

KEY PARTNERS		KEY ACTIVITIES		VALUE PROPOSITION		CUSTOMER RELATIONSHIP		CUSTOMER SEGMENTS	
Local tailors		Designing unique and bold streetwear collections		Unique, bold and high-quality streetwear x utility clothing designed to adapt to every mood and scenario		Personalized customer service through social media, email and phone support		Urban Youth (18-30)	
Fabric and material suppliers		Sourcing high-quality materials		Inclusive designs that do not conform to gender specific clothing		Regular communication through social media, email-marketing and blog posts		Fashion-forward individuals	
Influencers		Collaborating with local manufacturer		Socially responsible practices that support local tailors and manufacturers		Building a community		Socially responsible Customers	
Design Team (Fashion Designers/ UI-UX / Photographers / Videographers / Content Writers)		Marketing		Promoting self-expression, individuality, and authenticity.		CHANNELS		Urban trendsetters	
Logistics and Delivery Partners		Customer Service						Athleisure Fans	
Financial Advisory Board + Accountants		KEY RESOURCES						Fashionable Professionals	
		Design team				E-commerce website			
		Manufacturing facilities				Social media platforms (Instagram, Youtube, Twitter, Pinterest)			
		E-commerce website				Influencer collaborations			
		Social media accounts				Pop-up shops and events			
		Marketing and branding materials							
		Packaging							
COST STRUCTURE		Cost of materials and supplies			REVENUE STREAMS				
Design and manufacturing costs		Legal, Accounting and Financial			Sales revenue from online and in-person purchases				
Marketing and advertising expenses		Rent and utilities for pop-up shops.			Revenue from collaborations and brand partnerships				
Digital platform maintenance costs		Research and development costs for product innovation and improvement.							
Salaries and wages for employees									
BUSINESS MODEL CANVAS									