



**EVERYWEAR**

grow your life, lighten your bag

**CO-DESIGN**  
**JAM**





**FOR**  
Business people



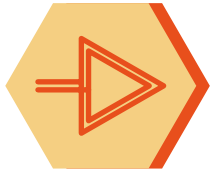
**WHO**  
travel often, need a formal and flawless  
outfit, want to lighten their load





## IS A

b2c, subscription based service



## THAT

lets you have your favourite outfit at your destination place



## UNLIKE

apparel rental services



## THE SERVICE

clothes are yours, you don't need to collect, pack and give back them, you don't need to take care about damages, steel or loss, you always have a trendy outfit



Business travelers often need to bring formal, flawless outfits with them while traveling. Formal outfits need bulky, special luggage not to crinkle them.

Business travelers normally sleep out 2 to 5 days a week and need to bring as much apparel as to cover their stay, as well as electronic devices and business stuff.



How to lighten business people luggage while having perfect outfit to cover a complete business stay?



PROBLEM



What if you find your complete wardrobe  
at your destination place?



Mid to high income business woman, who plans her business travels in advance and usually commutes between two or few destinations.



**Antonia**

a business woman

**Quote:**

*"When I need something, I simply buy it"*

**Antonia Rossi**

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**Job**

Cultural Project Manager  
she manages cultural projects, leading a working team of five members

**Education**

Cultural Heritage Studies degree

**Marital status**

married, 1 children of 6 years old.  
white

**Environment:**

She moves often between Rome, Milan and Genoa.  
She's a multi device user. She never travels without her tablet, smartphone.

**Key Attributes:**

She's a very practical woman. She manages both professional and family life. Sometimes she gets stressed but has learned quickly how to organize.





Choose your outfit



Subscribe to service



Plan your working travel



Set your destination



Travel light to destination



Find your wardrobe at destination



Use it, leave it there



Come back home

