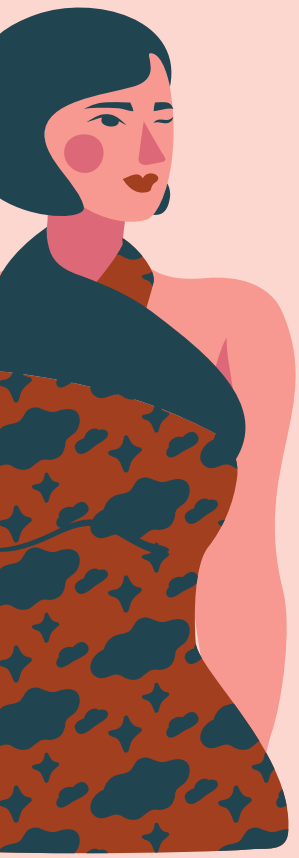


cinCohic

# Ambitious Secondhand & Vintage Shop

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Making secondhand clothes more fashionable  
and making the shift in our shopping habits



"As consumers, we have so much power to change the world by just being careful in what we buy." - Emma Watson

We believe that secondhand and vintage shopping is an accessible way to affect positive change and to support our environment. But not everyone has adopted this way of thinking and acting yet. We tried to find out why and how we could change this.



## PROBLEM N°1

The secondhand and vintage shopping is still very much under-exploited and there are various explanations for the market's reluctance to explore this sustainable way of shopping. People can find it time-consuming, items are not always clean, there is no guarantee of quality, especially when shopping online, and sometimes the price is very high.

## PROBLEM N°2

Shopping can be overwhelming in the world of abundant choices, where fashion is disposable and where we are constantly tempted... Most of us know it is time to make a shift and bring more structure and sustainability into our wardrobe and our consumer habits, but how?



What motivates us to bring solutions to these identified problems is the great impact this will have on so many levels:

Our closets

Our budget

Our self-esteem

The fashion industry

And most importantly: the environment.

We want to be part of the solution, not part of the pollution!



# SOLUTION N°1

We believe that the answer is in shopping experience "standardization", or uniformity: a guarantee that we will offer only the best to our customers and minimize the common inconvenience related to secondhand shopping, while maintaining the thrill of the hunt and finding unique products.

## CLEAN

Our clothes and accessories are cleaned and disinfected with eco-friendly and natural detergents.  
They smell really good.

## REPAIR

We repair clothes if needed and ensure they are in perfect condition.

## CLASSIFICATION

Our carefully selected items are gently used, of good quality, at fair prices, and are always well classified - both in our shop and online.

## PACKAGING

We are using eco-friendly packaging that highlights our philosophy.

## CLIENT EXPERIENCE

Our client service is a five-star experience, the clients are always respected and listened to.

## GLOBAL BUT LOCAL

The same concept will be applied around the world and respecting circular economy: local buyers and sellers, local workforce and transporters.

# SOLUTION N°2

We will develop easy-to-use methods and mid-term strategies for everyone, make the "wardrobe management" less complicated, with a practical guide to a more sustainable way of shopping and caring for clothes in order to make them live (at least) twice.

## DECLUTTER

We will guide you in the decluttering process and help you sell/re-sell/donate the items you do not wish to wear anymore.

## PERFECT WARDROBE

We will help you build a better wardrobe, that is practical and sustainable, and help you with your future shopping decisions.

## PLATFORM

We will build a global platform that connects people from everywhere to discuss, ask and answer, give advice and find solutions to topics relating to fashion and sustainability.

# HOW WE WILL USE YOUR CONTRIBUTIONS

## SHOP

Our newly opened shop is our great achievement and a place where we can exhibit our current selection and familiarize everyone with the concept. We plan to use the funding money to pay the rent and integration of a small atelier, so we can continue to grow.



## WEBSITE

Our website needs improvement. We wish to display the best quality photos of our items. We also want to create an interactive, multilingual, platform where conversations can start and useful content can be shared.



## CARE PRODUCTS

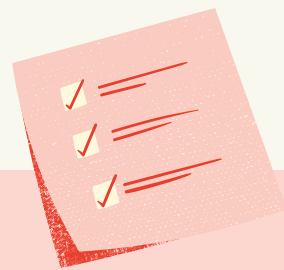
We will continue producing natural care and eco-friendly products, good for the skin, the clothes and the planet, in collaboration with a local swiss brand.



# HOW WE WILL USE YOUR CONTRIBUTIONS

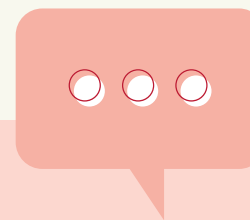
## METHODS

Working with specialists, we will develop different methods and strategies to help everyone make their closet a happy place and combine it with interactive and customized online and offline help,



## CAMPAIGN

Raising awareness about sustainable and second-hand shopping, advertising to increase visibility, building communities, and connecting with people.



## GIVING

10% of your donation will support a great cause, something that makes this world a better place.

Due to the sanitary crisis that the whole planet is facing, our choice will be a health-related fund.







# REWARDS



## UP TO 30

- Guide to creating a perfect wardrobe  
(\*a digital guide helping you organize your wardrobe and make good shopping decisions)

## 30-50

- Guide to creating a perfect wardrobe\*
- 10\$ Gift Card

## 50-100

- Guide to creating a perfect wardrobe\*
- 20\$ Gift Card

## 100-250

- Guide to creating a perfect wardrobe\*
- 30\$ Gift Card
- 1 natural care product

## 250-500

- Guide to creating a perfect wardrobe\* and 1h online styling session
- 50\$ Gift Card
- 2 natural care products

## 500 AND MORE

- Guide to creating a perfect wardrobe\* and 2h online styling session
- 100\$ Gift Card
- 3 natural care products



**For every donation, we'll also thank you personally on our social media pages, with your consent.**

# WHO WE ARE AND WHERE WE ARE TODAY

Chic Chic is a project that grew out of pure love and passion for fashion, environment and ultimately, entrepreneurship.



The turning point was a realization by the founder of Chic Chic, Tijana, that her friends' closets were full of new and sometimes expensive clothing that they were not wearing, or just easily throwing away. For her, that was akin to throwing money out of the window and at the same time, causing so much ecological damage. She started wondering how we came to a point where trend cycles have accelerated and fashion has become disposable. Our consumer behavior has gotten out of control! In a world where anything is permitted, where overproduction and overconsumption have devastating consequences, she didn't see any other option but to take responsibility as an individual.

This concept creates the possibility for others to realize this as well. Mindset shifts take time, but at Chic Chic we count every single purchase as a small victory.

From the Instagram page where it all began, to a website, to selling events, and finally to a physical store, Chic Chic is attracting people and developing loyal customers every day. This is only the beginning of a beautiful journey, but with your help we can accelerate this process and reach new crowds.

# FASHION INDUSTRY TODAY

The fashion industry's impact on the development of our planet is often underestimated. This \$2.5 trillion-dollar industry is the second highest consumer of water worldwide, producing 20% of global water waste. The production of one cotton shirt requires 2700 liters – the equivalent of one person's drinking water for 2.5 years. 10% of the global carbon emissions are emitted by the clothing industry and cotton farming is responsible for 24% of insecticides and 11% of pesticides despite using only 3% of the world's arable land. As far as waste is concerned, 85% of textiles are sent to landfills, i.e. 21 billion tons a year. Beyond the environmental impact, the fashion industry is closely linked to labour, gender and poverty issues. 1 in 6 people in the world work in a fashion related job, and 80% of the labour force throughout the supply chain are women.

While the impact of the fashion industry is already significant today, it is likely to increase even further in the coming decades. The average consumer is now purchasing 60% more items of clothing compared to 2000, but each garment is kept half as long and on average 40% of clothes in our wardrobes are never worn. By 2030, there will be 5.4 billion people in the global middle class, up from the 3 billion in 2015. This will lead to an increased demand for clothing and other goods that define middle class lifestyles. If consumption continues at its current rate, there will be three times as many natural resources needed by 2050, in comparison to what was used in 2000.



# SWITZERLAND

In Switzerland people love to thrift and there are some nice secondhand and vintage shops in major cities, but after a meticulous market study, we realized there is still a gap in the market. Especially when it comes to e-commerce, Chic Chic doesn't even have a real competitor. There is no other shop that mixes this many styles in addition to our commitment to impeccable client service and growth.

# WORLD

Our next step is to develop this concept in as many countries and cities as possible. To go global while staying local - supporting a local, circular economy model. In the meantime, we would like to inspire and help the existent secondhand and vintage shops around the world to digitalize, standardize and improve their image and their service. In addition to that, we aim to connect with users through our future platform, where we can exchange our experiences, ideas, and build a strong online community that will enable everyone build their perfect, beautiful, and sustainable wardrobe.





# OUR SHOP



Rue Jean-Gutenberg 15  
Geneva, Switzerland





[www.chichic.ch](http://www.chichic.ch)



[chichic.ch](https://www.instagram.com/chichic.ch)



[chichic](https://www.facebook.com/chichic)

# Thank you so much!

Do not hesitate to ask for more details and  
please remember, no amount is too small!