

A black van is shown in a studio setting, viewed from a front-three-quarter angle. The van is parked on a light-colored floor, and the background is a plain, light-colored wall. The van has a sleek, modern design with large windows and a prominent front grille. The lighting is bright and even, highlighting the van's contours and the reflective surface of the floor.

# SOLELY CURATED

A subscription based virtual styling and personal shopping service that allows people to shop by appointment without leaving their home. We curate your shopping experience and bring the store to your doorsteps.

# OUR MISSION

is to create an efficient way of shopping, by minimizing customer returns and introducing a personalised luxury retail experience in the comfort of your home. We are the solution for retailers when moving the correct product directly to consumers. Everything we do is curated to build customer loyalty and long lasting relationships.





# PROBLEM

2020 was the year of retail disruption and the way we live and spend have change.

**From hybrid working models, reduce business travel and commercial buildings at lower occupancy have resulted in slower foot traffic and the closing of many retailers.**

# RETAIL



## **INCONSISTENT EXPERIENCE**

Transactional sales without creating the experience resulting in a lack of customer loyalty.



## **HIGH RETURNS**

In-store and online sales with high returns = unable to meet customer expectations



## **ENVIRONMENTAL WASTE**

10,000 items of clothing sent to landfill every five minutes.  
350,000 tons – equivalent of 140,000,000 used clothing goes to landfill in the UK each year

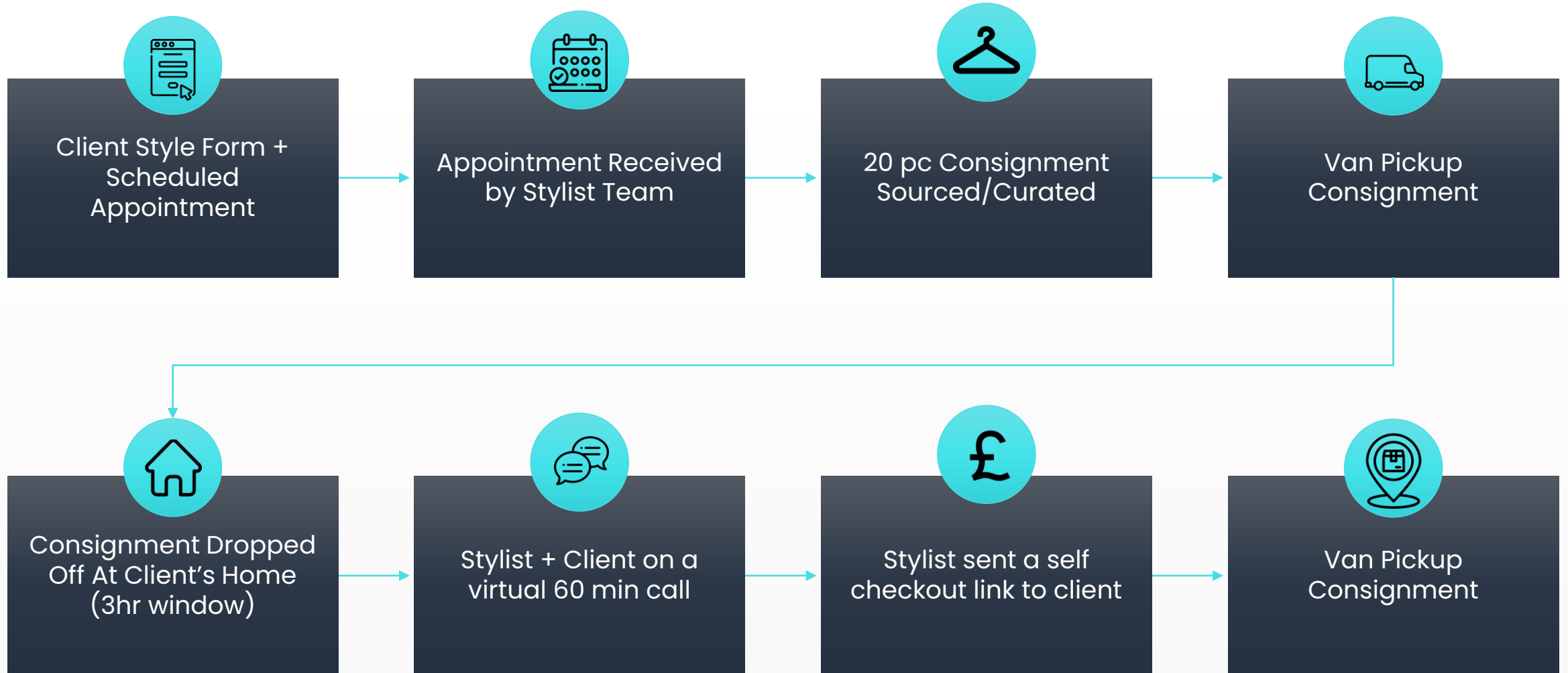


# WHAT WE'VE SEEN...

During the lockdown, retailers like Selfridges and Liberty have recognized the need to connect online consumers with in-store employees and this will become more of an opportunity to differentiate and develop customer loyalty through superior service. Liberty London launched "Ask an expert"



# ON-BOARD MONTHLY SUBSCRIPTION CLIENT



# REVENUE STREAMS

## MEMBERSHIP

**£99**

Per month

2 appointments per month

### **Shop Appointment**

20 units curated per appointment  
£395 with your stylist

### **Style Appointment**

Follow-up virtual session which includes style support and Q&A between stylist and client

Access to our meet the community style workshop every Spring + Fall season. An educational fashion workshop focused on style development, trends, sustainability, brands and a chance to meet and chat with your stylist in-person.

## COMMISSION SALES

**20-25%**

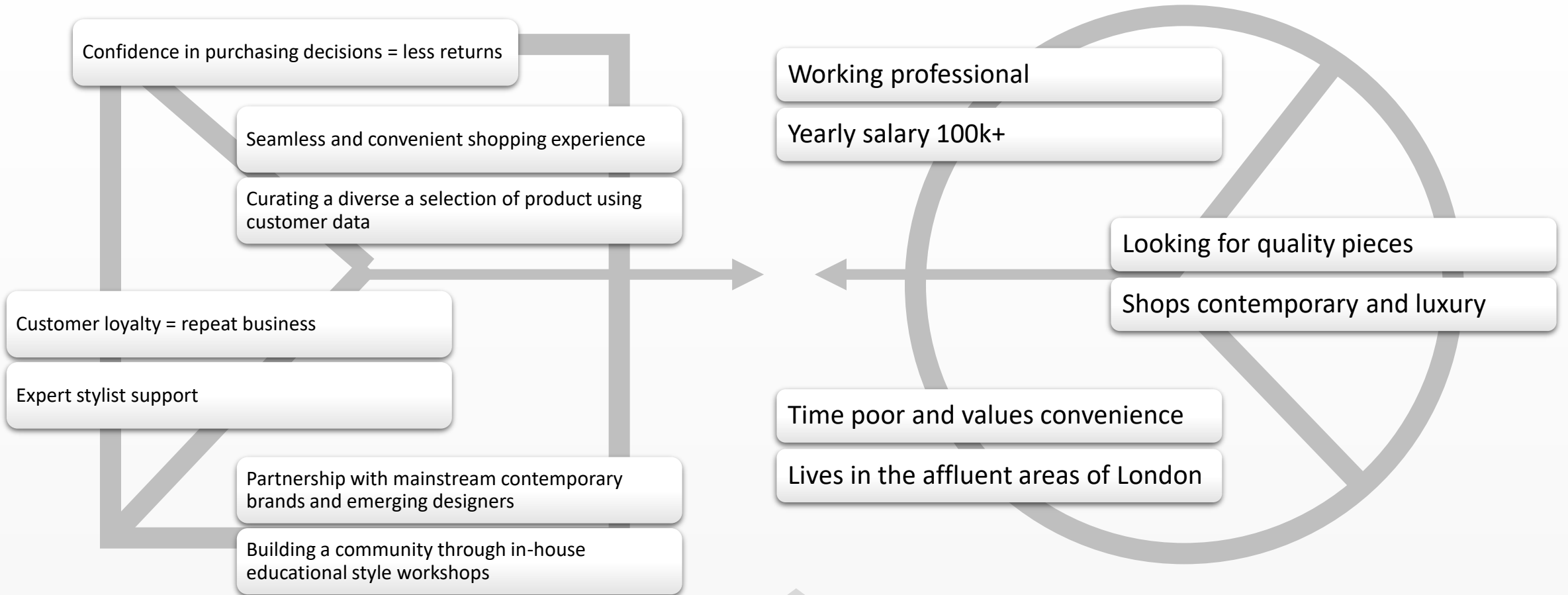
Minimum spend per appointment

**£395**

# VALUE PROPOSITION

## SOLELY CURATED

## CUSTOMER PROFILE





# COMPETITOR ANALYSIS

Service	Thread Styling	Farfetch	Solely Curated	Stitch Fix
Monthly Subscription Service	X	X	✓	✓
Consignment Setup w/ Brands	✓	✓	✓	X
Virtual Styling Service	X	X	✓	X
Pre-select Clothing For Clients	✓	X	✓	✓
On-demand Style Support	✓	X	✓	X
Access To Over 500+ brands	✓	✓	✓	✓
Creating A Luxury Retail Experience	✓	X	✓	✓

# MARKET SIZE

LUXURY RETAIL INDUSTRY IS WORTH \$309.6 BILLION AND ESTIMATED TO \$382.6 BILLION BY 2025.

THE PERSONAL SHOPPING DIVISION IN LUXURY RETAILERS CONSIST OF MORE THAN 40% OF SALES



NET-A-PORTER  
EIP (extremely  
important person)  
personal shopping  
program bring in  
40% of their  
revenue during key  
months

Thread Styling  
Personal Shopping  
Company estimated  
revenue of \$43 million  
in 2021 - average  
basket sale  
online is \$3600



# Six predictions for the future of retail

The rapid pace of change currently reshaping retail is expected to continue post-coronavirus, way? Here's what to expect in 2021, 2025 and 2030



## By 2025

### 3. Blended retail experience

The 2020s will be a decade of disruption; COVID-19 was just the curtain opener. In 2025, we'll still be experiencing the tail end of the pandemic in terms of its impact. "Hybrid working models, reduced business travel, commercial buildings at lower occupancy and discretionary spending will remain cautious," says futurist Dr Richard Hames. Future retail trends will see "retail theatre" develop at this time.

By mid-decade, the conventional retail model of just hanging rows and rows of clothes on hangers and supplying a couple of changing rooms and a mirror will be on the way out. "A resurgence in shopping malls, offering a richer range of experiences by blending retail, music, dining and entertainment will take its place," says Hames.

Development of partnerships between different retailers, from hairdressers and spas to clothing retailers and office supplies, will see 'unlike' providers collaborate as part of a blended retail experience.

Midway in the decade will also be an inflection point in ecommerce, according to retail analyst Berg. As the decade started, ecommerce was focused on reducing friction and aiming for a seamless experience, but it will move to being more engaging and immersive. Traditional retailers and online retailers will transition towards a convergence point. "Consumers have come to expect fast and free delivery and returns, and then post-COVID; it's about immersion



# SOURCES

**Until recently, only a handful of retailers have been ready to really understand that people are the special element that makes good retail good**

Gartner research suggests customer satisfaction is 2.5 times greater in stores with well-trained, well-paid shop-floor staff and that these staff members are 30 per cent more productive. Perhaps inevitably, having well-paid staff results in lower staff turnover, greater job satisfaction and better service.

"It's been some time coming, but I think the pandemic will prove a turning point in retail attitudes to sales associates," says Marian. "The future is going to be about creating high-performance sales teams. The question is how quickly retail addresses the idea, because until recently only a handful of retailers have been ready to make the investments in staff, to really understand special people are the special element that makes good retail good retail."

## A need for the new 'super' sales assistant

Dr Denise Dahlhoff, senior researcher at consumer behaviour analysts The Conference Board and lecturer at Wharton Business School, Pennsylvania, says: "The pandemic's increased digitalisation of shopping has put a lot of pressure on offline stores, even in the business-to-business world, but it's also placed a new emphasis on everything tech can't do: communicating at a human level, creating communities, generating loyalty.

"But it has also meant evermore knowledgeable customers have higher expectations of offline retail, especially of sales associates. There's a need for a new kind of super sales assistant."



# Possible Outcomes

## Best Case Scenario

Become first to market-  
20,000 customers

£42.7M (conservative  
commission rate of  
20%) annual revenue during  
the first year

## Realistic Case Scenario

4,000 customers via  
partnerships with private  
member clubs, social media  
marketing, influencer  
marketing, and public  
relations

£8.5M annual revenue  
(conservative commission  
rate of 20%) during the first  
year.

## Worst Case Scenario

2,500 customers

£5.3M annual revenue  
(conservative commission  
rate of 20%) during the first  
year

# Future Roadmap YEAR 1

## Q1 - 2023

- APRIL - JULY 2023
- Goal: 2500 new subscribers based in London using press/media coverage, direct marketing, social media campaigns and influencer marketing

## Q4 - 2023

- DEC 2023 -MARCH 2024
- Goal: 20k new subscribers based in London. Implementing new premium membership for in-person stylist experience. Broadening our reach with targeted locations outside of London. (Launch May 2024)

## Q2 + Q3 - 2023

- AUG-NOV 2023
- Goal: 10k new subscribers based in London. Focus on growth with partnering and introducing new service with members clubs across London.

# MEET OUR TEAM

Solely Curated



**Beverly Osemwenkhae**

Founder/CEO

Founder of ProjectBee Wardrobe Consulting, Fashion Media Expert & 8+ years in the fashion/retail industry

**Lauren Jayson**

COO

Business Development Director at Cudoni  
Former Personal Stylist and GM for Luxury market (Selfridges)

**Joy Osemwenkhae**

CFO

Controller at Investindustrial Advisers Inc. Former Assistant Controller at MC Credit Partners, AVP at Citi Private Equity Services, Accountant at Rockefeller Philanthropy Advisors, Auditor at Deloitte

**Laurie Segall**

Advisor

Former Technology Correspondent CNNMoney  
Named Forbes '30 Under 30  
Co-Founder and Executive Producer Dot Dot Dot Media

**Asha Talwar Coco**

Advisor

President FORVR Mood  
Former VP of Sales and Business Development at Givaudan





# GET IN TOUCH

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