



How do you change the world?
One outfit at a time.

CONTEXT

"Australians collectively spend about \$5 billion on fashion and three-fifths of that is trashed within a year." –ABC News

Fast fashion is a leading cause of environmental impact—creating more damage than the aviation and shipping industry combined*.

It's also why second-hand fashion is blowing up amongst Gen Zs. This revolution is sustainable, affordable, and allows the most photographed generation yet to rock a new outfit every weekend.

References: <https://www.abc.net.au/news/2020-03-10/sustainable-fashion-tips/12038770>

*<https://www.theguardian.com/fashion/2019/jun/23/five-ways-fashion-damages-the-planet>



INTRODUCING...



Snapcycle

Transforming fast fashion into lasting fashion.

IDEA

Snapchat converts clothes into lenses for people to sell, try, share, and buy second-hand goods.

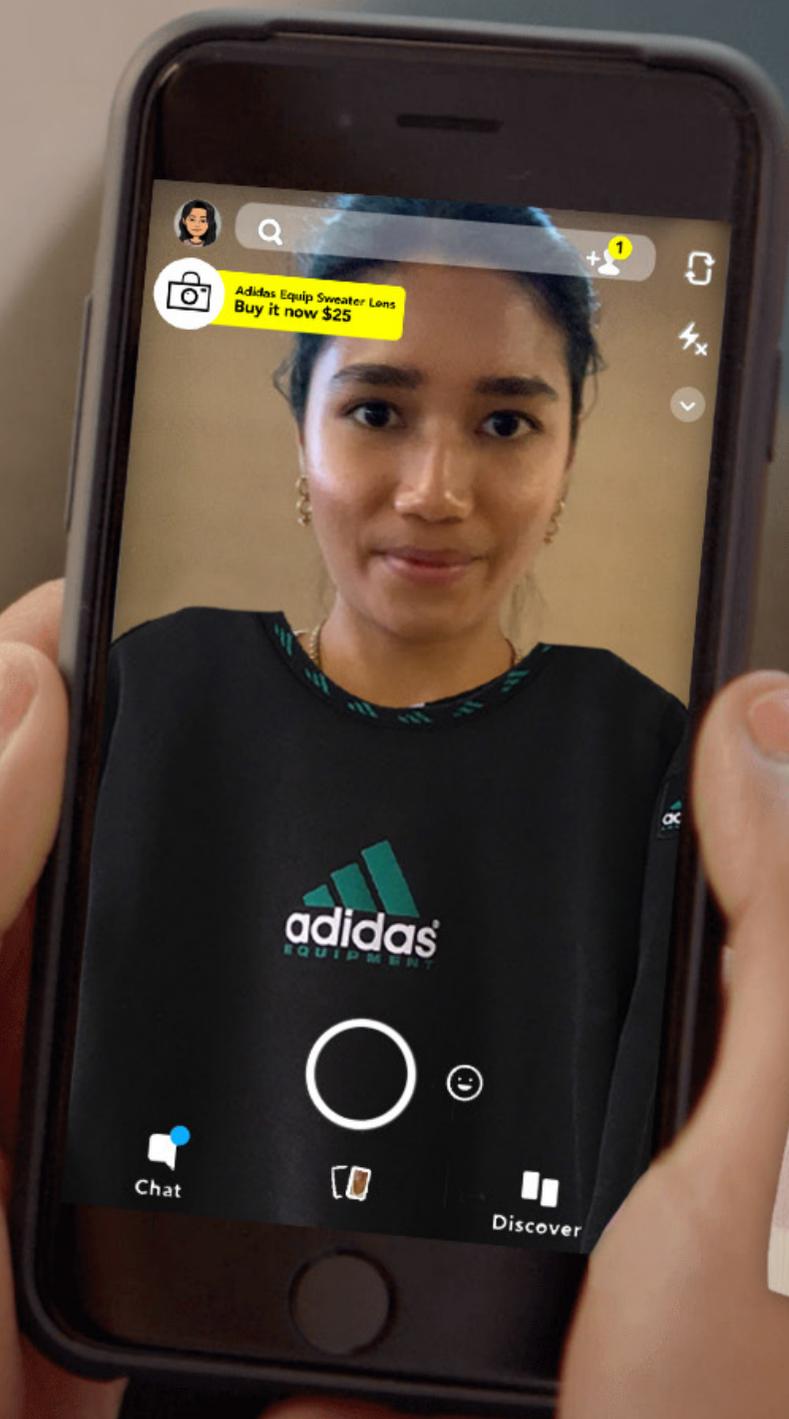
Patagonia Lens
\$15



Blue Champion Crew Lens
Buy it now \$40



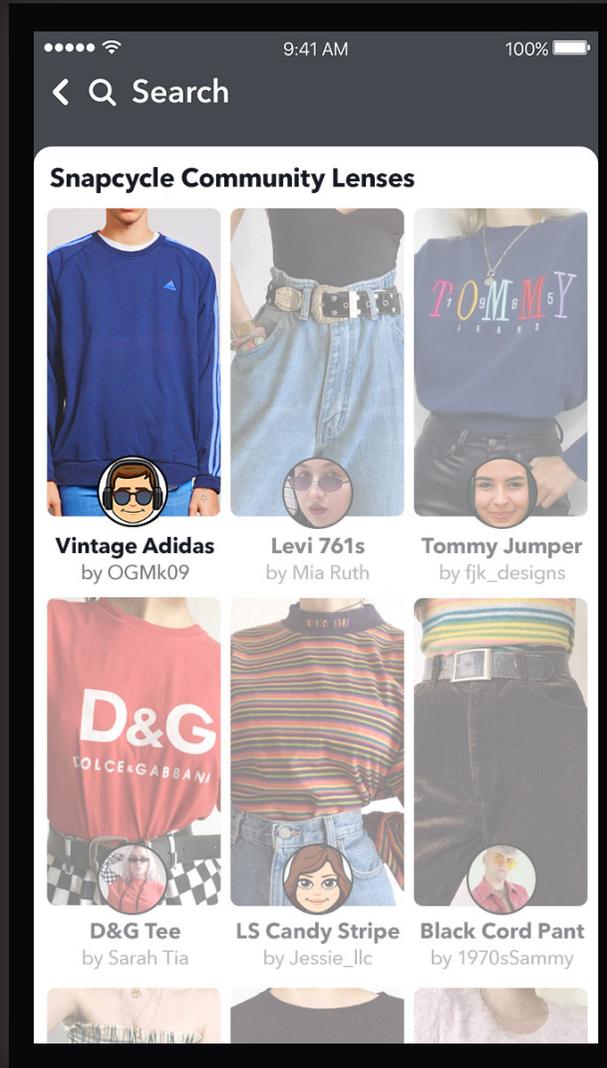
Vintage Nike Lens
Buy it now \$25



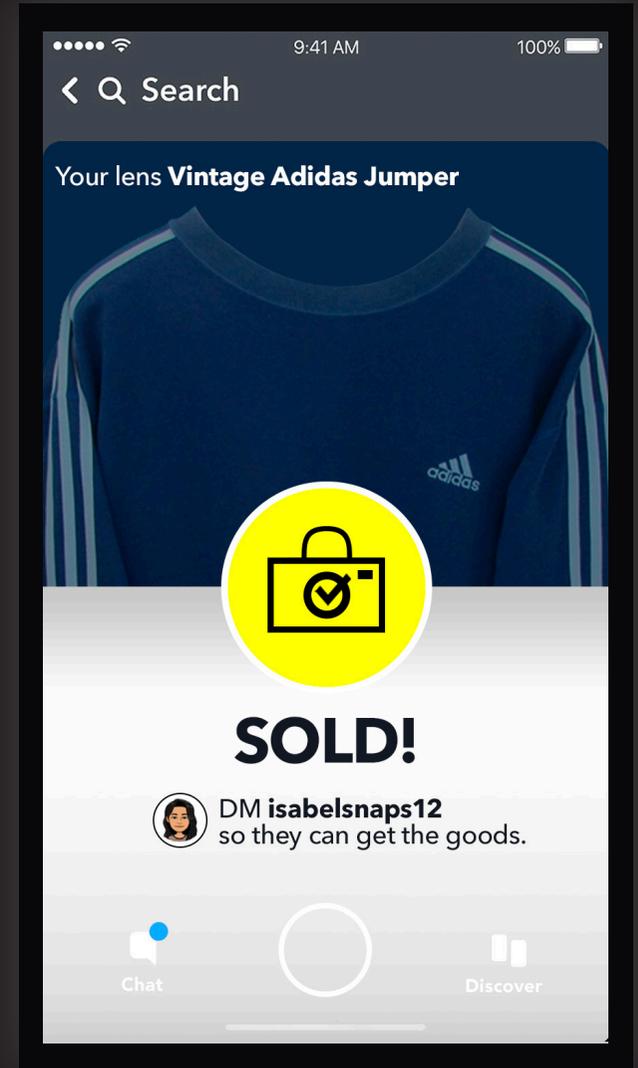
HOW IT WORKS – SELLER JOURNEY



Using Snapchat's camera and AR capabilities, snap a pic of your item for it to be turned into a wearable lens.



Fellow Snappers can try on your lens, or discover other peoples' (other "Snapcyclers") clothing lenses.

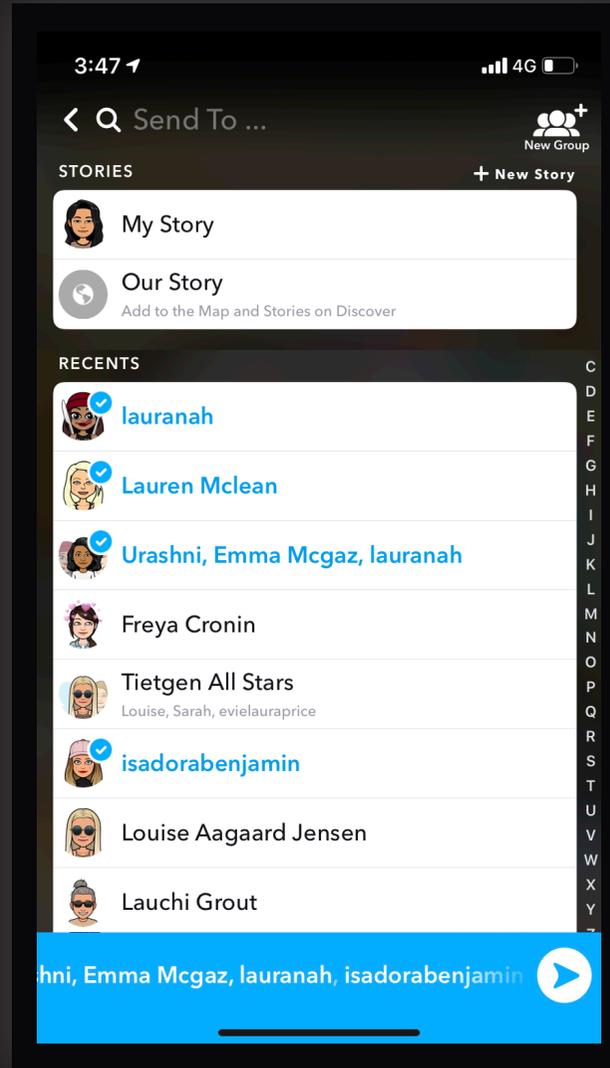


If they love yours, they can snap it up.

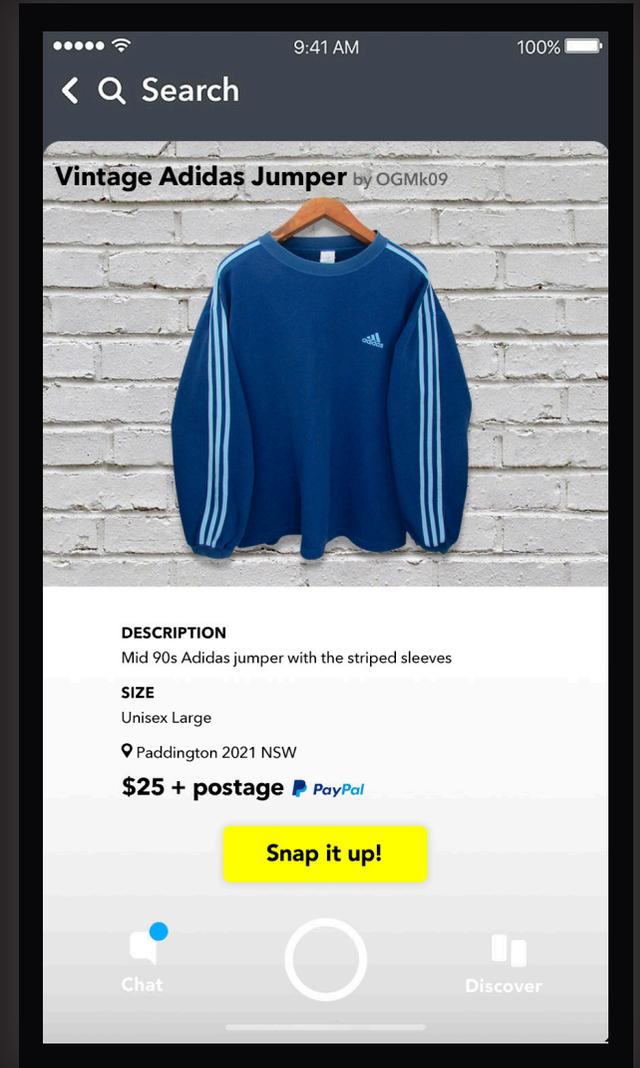
HOW IT WORKS – BUYER JOURNEY



Try on Snapcycler's clothing lens.



Snap it to your mates to see what they think.



Or snap it up on the spot. Your Snapcycler will DM you to arrange postage or pick up.

ADDITIONAL IN-APP INTEGRATION

Snapcycle will even promote time or weather relevant outfits via Snapmaps, serving you looks when you need them the most.

 **Friday Night Frock Edit**

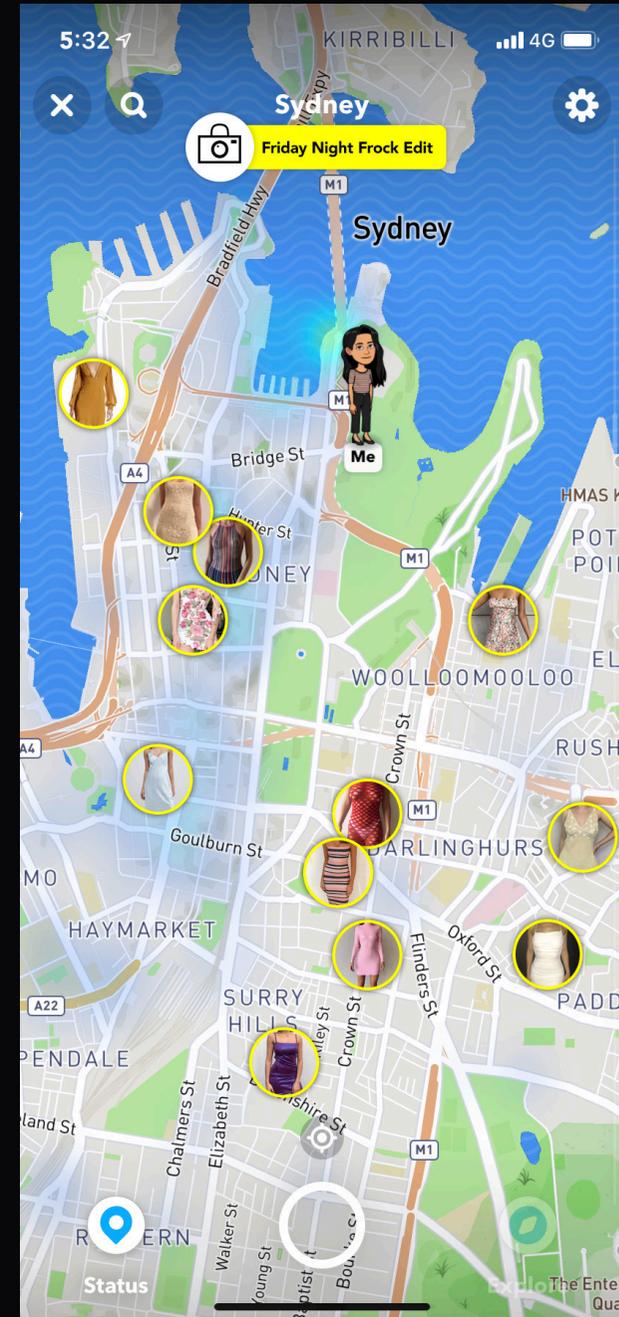
 **Rainy Day Edit**

 **New Year's Eve Edit**

 **Heatwave Edit**

 **Mardi Gras Edit**

 **Falls Festival Edit**



LAUNCH

We'll get Gen Z micro-influencer/fashionista Emma Chamberlain to launch Snapcycle with an opening sale featuring pieces straight from her closet.



emma chamberlain

👁️ 2m ago



Buy my fave yellow Reebok sweater & heaps more!



Snapcycle
Sustainable
& Stylish

EXTENDED REACH

To truly help break the fast fashion cycle, Snapchat will geo-target ads of trending Snapcycle items near mass-retailers, convincing even the biggest shopaholics to join the movement.



Snapcycle by Snapchat

**Shop woke
without
going broke.**



Vintage Nike
Scan to try it on

Snap up your sustainable look. Snapcycle.



Snapcycle

Transforming fast fashion into lasting fashion.

PROBLEM

Fast fashion is a leading cause of environmental impact.

INSIGHT

Second-hand fashion is blowing up amongst Gen Zs. It's sustainable, affordable and allows the most photographed generation yet to rock a new outfit every weekend.

SOLUTION

Snapchat converts pics of second-hand clothes into lenses for people to sell, try, share, and buy.

Snapcycle. The ultimate social and sustainable shopping experience, transforming fast fashion into lasting fashion.

