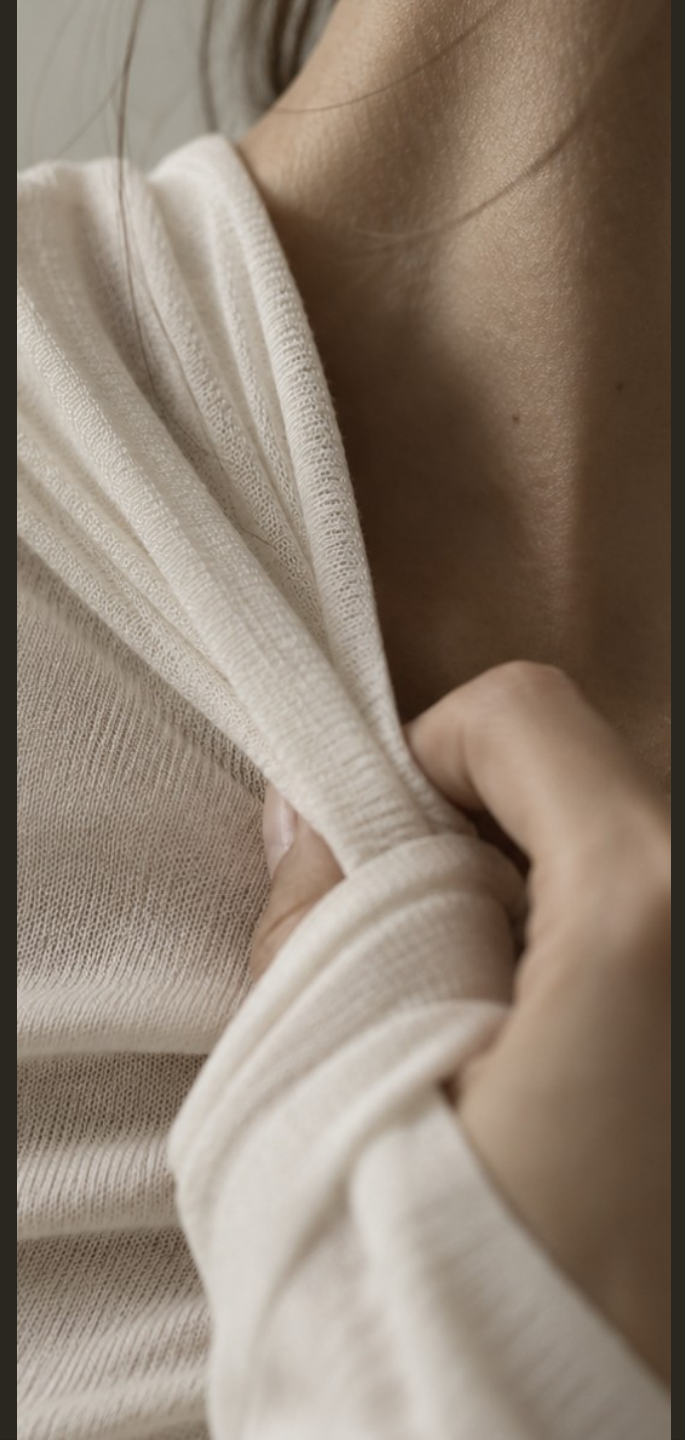


# WHAT IF YOUR CLOTHES CARED ABOUT YOUR SKIN AS MUCH AS YOUR SKINCARE DOES?

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*A fashion-first womenswear concept designed with sensitive and reactive skin in mind.*



## THE PROBLEM

# For sensitive skin, getting dressed isn't always simple.

Four years of living with eczema changed the way I get dressed. It's now my instinct to check composition labels, research fabrics, avoid irritating seams and finishes, and think about how every garment will feel against my skin. Too often, what felt good on my skin wasn't what I wanted to wear, and what I wanted to wear wasn't what my skin could tolerate.



*“Why should I have to choose between my skin and my style?”*



### FABRICS & FINISHES

*What's literally against the skin*



### SEAMS & TAGS

*Rough seams and scratchy labels*



### FRICTION & FIT

*Where tight or rubbing fit hurts*



### HEAT & BREATHABILITY

*Trapped heat that triggers flares*

## This is bigger than my experience.

Skin sensitivity is widespread, and growing consumer attention to materials suggests an opportunity for fashion to respond.

# 45%

of women reported moderately or very sensitive skin across a systematic review of studies spanning 18 countries

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*Farage et al., Frontiers in Medicine, 2019 — 51,783 participants, 18 countries*

# 108M

women and girls worldwide are estimated to live with atopic dermatitis (eczema).

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*Global epidemiology of atopic dermatitis, British Journal of Dermatology, 2023 — 344 studies*

# 59%

of consumers across 13 countries report being willing to pay more for clothing made from natural fibers, with comfort and quality among the leading reasons

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*Cotton Incorporated, Global Lifestyle Monitor Survey — 13,026 consumers, 13 countries*

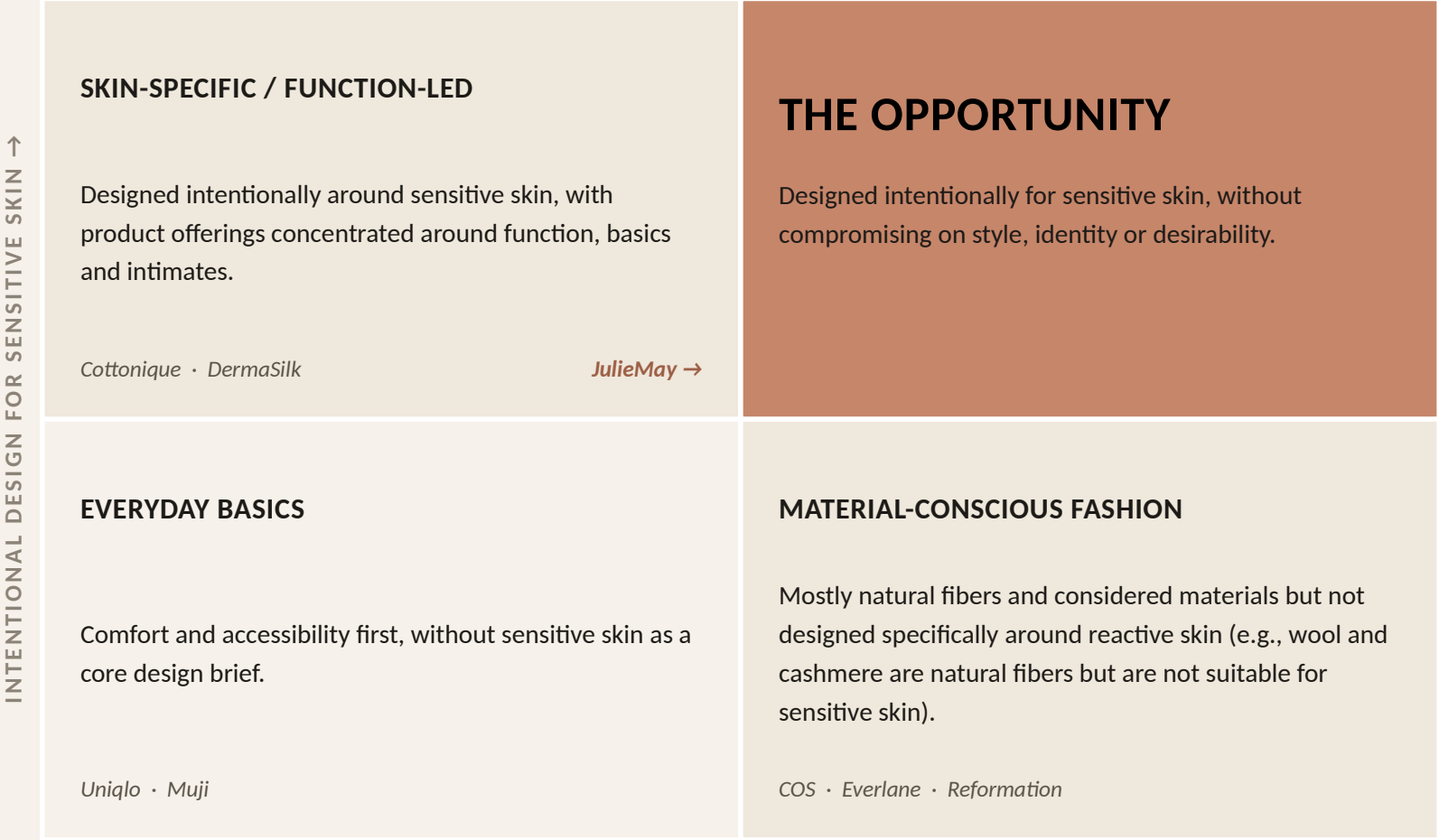
*Skin-conscious clothing sits at the intersection of two meaningful consumer needs: clothing that feels good on the skin and clothing people genuinely want to wear.*

# The options exist. The fashion opportunity remains.

Existing sensitive-skin clothing demonstrates a clear need for thoughtful materials and construction, but much of the category remains concentrated in basics, intimates and function-led products.

Some brands are beginning to bring aesthetics into the conversation, validating that consumers do not want to choose between skin needs and style. Yet there remains an opportunity to take this further into contemporary womenswear.

**The opportunity:** build a fashion brand where sensitive-skin considerations inform the product from the beginning, without defining the aesthetic.



THE CONCEPT

# Designed from the skin out.

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A skin-conscious womenswear brand creating clothes you'd want to wear regardless:  
effortless, elevated and cool.

*“Your skin has needs. Your wardrobe has standards.”*

SKIN-CONSCIOUS MATERIALS · THOUGHTFUL CONSTRUCTION · FASHION-LED DESIGN

# Designing from the skin out.

|                                                                                     |    |              |                                                                                                                                                                               |
|-------------------------------------------------------------------------------------|----|--------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|    | 01 | MATERIAL     | Research-informed, skin-conscious materials selected for softness, breathability and comfort, including 100% organic cotton, TENCEL™ lyocell, and silk.                       |
|    | 02 | CONSTRUCTION | Thoughtful seams, labels and construction designed to minimize unnecessary friction.                                                                                          |
|    | 03 | FIT          | Silhouettes that consider movement, comfort and common areas of irritation.                                                                                                   |
|    | 04 | FINISHING    | Dyes and finishes selected to avoid known skin irritants, working toward OEKO-TEX Standard 100 and GOTS certification, with formulations reviewed by a dermatologist advisor. |
|  | 05 | AESTHETIC    | A considered tension between feminine and masculine: fluid with structured, sensual with relaxed, timeless with an unexpected twist. Chic, effortless and distinctly cool.    |

# She thinks about her skin health. She refuses to dress around it.

## CUSTOMER PROFILE

- 18–35 years old
- Fashion-conscious with a strong sense of personal style
- Health-first approach to how they shop and dress
- Ingredient-conscious in beauty and becoming material-conscious in fashion
- Checks composition labels before buying
- Values quality, comfort and thoughtful craftsmanship
- Wants elevated pieces that feel effortless
- **Refuses to compromise her style for her skin**

## CORE

**Women whose skin actively influences how they dress.**

Sensitive or reactive skin, including women living with eczema, contact dermatitis or psoriasis.

They may avoid certain fabrics, fits, seams or finishes, but don't want their skin condition to define their personal style.

## ADJACENT

**Women becoming more conscious of what their clothes are made from.**

They may not have a diagnosed skin condition, but care about material composition, breathability, comfort, quality and what sits against their skin.

For them, skin-conscious design is an **added reason to choose the brand, not necessarily the reason they discovered it.**

# Start closest to the skin.

Begin with a tightly edited capsule built around one goal: less friction against the skin → through fabric soft enough to disappear, or a silhouette loose enough to stay away from the body entirely.

01

DESIGN TO BE DEVELOPED

**THE DRAPED TOP**

Feminine · asymmetric ·  
sensual

02

DESIGN TO BE DEVELOPED

**THE TURTLENECK**

Second-skin · minimal ·  
fitted

03

DESIGN TO BE DEVELOPED

**THE SILK PONCHO**

Fluid · effortless · chic

04

DESIGN TO BE DEVELOPED

**THE BAGGY CAPRI**

Playful · masculine ·  
directional

05

DESIGN TO BE DEVELOPED

**THE BAGGY TROUSER**

Relaxed · tailored · oversized

**+ THE SILK SCARF**

*An accessory designed to be worn around the neck, hair, waist or bag.*

# Building the brand beyond the product.

A first view of how the brand would price, sell and source → to be tested and refined through the course

## PRICE & VALUE

*Positioned alongside contemporary fashion brands*

Pricing would reflect considered materials, specialized construction and design, while remaining accessible enough to build a wardrobe rather than purchase a one-off solution.

### Initial hypothesis:

Tops: €65–€120

Bottoms: €110–€170

Silk / statement pieces: €140–€220

Accessories: €35–€90

TO VALIDATE → willingness-to-pay

## GO-TO-MARKET

*DTC first. Community-led from day one.*

Launch through owned e-commerce to maintain control over the brand experience, customer relationship and product education while testing demand with limited initial quantities.

Build the first customer base through content and community around sensitive skin, material literacy and style → positioning the brand as fashion first rather than a medical solution.

Next: selective pop-ups and partnerships once product-market fit is established.

TO VALIDATE → acquisition & conversion

## ECONOMICS & SOURCING

*Small-batch, certified mills*

Prioritize traceable, independently certified materials and manufacturing partners capable of meeting defined standards for materials, dyes, finishes and construction.

Economic hypothesis: DTC margins help absorb higher material and construction costs while small initial runs limit upfront inventory exposure.

TO VALIDATE → COGS & MOQ + margin

*Accessible premium positioning, balancing considered materials and construction with attainable price points.*

- *Entry products below €100, with core apparel primarily below €200.*

WHY ME + WHY NOW

# From lived experience to a testable business.

## 4 YEARS OF PERSONAL EXPERIENCE

### living with eczema

Firsthand understanding of the problem, the compromises and the unmet need.

## STRATEGY

### & consulting background

Experience turning consumer insight into segmentation, positioning, pricing and commercial decisions

## THE INTERSECTION

### health x strategy x fashion

A personal problem, a commercial skill set and a genuine passion for fashion coming together at the right moment.

## DURING THE COURSE, I WANT TO:

- Validate the consumer need and target segment
- Map the competitive whitespace
- Define the brand positioning
- Research textiles and manufacturing
- Develop and test an initial product line concept
- Assess willingness to pay and commercial viability

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*I've spent years adapting my wardrobe to my skin; it's time the clothes adapted instead.*