



VAATEPUU

# Clothing as a service

Business case

**Vaatelainaamo Vaatepuu**

Aalto yliopisto, fashion marketing 18.42019

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# Beginning

- Clothing is consumed almost as single-use items.
- Maintaining or repairing clothing is becoming rare.
- The price of clothes has gone down, but so has the quality.
- People are struggling to distinguish between high or low quality materials.
- Many of us may stray on impulse purchases in a hurry of everyday life.

# How does it work

- Vaatepuu is an arising leasing chain for high-quality clothing as a service.
- The business strategy is based on selling half-year memberships for individual clients.
- The price of the membership is determined based on the needs of the customer.
- The customers with a need for basic clothes can purchase an affordable membership.
- Other customers with higher expectations for materials or in need of evening wear can purchase a wider service package.
- Also single rentals take place, yet the main business revolves around memberships.



Holiday Cotton Candy skirt

259,00 €



LIMONCELLO EVENING DRESS POWDER

€420



YOZENDESIGN  
ORIGAMI Swan -minikorvakorut, musta  
puu  
29,00 €



ANN PANTS BLACK

€150



**Huppari Paula / Unicorns Forever**

Turkoosi-lila XS-L  
69.00 €



DESIGN BY KIETO  
MUSTIKKAMETSÄ -korvakorut  
32,00 €

# Points

- 0-50€ -> 25p
- 50-100€ -> 50p
- 100-150€ -> 75p
- 150-200€ -> 100p
- 200-250€ -> 125p
- ....
- 350-400€ -> 200p
- 400-450€ -> 225p

# Different size and types of memberships for different needs

Loan period 1-2 weeks

Jäsenyyden koko	Sis. pisteet	Hinta 6kk	(kk)
XS	100p	150€	(=25€/kk)
S	150p	220€	(=37€/kk)
M	200p	280€	(=47€/kk)

Loan period 3-5 weeks

Jäsenyyden koko	pisteet	Hinta 6kk	(kk)
L	600p	600€	(=100€/kk)
XL	800p	800€	(=133€/kk)
XXL	1000p	1000€	(=166€/kk)

# Cooperating with brands

- Vaatepuu is cooperating with Nordic fashion brands.
- Customers become familiar with local brands and learn to distinguish between high and low quality garments.
- When get use to quality, there is now way back to bad quality
- Products from familiar brands it safe purchased in your own closet also

# Circular economy

- Vaatepuu's business model is at the core of circular economy.
- Business is based on rethinking the current system.
- It is no longer required to own at least that many clothes or buy a new dress for every occasion.
- People can have variety in their style without overburdening the environment and the chance of impulse purchases is decreased.
- According to a questionnaire by Vaatepuu, 88 % of their members have decreased the unnecessary clothing purchases after getting the membership.



Turku  
(Punainen  
Norsu)



Holiday Cotton Candy skirt  
259,00 €

Järvenpää



LIIMOKELLO EVENING DRESS POWDER  
€420



Tampere



(garment  
maintenance  
and repair)



Helsinki



Huppari Paula / Unicorns Forever  
Turkoosi-llia XS-L  
69,00 €



DESIGN BY KIETO  
MUSTIKKAMETSÄ -kervakorot  
32,00 €



VOIKKIDESIGN  
ORIGAMI -korot -kervakorot, musta  
pää  
19,00 €





Thank you!

[www.vaatepuu.fi](http://www.vaatepuu.fi)  
@vaatepuu