



**By Rotation**  
Pitch Deck



“ By Rotation is a community-powered platform determined to transform the way we consume fashion, by empowering and connecting like-minded individuals. ”

85%  
OF USERS ARE  
ACTIVELY RENTING

1.2M  
WEBSITE PAGE  
VIEWS (LAST 12  
MONTHS)

600K+  
UNIQUE  
WEBSITE USERS  
(LAST 12 MONTHS)

140K+  
SOCIAL MEDIA  
FOLLOWERS

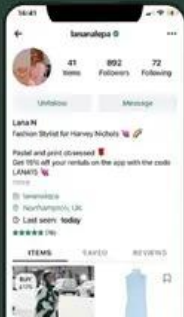
250K+  
ACTIVE APP USERS

200K  
NEWSLETTER  
SUBSCRIBERS

## By Rotation

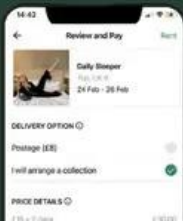


95%  
FEMALE  
61%  
AGED 25-34



# OUR APP

- ♥ Browse over 20,000 designer items available to rent
- ♥ Create your own unique profile
- ♥ Follow your friends and style crushes
- ♥ Interact with lenders and renters on our secure messaging system
- ♥ Request rentals for specific calendar dates up to 12 months in advance
- ♥ List your items for rental or for sale
- ♥ View your lender activity and manage your income
- ♥ Receive automatic payments sent directly to your bank account
- ♥ Review and interact with other users to add to our community



# THE TEAM



# A RECOGNISED TECH PLAYER



- Featured in App Store over 3 times
- Proprietary platform
- Highly regarded iOS & Android app
- Web-based platform launched in January 2022
- Focus on data & analytics
- No inventory risk, fully circular

# Helping to Combat Fashion's Sustainability Problem

## Helping to Combat Fashion's Sustainability Problem

The fashion industry is responsible for 10% of global carbon dioxide emissions per year (IPCC)

In 2021 By Rotation helped save the equivalent of over 60,000 trees worth of CO<sub>2</sub> when our community choose to rent something with us over buying something new.

The fashion industry is the second largest consumer of water in the world (UNECE) In 2021 By Rotation helped to save the equivalent of 580 M glasses of water when our community choose to rent something with us over buying something new.



# THE COMMUNITY



## Our Rotators Love Our Community

"I literally love the By Rotation app - it feels like such a community and everyone is polite and friendly. I love the variety of clothing on there and everyone should use it to help with the environment!"

@amelia\_d



## Our Rotators Are Environmentally Conscious

"I love rotating because it has helped me to think more consciously about the environment. Rather than splurging on an impulse buy that I may only wear once, I'll think 'maybe I can rent that instead.'"

@livinlavidaloca



## Our Rotators Make Money

"ByRotation has allowed me to make over £7,000 in a very short time period, using items from my wardrobe that are usually just sat there doing absolutely nothing."

@tiffanyluckett



We have a constant cycle of in-person events, workshops and talks hosted at our pop-up spaces. We have partnered with brands such as Caudalie, Guerlain, Frances O and Natalie & Alana to run community events, which help bring our app and our community to life.





## THE BY ROTATION POP-UPS

Our pop-ups have allowed us to further strengthen our relationship with our community and have given us a place to bring our brand to life. We have worked with designers and collaborators within our community to create beautiful and interesting spaces.

## BY ROTATION IN THE PRESS



"The Clothing Rental  
App That Wants To  
End Fast Fashion"

**Forbes**

VOGUEBUSINESS

Evening Standard

BBC



REFINERY29

## BY ROTATION PARTNERSHIPS



bumble

THE OUT

*Westfield*

THE  
HOWARD  
del WALDEN  
ESTATE

MARYLEBONE  
VILLAGE

CAUDALÍE

 GUERLAIN

marguerite

SECRET SPA



WOMEN FOR WOMEN  
INTERNATIONAL

# PARTNERSHIP CASE STUDY

In 2021, By Rotation partnered with hotel chain Page8 to offer the UK's first fashion rental concierge service. This highlights our constant search for innovation and news-worthy partnerships. It resulted in a 4 page spread in Stella Magazine, as well as inclusion in ES maazine, Forbes and Sheerluxe.

