
Clother

Be closest to
best matched clothes



**Do you want
to look
Stylish?**





**Our Look starts
with our outfit**

it needs resources





Time and Money

Clothing Shopping Problems



Time spent for shopping

Monthly average
4 x 2 hours



Personal stylists' inaccessibility

Hourly
30-150 manats

Solution

is a subscription-based online personal styling service that sends clothing to your door with free delivery and returns.



5 minutes style form



Personal stylist service



Try before you buy

Ana Səhifə

Haqqımızda

Əlaqə

AZ



Özəl geyimlər,
yalnız sizin üçün

Stilinizi öyrənin

Clother

easiest shopping experience and
personalized, just for you

User Journey

The easiest way to do shopping.



Enter the platform



Fill the style form



Fill your address and payment details



Your box is on the way!



Size of the Market

\$5T+

E-commerce market

\$1T+

Apparel market



Size of the Initial Market

\$ 600 M +

Potential Azerbaijan Market

100 K+

Initial adopters: Women with over
₼1000 + Salary (only in Baku and
Sumgait)

\$ 50 B

More Urbanized CIS Countries

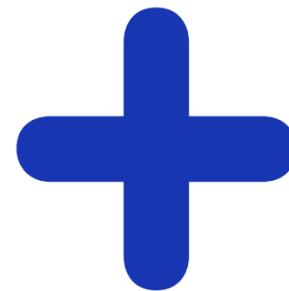


Business Model

every box contains a unique outfit prepared according to the style form including five pieces of clothes or accessories

Service fee

taken from customers
per box (9.90 manats)



Comission

taken from brands*

*For the Initial sales no commission will be taken from the local brands

We have validated

The key ways of validating idea that applied before



- The Initial Survey has done over 165 people to verify the problem
- The next survey was about the solution

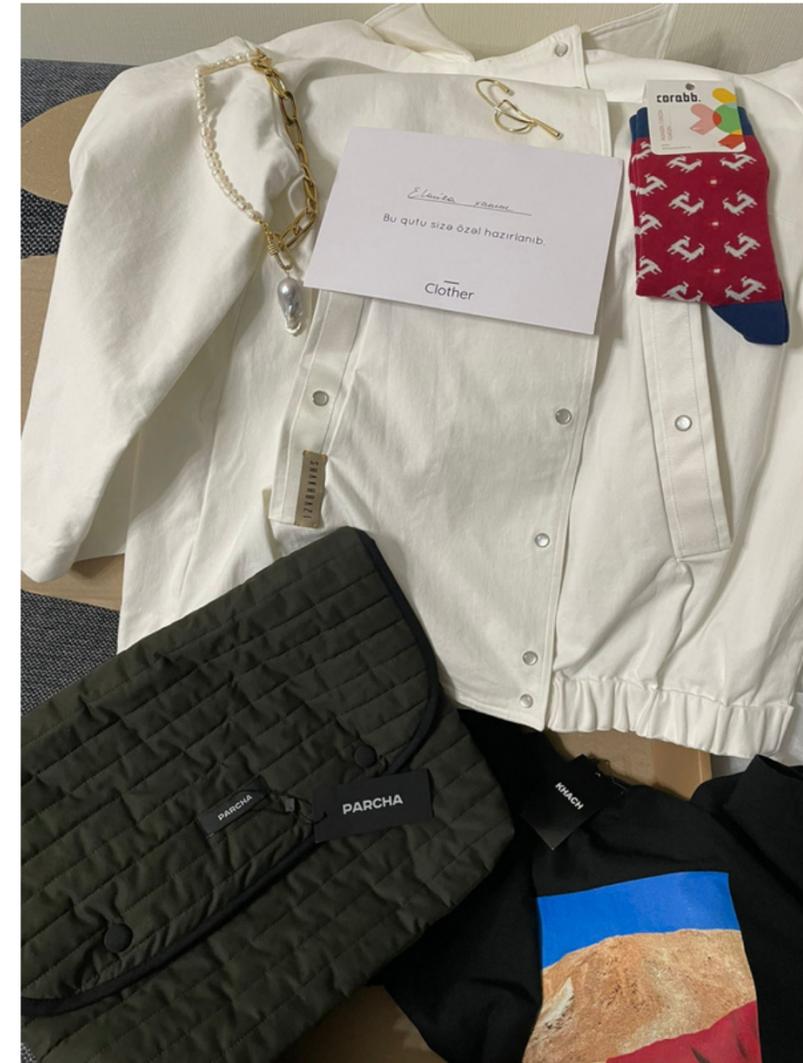


- Interview With over 30 possible Customer



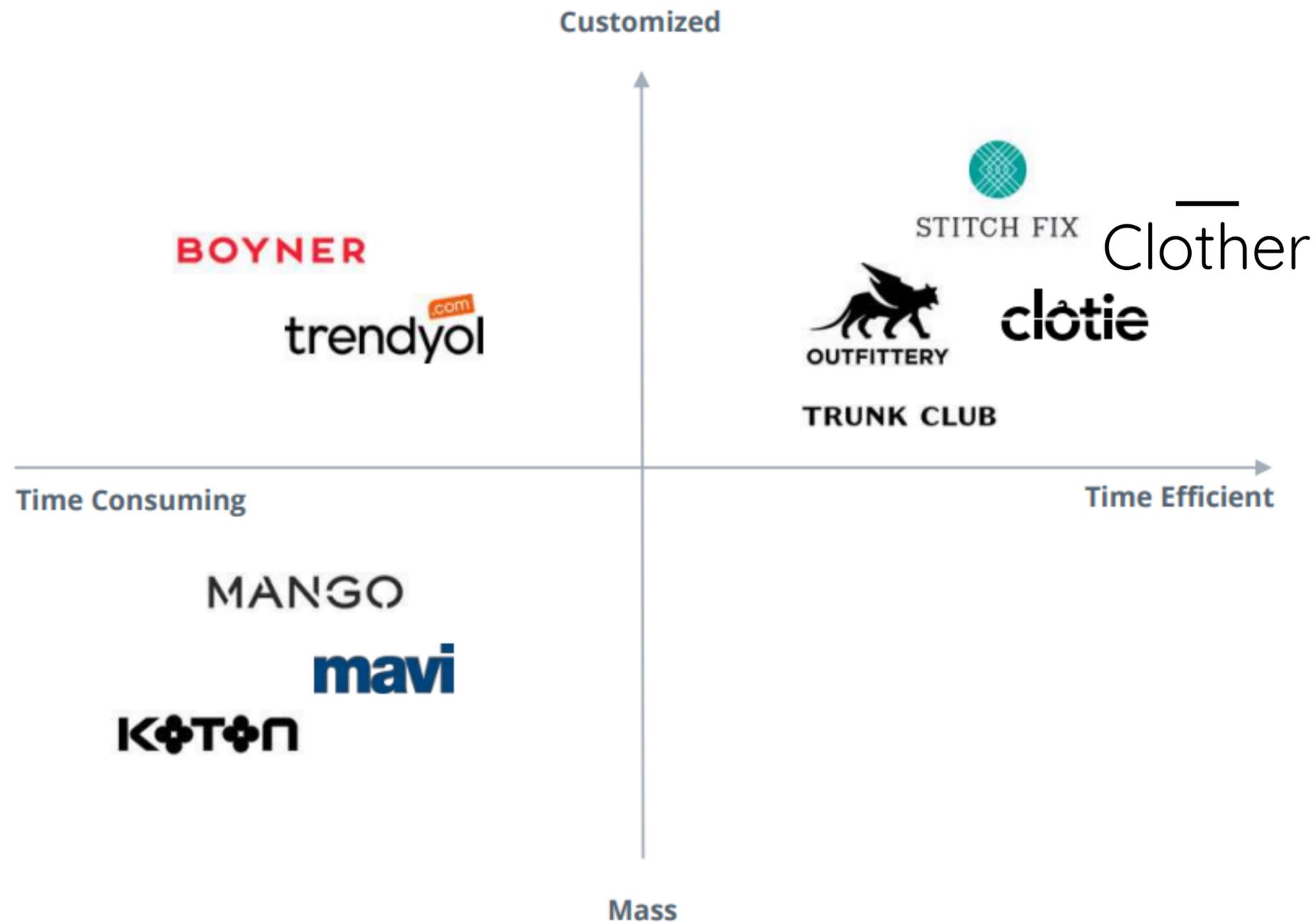
- Sending a test box

Our First customers



"It's such an awesome service! I'm glad to see this here"

Competitors

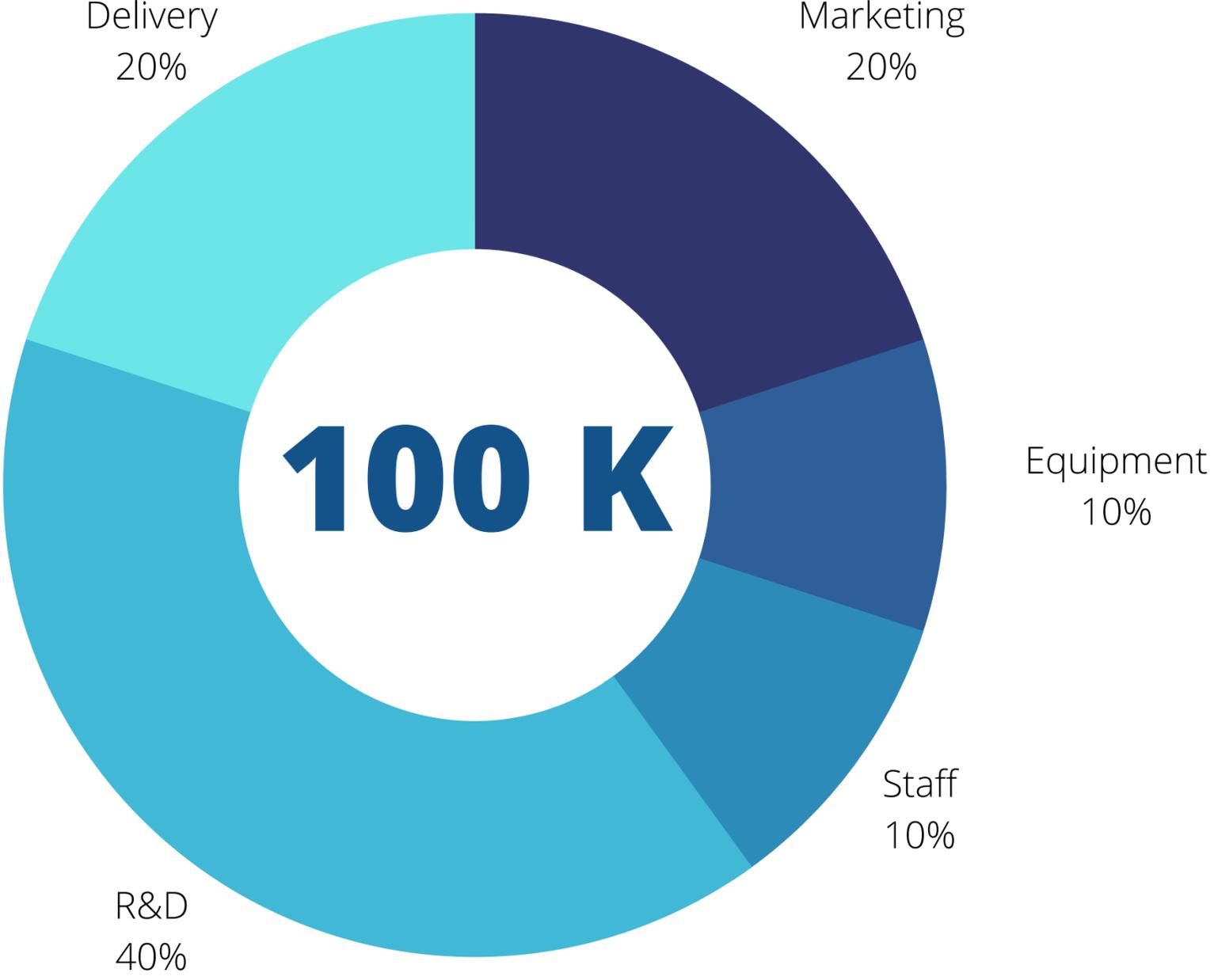


Advantages

- Fashion is universal, but style is not. We know the style, culture etc.
- Retail brands are still very traditional in Azerbaijan
- Better return policy right from your door

How much we ask

For the 1 year development
10%



Milestones of Clother

The Longterm goals of clother
by the end of:



2022

- AI-based Recommendations



2023

- App Development



2024

- Initial steps to expansion in other regions

Team



Aysel Sadigova

Co-founder, CMO

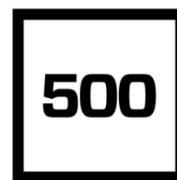
6+ years experience as a professional stylist

PARCHA



Huseyn Abizadeh

Co-founder, CEO



Farhad Aghayev

Co-founder, CTO



Partners

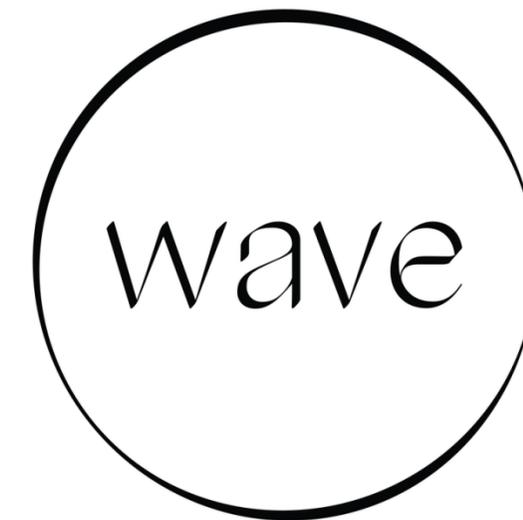
PARCHA

SHAKHBAZI



theonjir

EORABB.



KHACH

AISHA & MERYAM

M

MESHQUE

MADE IN AZERBAIJAN

Join us!

**With you
We can touch
people's lives**



Clothier