

WeDress Collective

Responsibility Roadmaps

Your Fashion Rental Collective

www.wedresscollective.com

WeDress Collective



Who we are

WeDress Collective is an online peer-to-peer fashion rental collective that provides its community the opportunity to safely lend and rent high-quality fashion. We create a wider range of options by using what is already available while reducing ecological and social footprints.

Our Beliefs

Together as a COLLECTIVE, we are changing the way WE DRESS. We all know that actual change doesn't happen from day to night, so transparency is the best we can offer now to include you on each of our goals, challenges and achieved stepstones. We are not perfect and probably, we won't ever be - we are sorry to break it to you! But hey, isn't this what SUSTAINABILITY is actually about? Environmental & Social Responsibility, Diversity & Inclusivity: we work everyday for it. Below you can find what's on our agenda, behind the fashion curtains.

Our Road Ahead

Our Pillar	What We Are Thriving For	How We Will Make It Happen	Priority	Status (0-100%)	Date
Inclusivity	Digital accessibility of website acc. to WCAG Standard	<p>(1) Website review by Hilfsgemeinschaft Austria, supporting us to understand our low hanging fruits & strategies, long term adaptations</p> <p>(2) Creating Roadmap by defining To Dos (Backlog)</p> <p>(3) Implementation Phase</p>	Highest	<p>100%</p> <p>100%</p> <p>20%</p>	ongoing
Inclusivity	Becoming the nr. 1 rental platform for inclusive Fashion	<p>(1) Partnerships with brands, that focus on inclusive & sustainable design, e.g. plus size, fashion for disabled people, etc.</p> <p>(2) Add inclusive and adaptive fashion in the Filter on website</p>	Highest	<p>70%</p> <p>10%</p>	ongoing
Products	Increase share of sustainable rental items	Create criterium for "sustainable" products and evaluate actual share to increase it	Highest	40%	ongoing
Products	Increase size range	Partnerships with brands to make sure every size is properly respresented	High	50%	ongoing

Our Road Ahead

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Community	Educate & empower community	(1) Understanding & evaluating how we can make this happen and support community in taking the most sustainable decisions (2) Selecting and implementing KPIs to measure progress	High	80% 10%	Q4/2022
Compliance	Publish 1st Responsibility Report	-	High	5%	Jan 2023
Planet	Disclose Carbon Footprint acc. to GHG protocol, incl. Scope 1-3	1) Scoping & Collecting data (<i>we are here</i>) 2) Validating data 3) Calculation 4) Disclosure	High	20%	Jan 2023

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Compliance	Implement & Publish Code of Ethics	(1) Understanding & evaluating how we can make this happen and support community in taking the most sustainable decisions (2) Selecting and implementing KPIs to measure progress	Highest	100%	done
Partnerships	Onboard partnerships with inclusive, responsible service providers for cleaning in each city	Barriers and Difficulties: <ul style="list-style-type: none"> limited size of inclusive-fashion market lack of responsible cleaning services We are constantly looking for new partners and cooperation to make WeDress as inclusive as possible	High	20%	ongoing
Community	Provide our community with the best service	Perform customer surveys on a regular basis (min 3 times/year) to understand your needs	Highest	50%	ongoing

Our Road Ahead

Our Pillar	What We Are Thriving For	How We Will Make It Happen	Priority	Status (0-1)	Date
Team	A diverse team that represents several groups of society	(1) Non-discriminatory hiring mechanisms (2) Actively looking for talents from underrepresented groups	Highest	60%	ongoing
Employment	Assure and implement fair wages for WeDress employees and people involved in our work	(1) Understanding and evaluating what employee needs and requests (2) A fair wage is paid that secures the quality of life of the employee as well as compensates the quality of work	High	70% 80%	ongoing
Employment	Implement a culture of openness, respect, diversity & strength	(1) Communicate and teach our company values to new employees (2) Implement feedback sessions during the working period	Highest	100% 80%	ongoing

Theory of Change

Our Vision

We believe that together as a Collective, we can change the way We Dress: normalizing renting over buying and democratizing access to quality fashion over fast fashion.

Our Mission

WeDress Collective rethinks fashion consumption in a sustainable and inclusive way: We combine the experience of dressing up with a smaller financial, ecological & social footprint.

We want to create

An inclusive and sustainable way of experiencing fashion, without adding pressure to the environment or society.


What we do

1. P2P-Online platform that enables private individuals & brands to rent and lend clothing.
2. SaaS-Solution that enables fashion brands of various sizes & types to introduce and scale a rental scheme.

It matters to us because

The current attempts of implementing sustainability in the fashion industry mostly focus on aspects like materials, working conditions, and technology, only addressing the first few stages of the fashion lifecycle. However, consumer power is a vital part of implementing sustainability and has been neglected in current strategies toward a sustainable transformation. Consumers need and should be empowered to speak up and make informed decisions, based on inclusivity and ecological responsibility.

Our impact on all levels:

Revenue Stream	Revenue Model	Impact	KPIs	SDGs	Stakeholder
Market Place (P2P) Standard Service Concierge Service	<ul style="list-style-type: none"> transaction based commission -> (% of total rental price) 	<ul style="list-style-type: none"> Reduce textile waste & GHG emissions from overproduction & -consumption Increase consumer empowerment through education Reduce fashion discrimination Democratize access to quality clothing for mid- & lower-income class Reduce (fast) fashion production & consumption Reduce monthly costs for fashion consumption 	<ul style="list-style-type: none"> Monthly reental rate (number of users renting/total users) Annual GHG emissions & textile waste saved by renting (compared to buying new)/user Number of items saved from being disposed Proportion of users (by sex, disability, race, ethnicity, origin, religion, or economic/social status) Number of companies working with us (incl. number of rental items/company) Reduction Rate of newly bought items per month/user 		Society Fashion Consumers, WeDress Users, Education System
Brand Partnerships	<ul style="list-style-type: none"> revenue share model additional monthly service fee 				Environment Natural Resources Flora & Fauna
SaaS Solution (B2B) White Label Solution Rental Button Integration	<ul style="list-style-type: none"> initial implementation costs monthly SaaS fee 				Industry (Partner) Brands, Retailers, Investors, Logistics, Suppliers
WeDress Plus (Subscription)	<ul style="list-style-type: none"> monthly subscription fee 				Government Policy-Makers Organizations

The People supporting our Vision: Accountability Board

In order to make our vision a reality, we want and require supervision from parties, that truly and passionately believe in what we do.

We want to be challenged, supported, and held accountable for our WHY, WHAT & HOW - to grow mindfully.

Everyone involved shall benefit from our visionary path.

WeDress Collective *Board Members*



Sabinna Rachimova
Founder & CEO SABINNA



Harald Friedl
Circular Economy Expert
& CEO
Circle Economy



James Omisakin
Co-Founder & CPO
Compare Ethics



Nina Van Volkinburg
Educator & Ethnographer
London College of Fashion



Janina Urussowa
Accessibility Expert
The Valuable 500



Liz Valentina Thieme
Creative Lead ReBirth
Studios
About You



Klaus Höckner
CEO & Accessibility Expert
Access Austria



Stefan Wüst
Innovation Expert
TheVentury



Samanta Bullock
Social Activist & Founder SB
Shop &
London Represents

WeDress Collective

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Questions, concerns, suggestions?

Write us a message from your heart, we value each feedback, it's what makes us grow stronger.

One thing we promise:

We think sustainability, so you don't have to.

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