FABRIC AID

One line pitch:
FabricAID collects, sorts, and redistributes clothes to disadvantaged communities at micro prices. Our goal is to deliver good quality clothing into the hands of people who need them while reducing fabric waste.

Addressed market and international ambitions:
2.5 million people in Lebanon cannot afford first-hand clothing, which forces marginalized communities to resort to the low-quality, second-hand clothing and South East Asian fast fashion currently available in the market. Until this date FabricAID is only operating in Lebanon. We are looking forward and already working on opportunities to expand FabricAID to other countries in the MENA region. Our goal is to establish FabricAID in Amman Jordan until the end of 2020.

Your team:
• Omar Itani: Co-founder, he is an industrial engineer with experience in social impact initiatives and entrepreneurial endeavors locally and internationally.
• Hussam Hanouni: Co-founder, he is acting as a tech and operations manager, is a software engineer

Value proposition:
FabricAID relies on the capacity of local donors (an opportunity still untapped), prices were radically reduced to an average of USD 3.2 per kilogram while providing a much better quality. FabricAID’s own second-hand shops and pop-up markets offer clothes for an average price of USD 0.9, which is around 25 percent of the lowest current market price.

Business model:
FabricAID procures its second-hand clothing through 2 channels: FabricAID purchases clothes from overburdened and under-resourced local NGOs for USD 0.5 per kilogram, helping them maintain a source of sustainable income while alleviating expenses and distribution efforts. FabricAID collects clothing through a start-of-the-art, smart clothing collection bin system installed in highly frequented areas of Lebanon.

IP and regulatory situation:
We do not have any patents, yet.

COMPANY PROFILE

Website:
https://www.fabricaid.me/

Category:
Global Impact

Contact:
Omar Itani
lukas@fabricaid.me

Location:
Lebanon

Founded in:
2017-10-11

Employees:
17

Financial information (€):
• Stage: Early stage
• Capital raised to date: 500,000$  
• Annual revenue: More than 100,000$