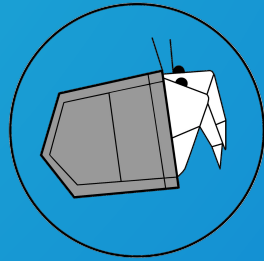


PAGUROJEANS



“

Fast-fashion is the 2nd most
polluting industry after oil.



Problem

Rewarded

for having a recycling behaviour is a demand of our customers.

Comfort

is hard to find, in particular when you are green.

Time

is fun.

Jeans that

Pay money back for old jeans



Guarantee the perfect fit



Fast purchasing



Market Size

1,7000 M€

Jeans Market (Italy)
(TAM)

450 M€

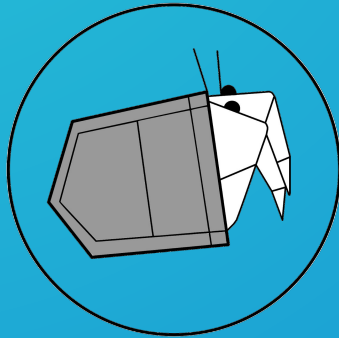
Premium Jeans Market
(SAM)

8,5%

240 M€

Sustainable Premium Jeans
Market (SOM)

Deal



Recycled made-to-measure jeans

150 €/ jeans



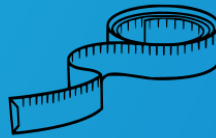
Product



**Send a cotton jeans
to be recycled**



**Get your discount
coupon**



**Send your favourite
jeans measurements**



Made to measure



**Get your
Pagurojeans**

Business Model

Direct-to-consumers model

PROGETTO NEWS⁰ SOSTENITORI CONDIVIDI PROGETTO

Pagurojeans - Campagna di crowdfunding su Ideaginger



Obiettivo raggiunto!

€ **3.335**

raccolti su € 2.500

133 %

obiettivo raggiunto

Climate Impact

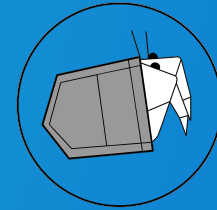
	Ordinary		Savings for Planet
 Water consumption per jeans	8000 l	2400 l	60%
 CO2 emission per jeans	23,5 kg	9,4 kg	60%

Competition

Recycled cotton

MUD jeans

Nudie Jeans



Selfnation

Bluer Denim

Sizes

Your fit

Par.co

Lanieri

Other cotton

Competitive Advantage

The jeans with more recycled material

We upcycle even the pockets from old shirts.

Low-cost made to measure

Our algorithm make a replica of your favourite fit. If you don't have one, you can create it.

Made in Europe in total transparency

Fast and responsible supply chain.

Our Dream

Make the first 100% recycled jeans



Andrea Scaparro



Guillermo Hernández



Thanks!

Any questions?

Pagurojeans.it

pagurojeans@gmail.com

Credits

Special thanks to all the people who made and released these awesome resources for free:

- Presentation template by [SlidesCarnival](#)
- Photographs by [Unsplash](#)

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