FASHLAB
Making fashion cycle 10 times faster
I am a fashion designer & serial entrepreneur

I have started and managed several companies in the field of fashion including fashion label Tallinn Dolls.

After 15 years of experience in classic manufacturing, e-commerce and fashion tech I am certain that the industry needs to be rebuilt

Now I Fight for my industry

Mari Martin (CEO & Founder of FashLab)

Today fashion changes fast
but the industry is slow
Digital transformation is the only way to make classic fashion cycle 10 times faster and save valuable resources
Why now? Big trends in fashion

- 3D changes the future of fashion
- online sales are huge
- sustainability is more important than ever
- short supply chains is the way to survive
- fashion industry needs innovation & digital transformation
Problem

Classic fashion cycle 1.5 YEARS

INVESTMENT
1.5 years in advance

DESIGNING
(2 months)

SOURCING
(1 month)

PRODUCT DEVELOPMENT
(2 months)

SAMPLE MAKING
(2 months)

PHOTO SHOOTING
(1 month)

TRASH

80% OFF
BLACK FRIDAY

STOCK SALE
(2 months)

IN SEASON SALE
(2 months)

RETAIL
(2 months)

PRODUCTION
(2 months)

FW WHOLESALE
(2 months)
FashLab helps anybody to bring fashion products to market as quickly as Zara, H&M or Uniqlo.

Fast fashion in a sustainable way
Fast fashion in sustainable way!
Vision Faster cycle 1.5 MONTHS

MARKETPLACE for cuts & 3D

ADD TO BAG

MARKETPLACE for fabrics

ADD TO BAG

DESIGN 1 day

PRE SELL 10 days

7 days 01:45:23

62,26164 €

95,00 € *

PRE ORDER

PRODUCTION
1 month
(marketplace for production)

GET QUOTE
ORDER

ORDER

CLIENT: FASHLAB
MODEL: SWEATSHIRT
DELIVERY: 25th JAN.

FABRIC

Mirafone 2311 GREY
100% COTTON

DELIVERY 3 days
3D prototyping
Create 3D prototypes in 30 seconds with FashLab
Ready to sell on market before production

CAMPAIGN TIME LEFT
7 days 01:44:40

62,262,48 €  95,00 € *

Campaign ends January 12, 2019
Shipment begins January 25, 2019

ORDER NOW
FashLab creates an efficient and transparent marketplaces for fabric purchases and manufacturing
Short supply chain

Going straight to customers, sourcing straight from manufacturers
Fabric digitalization

- FashLab is helping to digitalize fabrics to use them on 3D today manually
- In the end of 2020 a fabric tool to digitize fabrics is ready!
Target groups

Designer brands:
- emerging designers
- fashion brands

- textile companies
- production houses

Fashion enterprises
FashLab means:

- producing only **on demand** & reacting quickly to trends
- 0 investment needed in advance
- reducing overstock - operating on 0 stock
- reducing price for new products due to lower risk
Team

CEO/Founder Mari is an industry expert

She has been building up fashion manufacturing company, previously CEO of fashion marketing company, also managing fashion brand and retail. Fashion business is her space.

CTO/Co-Founder Margus is managing the IT team

He has 12 years experience in ecommerce and retail working with Elizabeth Arden, Disney theatrical group etc
Thank You

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