

DISCOVER LOCAL FASHION

threadress

Discover Local Fashion



DISCOVER LOCAL FASHION

CUSTOMER STORY

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It's 4PM in NYC

Maya needs a cream cardigan for a holiday dinner *tonight*.

Search Isn't Local

Google + Maps only surface major retailers and online listings

AI Isn't Personalized

Chat tools return generic ideas and styles that don't match what she's looking for

In-Person Guesswork

She walks store to store with no insight into what's actually available

The Problem

Why can't I find personalized recs of where to shop in NYC?

The Result

Time wasted, frustration, limited options, and missed purchases



MARKET

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Threadress operates in the emerging category of AI-driven fashion discovery, a subset of the broader physical commerce industry

AI-POWERED SEARCH IS RESHAPING RETAIL



- **23%** of consumers now begin product discovery with generative AI
- Shopping-related AI searches grew **4,700%** YoY
- **41%** of AI users trust AI results more than ads

PHYSICAL RETAIL REMAINS RESILIENT



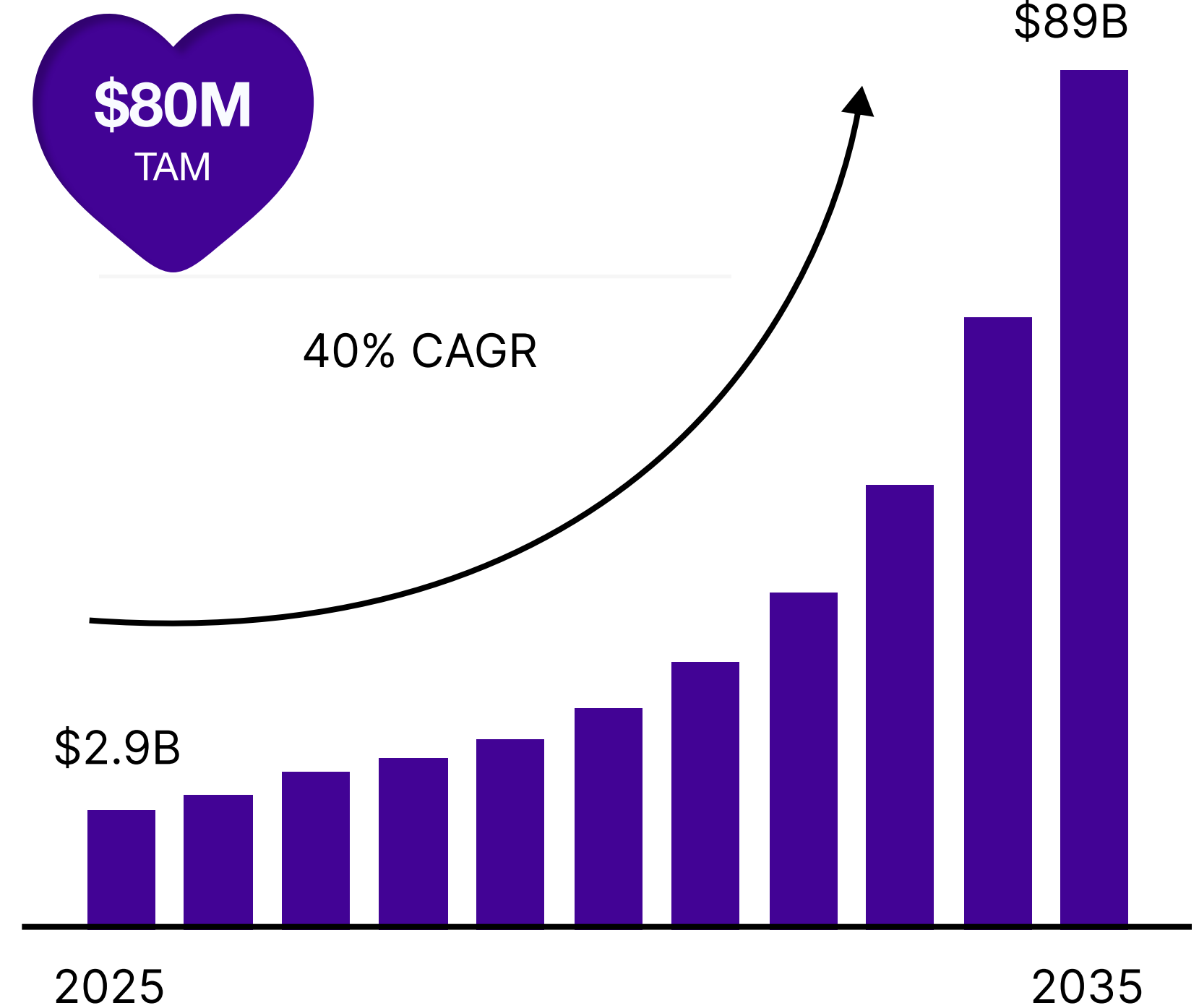
- Physical retail sales dominate amidst e-commerce slowdown
- **97%** of GenZ shops in-store, valuing experience + immediacy
- Brands increasingly invest in community-driven, experiential in-store retail

PHYSICAL RETAILS LAGS INNOVATION



- **70%** of retail sales are digitally influenced, yet in-store remains undiscoverable
- Local retailers lack the discovery, comparisons, and guidance consumers expect
- Large players lead with real-time availability + BOPIS, widening innovation gap

U.S. AI IN FASHION MARKET



COMPETITIVE LANDSCAPE

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Discovery Support

Product Discovery



Digital Shopper Engagement



Channel Expansion

E-commerce Infrastructure



Omnichannel Operations



Retail Fintech

Payment APIs



Consumer Financing



TEAM

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The idea for Threadress emerged from our *own* frustration with the fragmented in-person shopping and discovery experience

2025
FOUNDED

3
TEAM

NYU
LOCATION



Clara Puiggali
Co-Founder

BTE ('26)



Masha Cherep
Co-Founder

CAS ('26)

Grew up as core users of inspiration-driven shopping (Pinterest, Instagram, TikTok)

First-hand frustration navigating NYC boutiques → directly experienced the “can’t find what I want near me” problem

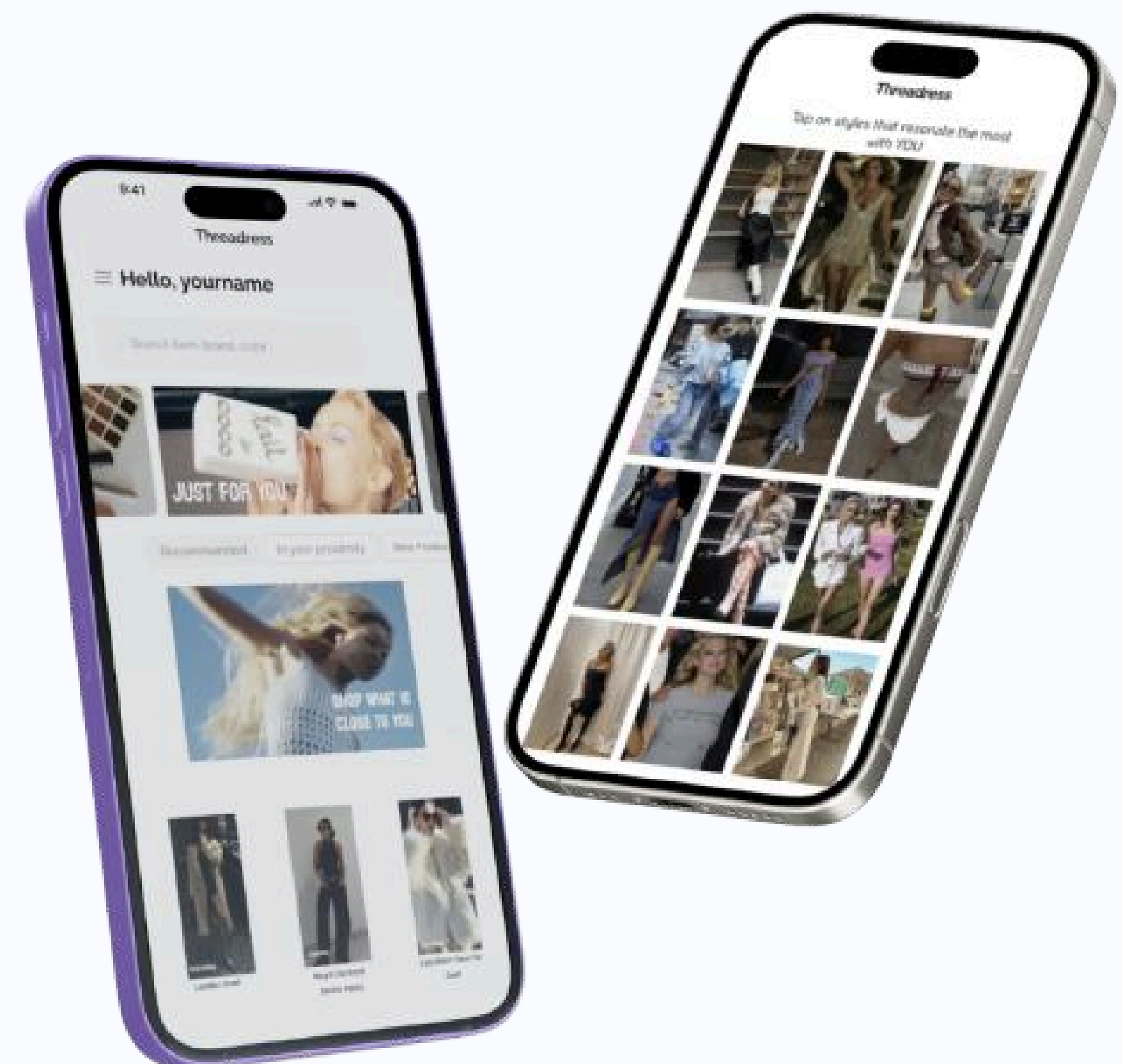
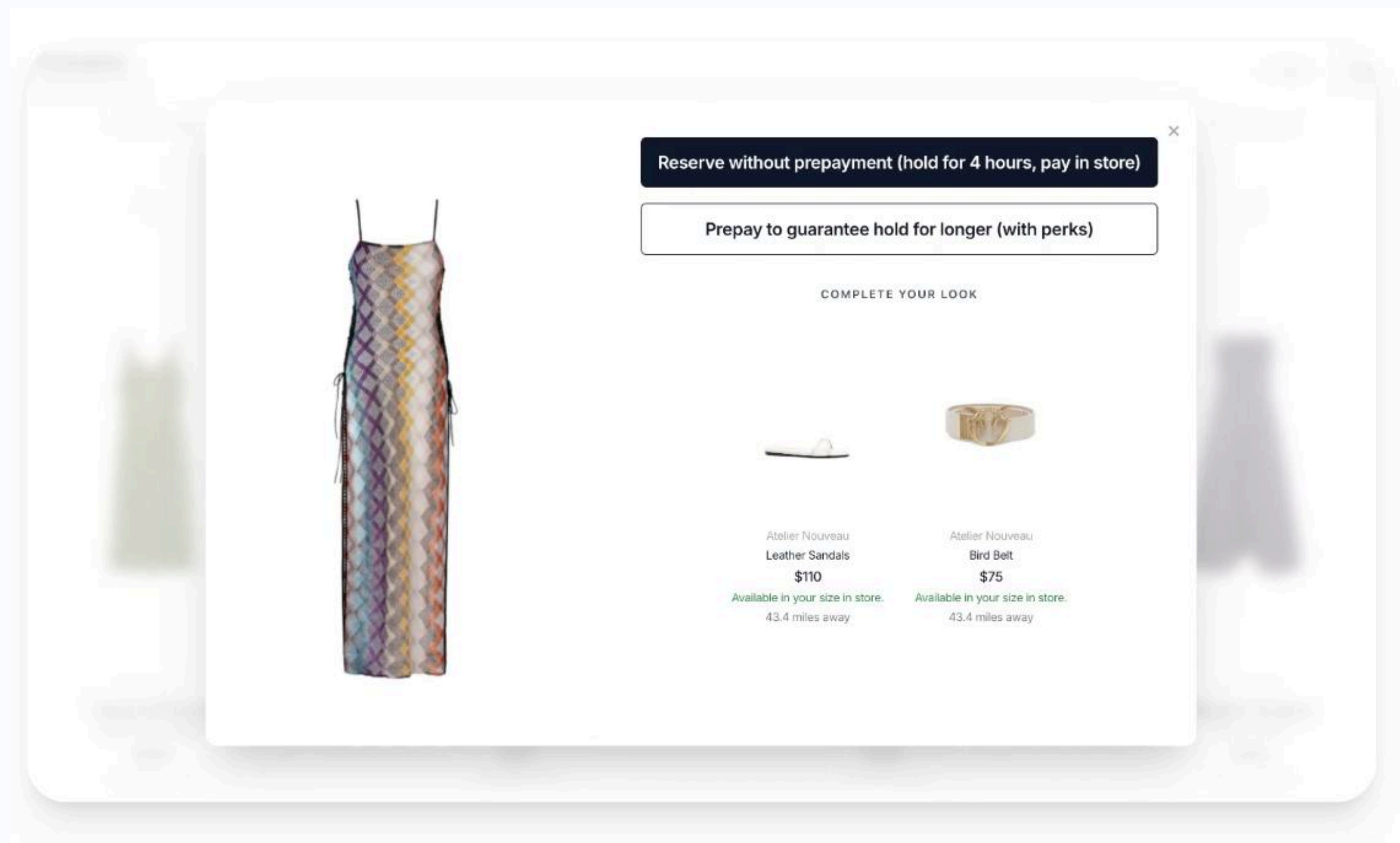
Conducted 50–100 user interviews + on-the-ground boutique visits, building unmatched understanding of the local retail pain points

PRODUCT OVERVIEW

AI-powered search that finds relevant, in-stock pieces from nearby boutiques in real-time

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Local Fashion, *Reimagined*



PRODUCT OVERVIEW

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Local Fashion, *Reimagined*

Natural Language Search

Find it, Now.

It's 4PM in NYC. You need a long gold dress tonight but don't know where to start. Just describe your perfect piece...

AI Style Understanding

We Get Your Style.

Threadress interprets your mood, preferences and fit to understand exactly what you have in mind.

Local Inventory Sync

Perfect Match.

We match your style to real-time boutique inventory and show pieces that are in stock and close to you.

Send us any outfit you love — we'll find similar pieces at local boutiques.

Early pilot: tell us what you're looking for. You can paste an image link (Pinterest, Instagram, etc.) or just describe the outfit.

Email

City

Inspo (URL or description, optional)

Paste a link or describe the outfit you have in mind...

Notes (optional)

Budget, size, timing, occasion, preferred stores...

Submit inspo

Describe what you're looking for

Describe it. We'll help you find it — nearby, in real-time.

Start typing...

Or paste an image URL...

Popular searches:

cardigan

elegant black dress

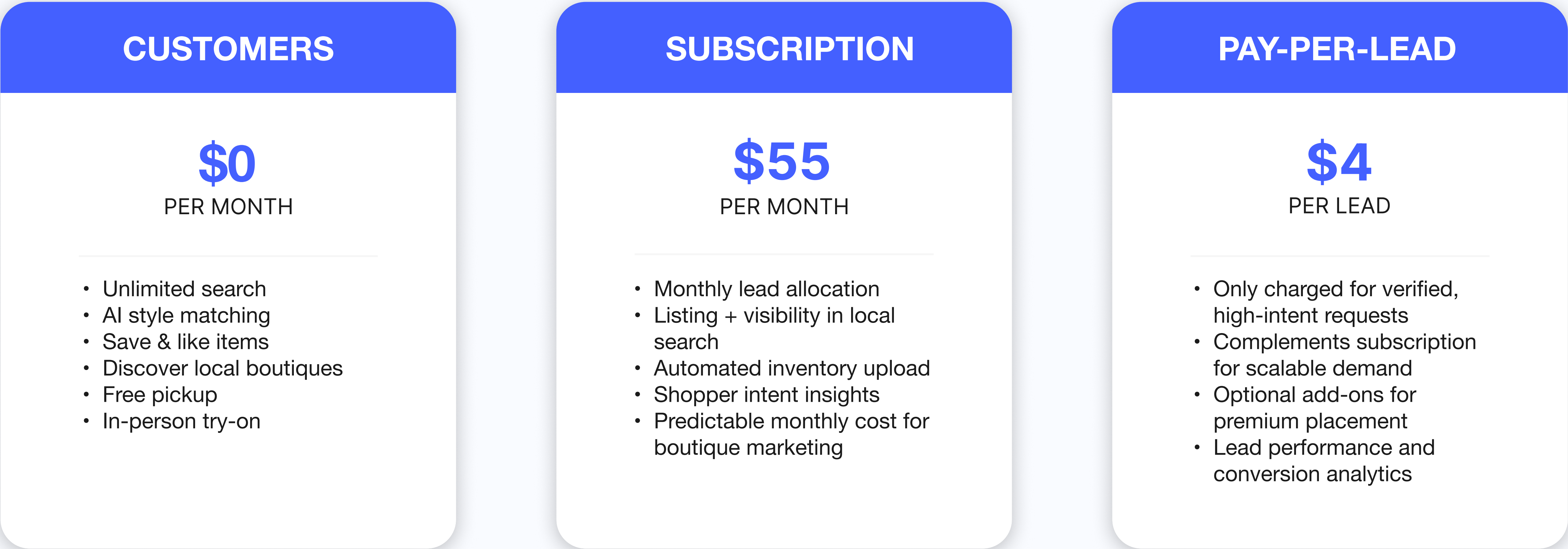
knit sweater

tight dress for halloween party

REVENUE MODEL

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Threadress sells mainly to local stores (B2B) while offering free access to shoppers (B2C), using a hybrid subscription and pay-per-lead model



MARKETING STRATEGY

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Bringing boutiques and shoppers together through personalized, experience-based marketing campaigns

BOUTIQUES



CHANNELS:

- **Direct outreach** in priority neighborhoods with personalized emails + in-person visits
- Show boutiques real demand using shopper inspo as proof of value
- Offer **storefront highlights** + curated features to boost their visibility

VALIDATION:

- **5/5** boutiques wanted to receive the shopper leads
- **4/5** expressed willingness to pay (preferred pay-per-lead)
- Strong interest in accessing style-aligned customers they currently cannot reach

SHOPPERS



CHANNELS:

- Hyper-local TikTok + Instagram content (“we found this 3 blocks away”)
- UGC and influencer posts showcasing real Threadress matches
- Reddit + community channels to tap into authentic shopping conversations
- NYU fashion community

VALIDATION:

- 50–100+ inspo submissions with zero incentives
- Users voluntarily shared detailed inputs (budget, timing, size, preferred stores)
- Recurrent pain point: “I can’t find what I want in NYC stores”
- Strong demand for personalized, local discovery

TRACTION

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Threadress is gaining early momentum across both sides of the marketplace, supported by strong market tailwinds, timing, and clear willingness to pay.



STRONG CONSUMER DEMAND SIGNAL

- **50–100+** inspo submissions collected with zero incentives
- Shoppers voluntarily shared detailed inputs (budget, size, timing, preferred stores)
- Recurrent pain point: “I can’t find what I want in NYC stores”
- Clear demand for personalized, local fashion discovery



BOUTIQUE WILLINGNESS TO PAY

- **5/5** boutiques wanted the shopper leads
- **4/5** expressed willingness to pay (prefer pay-per-lead)
- Early unit economics indicate strong LTV:CAC potential



RAPID GROWTH OF FASHION TECH MARKET

- AI-driven discovery accelerating (**4,700% YoY** shopping queries)
- Physical retail resilient; **70%** of retail digitally influenced
- Boutique marketing budgets shifting toward performance + local traffic
- Tech become increasingly cheaper + viable

FUNDRAISING


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\$500K
18-24 MONTHS


2025

2026


2028

 **VALIDATE MARKETPLACE**
0-12 MONTHS

- Launch in 1-2 pilot neighborhoods
- Onboard 100+ boutiques + 5K shoppers
- Demonstrate repeat shoppers + >60% boutique retention
- Validate subscription + per-lead unit economics (LTV:CAC > 3:1)

 **SCALE FOOTPRINT**
12-24 MONTHS

- Expand to 3-4 major cities
- Reach 500+ boutiques + 50K MAUs
- Automate inventory ingestion + AI-style matching + lead qualification
- Establish as go-to platform for local discovery

 **PLATFORM EXPANSION**
24-36 MONTHS

- Introduce premium tiers + advanced monetization
- Enable real-time inventory syncing + curated drops
- Build defensible data infrastructure
- Target \$5M+ ARR with strong retention