



FASHION CLOUD FIWARE Short Profile

April 2016

High Potential Initiatives Profiles

1 Accelerator

SpeedUp Europe



2 Project and Organization

FASHION CLOUD
by Look Local GmbH



2.1 Country

Germany

2.2 Project Abstract

FASHION CLOUD facilitates the exchange of digital content (product pictures, videos and marketing material) for the fashion industry. FASHION CLOUD collects content from fashion brands and makes it available to retailers via its online B2B platform. It supports integration of content into apps, inventory control systems and online shops.

2.3 Sector

Wholesale and Retail Trade / Fashion

2.4 Target Market

Fashion B2B

2.5 Business Model

FASHION CLOUD leverages a Software as a Service model based on rental fees. During a first stage, as content and network growth are targeted, retailers pay a fee while fashion brands participate on a complimentary basis. At a later point, brands will be able to consume premium features.

FASHION CLOUD is a market-innovative SME established in Hamburg, Germany, specialising in providing digital content management services for the fashion industry. The company was founded in March 2015 by graduates of German and American Business and Fashion universities, based on a 6 months market validation partially funded by the EC FIWARE accelerator SpeedUP! Europe. FASHION CLOUD was selected as the best start-up of the programme winning a prize of €200,000.

FASHION CLOUD is the new platform for the exchange of digital content. Fashion labels share product images and marketing material with their retailers via FASHION CLOUD. The platform allows both parties an easy rights management. Fashion retailers receive high-quality content from a single



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source, without logging on to countless B2B portals or shooting product images themselves. The company supports the industry in its digital transformation.

FASHION CLOUD has reached such a high market recognition that sales on retail side are 95% inbound and only have to be supported through a presence at fairs and prominent fashion events.

After two fund raising rounds (mid 2015, mid 2016) FASHION CLOUD is generating solid revenues in 2016 and aims to break-even by end of 2017. Currently the platform has 40 paying customers (with an average yearly contract volume of €5,000 per customer).

SMART CITY SOLUTION	NO
CLOUD SOLUTION	YES
SOCIAL MEDIA SOLUTION	YES
MOBILE SOLUTION	YES
BIG DATA/ANALYTICS SOLUTION	YES
IOT	NO

2.6 Website

www.fashion.cloud