CMO

20+ years in Marketing and  
Communication (Unicorn / Agency Owner)



### Antonio Napolitano

Creative Director

10+ years in online fashion  
(Brands / Retailers)

DOLCE & GABBANA

**DSQUARED2**



### Valerio De Sanctis

CTO

20+ years in programming  
(Microsoft MVP / Author)



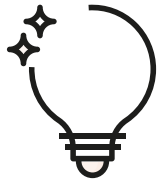
### Upcoming

COO



## WHY TO COLLABORATE

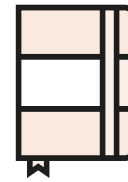
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**SERVICE  
INNOVATION**



**MARKET  
OPPORTUNITIES**



**SKILLED  
TEAM**

# Thank You

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*The* PAAC