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Dale una nueva
vida a tu ropa con
@upcyclick!

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Cada día

80 BILLONES

de prendas salen de
fábrica a nivel global



73 MILLONES

de TONELADAS de ropa

se tiran CADA AÑO

Solamente el 20% de
ropa se recicla a nivel
global

A photograph showing a man with a long grey beard and dark hair, wearing a white long-sleeved shirt and white shorts, crouching on a sandy beach. He is looking towards the camera. To his right, a large, rusted red pipe is discharging a thick, grey, foamy liquid (wastewater) onto the sand. The background is a vast, flat, sandy area under a bright sky.

EL 20% DE LA
POLUCIÓN INDUSTRIAL
DEL AGUA PROVIENE
DEL TINTE TEXTIL

15.000 LITROS
DE AGUA SON
NECESARIOS PARA
FABRICAR UN OUTFIT

LA MODA

es la segunda industria más
contaminante





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VALUE PROPOSITION

PRENDAS ÚNICAS

PRECIO ASEQUIBLE

DE PROXIMIDAD



CLIENTE

fashion lovers



A collage of various fashion design tools and materials. In the top left, there are pieces of patterned fabric, a blue grid ruler, and a pair of gold-handled scissors. Below the scissors is a small jar of white glue. In the center, a white rectangular box contains the text 'CLIENTE' in a large serif font and 'fashion makers' in a smaller sans-serif font. To the right of the box is a pink glue gun with 'Ad Tech' and 'Hi Temp' labels. At the bottom, there is a piece of white fabric, a ruler, and a yellow flower. The background is a mix of these elements, creating a creative and artistic atmosphere.

CLIENTE

fashion makers

MODELO de NEGOCIO

upcyclick

ADELANTATE A LA MODA. CREA TENDENCIA



**ELIGE UNA IDEA
ENTRE LA COMUNIDAD Y...**

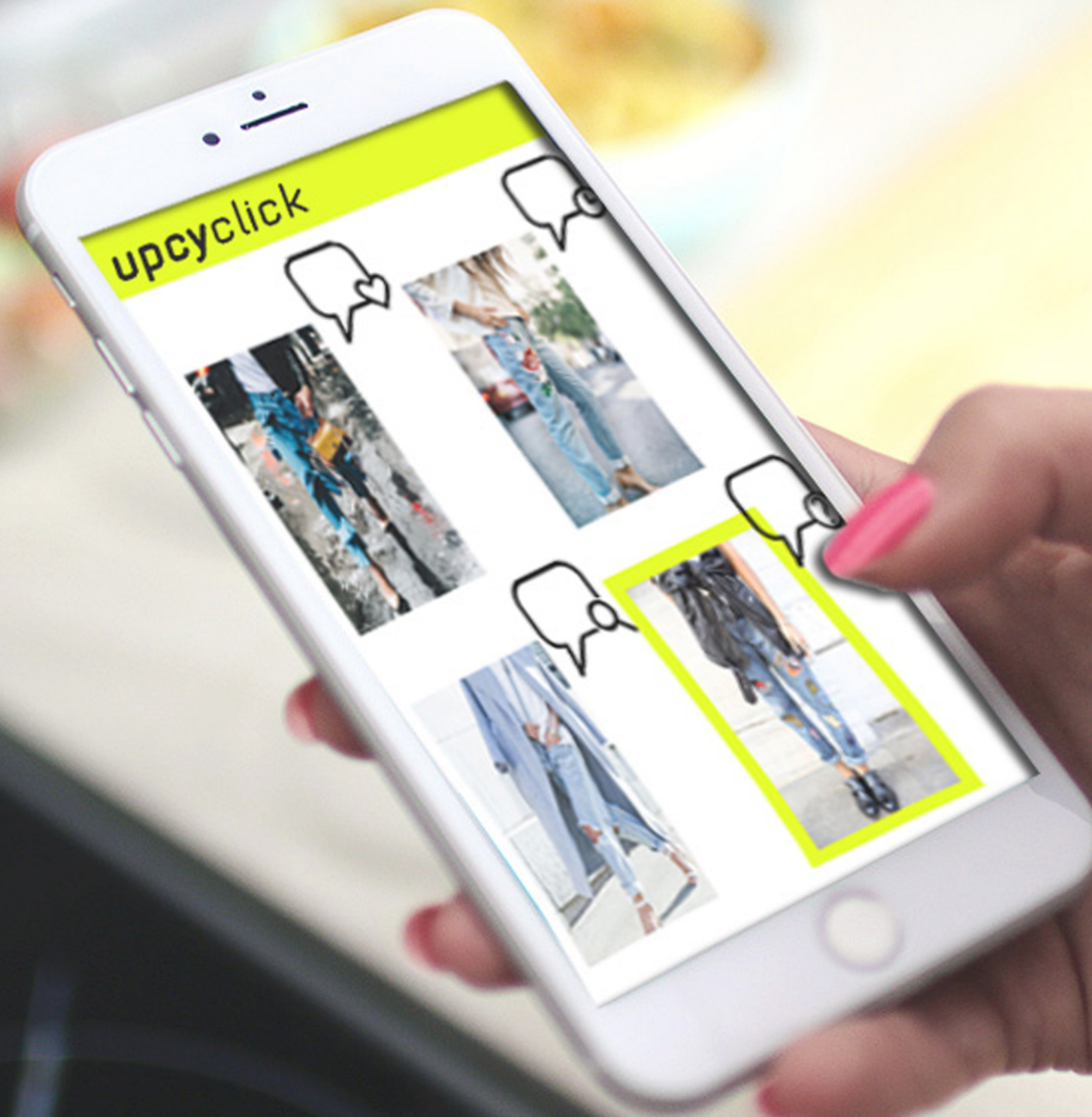


**QUE TE LOS CUSTOMICE
UN MAKER !**

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MODELO de NEGOCIO



TENDENCIA

Urban Outfitters

20% OFF WITH STUDENT DISCOUNT!

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THE FOR COLLE

he to party

WOMEN'S

Friendsgiving

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ASOS marketplace

Search ASOS Marketplace

WOMEN | MEN | BOUTIQUES

Home > Women

WOMEN

Shop the best of new and vintage fashion around the world

HANDPICKED DRESS

TOPSHOP

SHOES | BAGS & ACCESSORIES | BEAUTY | CHRISTMAS

DELIVERY UPGRADE!

STANDARD DELIVERY IS NOW FASTER AND FULLY TRACKED

START SHOPPING

ANTI-CLICHÉ CHRISTMAS

It's time to express your individuality through your party

ZARA

MENU +

Customize your own damaged TRF skinny jeans

#TRFdoityourself

396k reproducciones

zara Customize your own damaged TRF skinny jeans! #TRFdoityourself #zara

ver los 527 comentarios

enchiladasrojas #Zarasteels

avadorbin

beriz_art Maybe you should customize your OWN DESIGNS, instead of STEALING OTHERS, THEVES!

sarahdiquel @zerobeid

rickysvintagedoset @jll edonseppel

laurenah @chichesarah

twiff @estitanaem

estitanaem Good idea! @twiff

sneelsikatey @daramchedo4 estou a começar a ter ideias

lorenzacoker @mazzarie peeeerrrrrino

Añade un comentario...

MERCADO

23.643 MILLONES €

49,4%
PRENDAS DE
M U J E R

GASTO
MEDIO
577€

2019 +10,6%

MERCADO

3° más importante

53%

**VE CON
BUENOS OJOS**

**ECONOMIA
COLABORATIVA**

EL FUTURO:

- * PRODUCTOS PERSONALIZADOS**
- * ENTREGA EXPRÉS**

ROADMAP



TEAM



Mariola Marcet
Founder & CEO

2011 Founder "De armario a armario"
2010 Diseño interior
2004 Diseño industrial



Marisa Sánchez
CMO

2016 Upgrade "The Marketing Agency"
2015 VIT emprende & INNDEA
2014 Co-founder & CMO "Shipeer"



Mara Cózar
Art Director & Photo

2016 Palm Studio
2011 Fotógrafa de moda
2005 ACR Informática

The background of the image is a soft-focus photograph of dried cotton bolls and their branches. The cotton bolls are in various stages of drying, with some showing the white, fluffy cotton inside. The branches are thin and brown, with some dried leaves still attached. The overall color palette is warm and natural, with shades of beige, cream, and light brown.

**No hay ropa
más sostenible
que la que ya
existe**

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