

WARDROBE CIRCLE

Wardrobe Circle Wardrobe Circle



Source: Images made using Gemini AI

PRODUCT/SERVICE



Peer-to-Peer Fashion Rental Platform for London Students

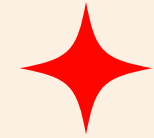
Wardrobe Circle is a closed student-verified P2P fashion rental platform launching at KCL, UCL, and LSE. Students list unused clothing from their wardrobes and earn money, while renters access premium looks at a fraction of the retail price - keeping fashion circular, affordable, and trusted.



TRUST - Verified Student-only sign-in for a secure, closed rental network.



ECO - Circular fashion extends garment lifecycles, that aligns with eco-conscious values increasingly valued by Gen Z.



VALUE - Affordable prestige premium looks at student prices. Luxury access without the ownership cost.



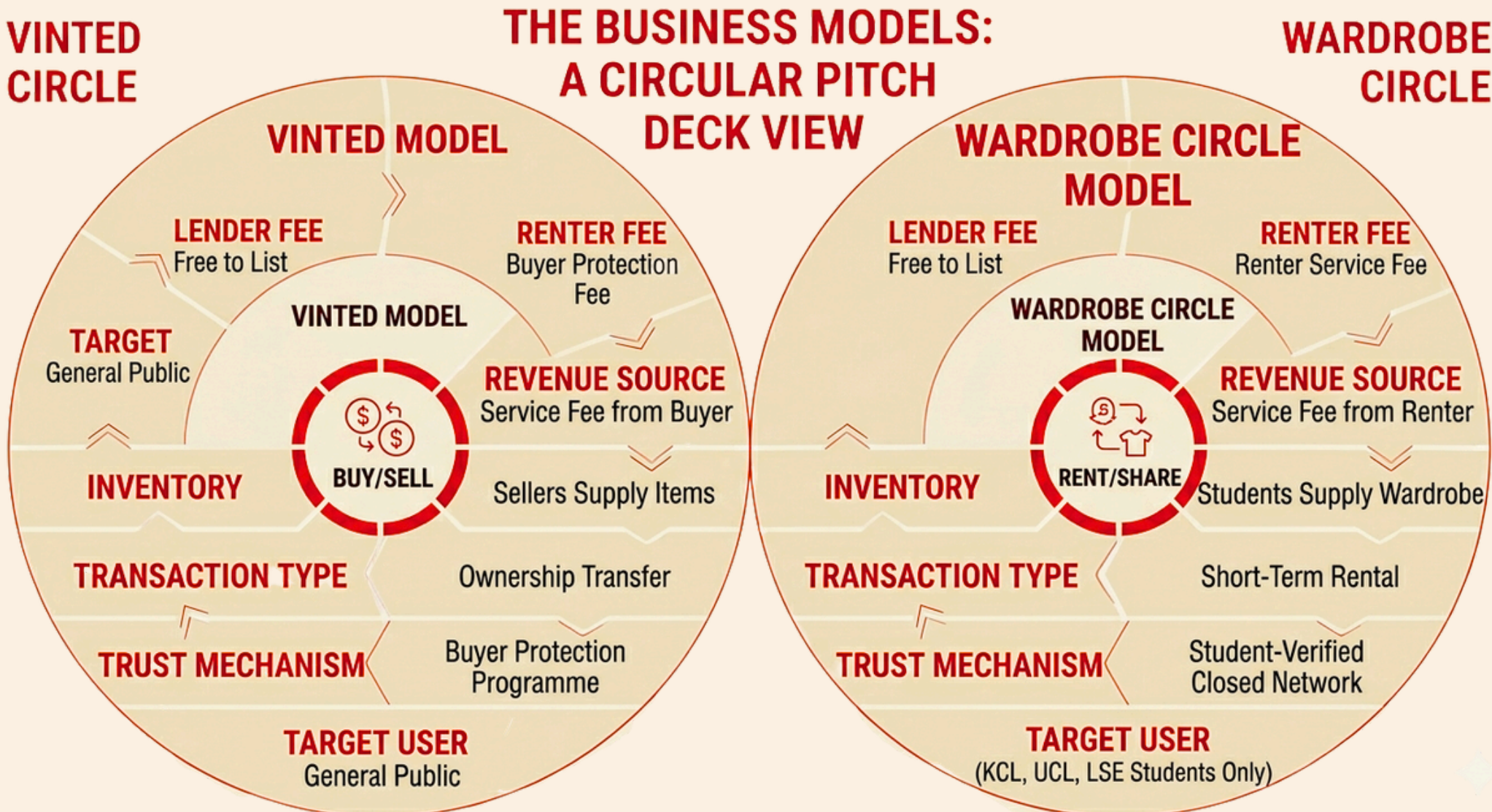
AI - Smart matching AI drives repeat rentals through style clustering, and event-based alerts.



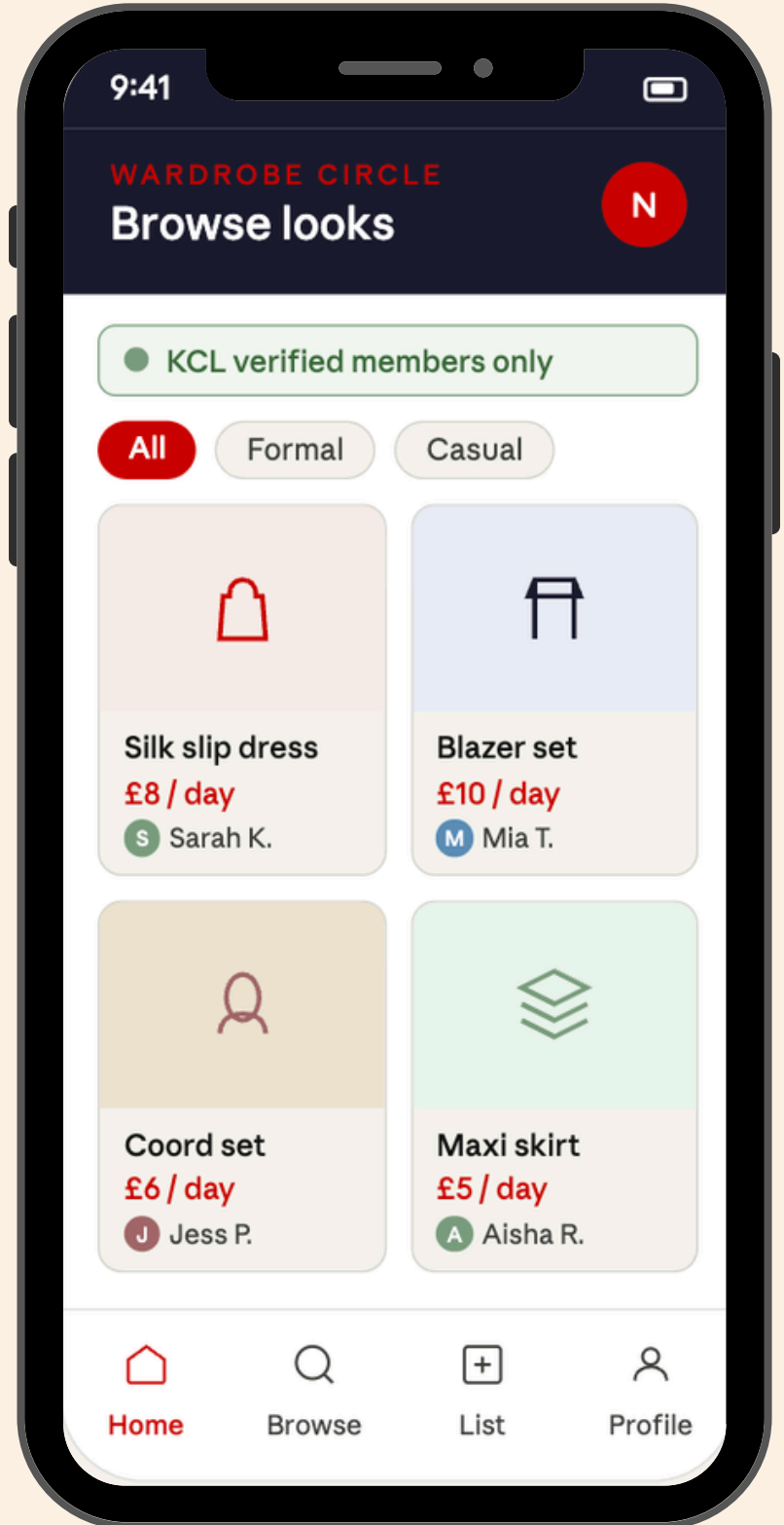
Value Proposition: For London students who want to look premium without overconsuming - a trusted campus-only P2P platform converting wardrobes into social and financial value, grounded in Access-Based Consumption (Bardhi & Eckhardt, 2012) and Collaborative Consumption (Hamari et al., 2016).

BUSINESS MODEL

Lenders list items from their wardrobe → Renters browse & borrow → Platform facilitates the transactions



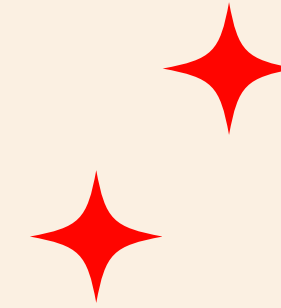
Sources: (Image made using Gemini AI; Vinted 2024)



Source: Image created using Claude

Wardrobe Circle is grounded in the Collaborative Consumption framework (Hamari et al., 2016), where three key participation motivators are identified (sustainability, enjoyment, and economic benefit) all of which Wardrobe Circle directly addresses. Combined with Access-Based Consumption theory (Bardhi & Eckhardt, 2012), which explains consumers' preference for temporary access over ownership. This theoretical grounding validates the rental model as a response to a documented shift in consumer preferences away from ownership.

TARGET MARKET & GEOGRAPHIC FOCUS



In order to maximise network effects within a concentrated geographic area, Wardrobe Circle targets students at KCL, UCL, and LSE. After successful adoption, it will gradually expand to additional London universities.

London ranks #1 as a global student city (QS, 2024), hosting a large, concentrated student population across multiple universities, the majority aged 18-24 (Universities UK, 2024), creating the critical mass required for a two-sided rental platform to function.

As a global fashion capital and host of London Fashion Week, the city reinforces fashion-conscious consumption behaviour and heightened sensitivity to outfit presentation among its student population.

This segment is highly digitally connected and receptive to social media and paid digital advertising, with 97-98% of Gen Z active on social media (Statista, 2024) and strong responsiveness to targeted digital campaigns (Ofcom, 2024).

Frequent event-based consumption (socials, formals, balls) generates recurring rental demand, while dense social networks amplify word-of-mouth diffusion (Huete-Alcocer, 2017)

Geographic clustering across London campuses enables localised digital targeting and accelerates network effects as each new user expands available inventory, customer acquisition costs decrease over time (Rochet & Tirole, 2003).

Primary Buyer Persona

Annie is a 20-year-old second-year KCL Politics student with a £900 monthly budget, attending 3-4 social events per month. She wants to look good at every formal and social but cannot justify repeatedly buying new outfits on a student budget. Active on TikTok daily, she discovers products through creators she trusts rather than brand advertising. Wardrobe Circle solves her core problem: a new premium look for every occasion at a fraction of the retail price.



BRAND IDENTITY & PERSONALITY



“The sustainable student who looks good without trying too hard and who earns while they style”



Wardrobe Circle builds identity-based loyalty, not transactional usage.



Source: Images made using Gemini AI

SINCERITY

(AAKER, 1997)

TRUSTWORTHY, TRANSPARENT, COMMUNITY-ROOTED

Wardrobe Circle is honest about what it is: a student platform built on peer trust, not corporate marketing. This aligns with consumer trust formation in peer-to-peer platforms (Gefen et al., 2003) and community-based brand building. Reinforced by every interaction, from student-verified sign-ins to post-rental reviews

GAMIFICATION INSPIRED TRUST MECHANISM



Source: Images made using Gemini AI

EXCITEMENT

(AAKER, 1997)

FRESH, SOCIAL, CAMPUS-ALIVE

The brand speaks the language of university life: event dressing, group chats, spontaneous occasions. It is energetic without being aspirational in an unattainable way.



Source: Images made using Gemini AI

SOPHISTICATION

(AAKER, 1997)

ASPIRATION MEETS ACCESSIBILITY

Access to designer and premium pieces signals taste and status, but without the exclusivity barrier. The brand sits at the intersection of aspiration and accessibility

Wardrobe Circle activates the collective self of its users (Tuncdogan & Volberda, 2020; Reed et al., 2012): being a KCL/UCL/LSE student is a salient group identity. The brand primes this identity through language, visuals and community signals, increasing person-brand fit and, with it, referral behaviour and loyalty

BRAND POSITIONING

Brands with a clear position come to mind first and remain in the consideration set (Tuncdogan, 2025; Ries and Trout, 1981)

Source: Images made using Gemini AI

A DEFENSIBLE NICHE

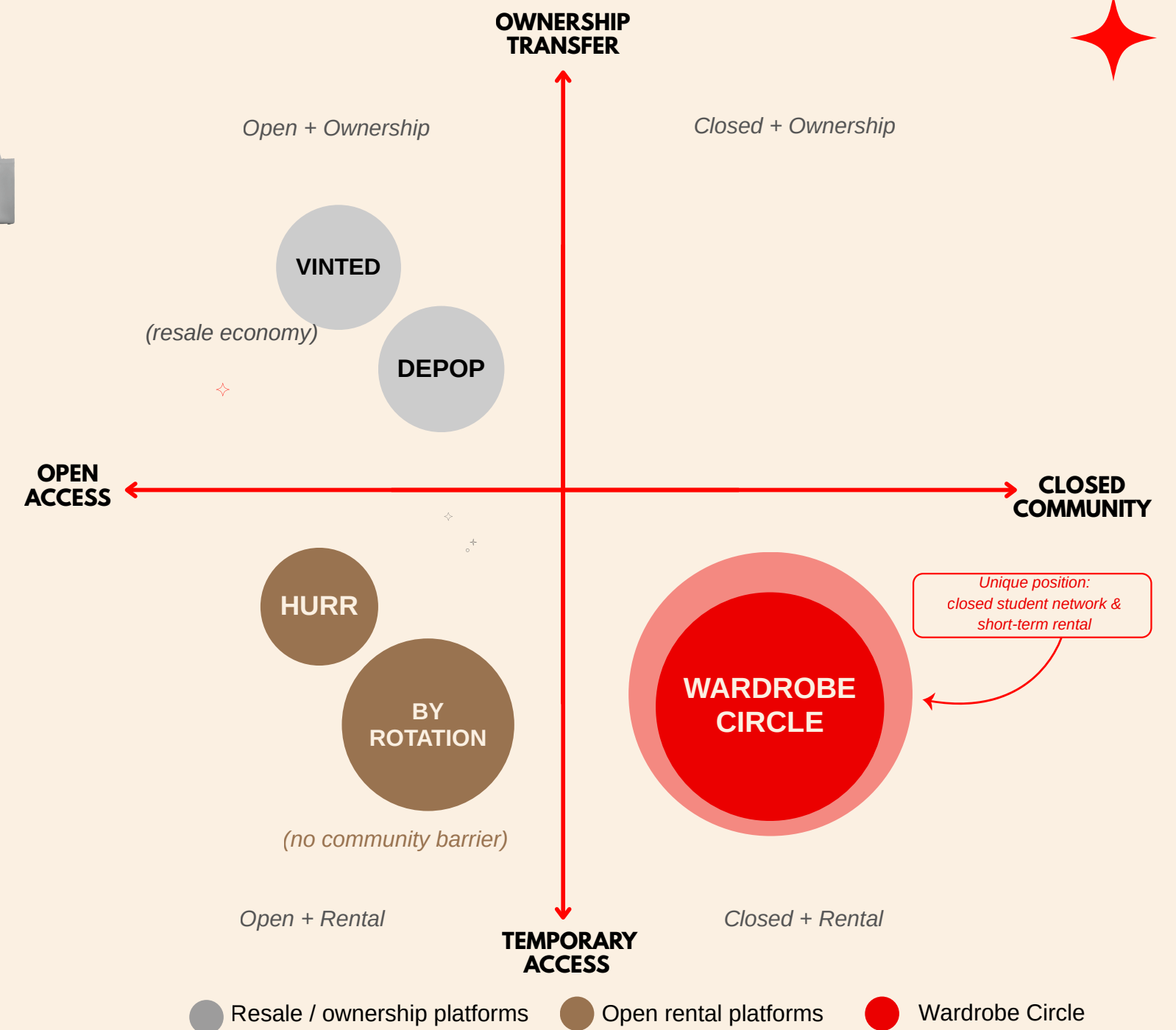
Wardrobe Circle occupies a space no mass-market competitor can replicate without rebuilding from scratch.

Platforms like Vinted or By Rotation cannot simply add a closed student network layer, the campus-level credibility must be earned, not bought (Rochet and Tirole, 2003).

Other open rental platforms include HireStreet, MyWardrobeHQ and Ownish, all operating within the open access quadrant.

Wardrobe Circle entirely owns the student rental category before anyone else enters it.

Sustaining this first-mover advantage requires reaching critical mass at all three universities within the first academic year.



Source: Own Interpretation

Positioning clarity drives tactical efficiency. Every channel decision, piece of content, CRM message flows from this single strategic anchor: the trusted, closed, campus-only fashion rental platform for London students.

BRAND LOYALTY STRATEGY

From the first rental to the last referral, every interaction on Wardrobe Circle turns a user into a loyal member of something bigger.



TRUST SCORE

A dashboard that transforms each rental into an opportunity for reputation enhancement. After the transaction, both parties evaluate the experience to establish mutual accountability throughout the network. High score owners grant advantages: preferential access to new listings and exclusive rental concessions.

Gamification inspired trust mechanism



REFERRAL SYSTEM

Each student who refers a peer receives credit, transforming early adopters into organic distributors and amplifying reach at minimal expense. Also creates a positive word-of-mouth effect because a person recruited by recommendation has a tendency to recommend more.

Reward Theory of Attraction

(Tuncdogan, 2025))



COMMUNITY

The brand activates a sense of belonging and a community identity through shared language, campus events, and sustainability values. Closed campus and student-only trust system validates this.

Identity Salience

(Reed et al., 2012)

DIGITAL CHANNEL

ORGANIC & PAID MEDIA

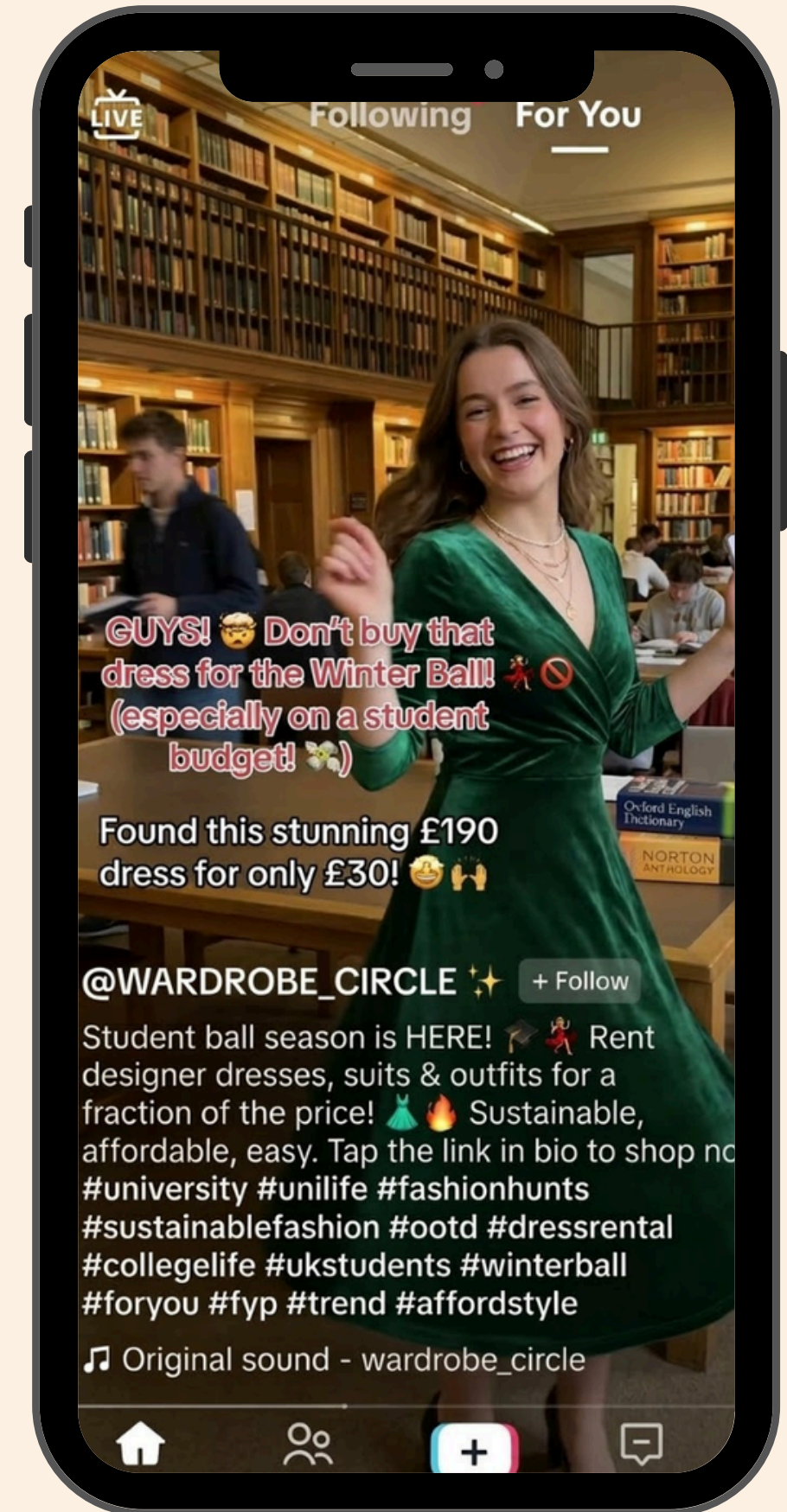
As an exclusively digital platform with no physical presence, social media serves as the most direct route through which Wardrobe Circle can promote its service and drive engagement with its target audience. With total UK social media users reaching 52.7 million in 2024 and social media reach among Gen Z at 97-98%, it is the most efficient channel to reach students at scale (Slotta, 2025). TikTok is particularly powerful for driving action: 72% of Gen Z TikTok users report the platform has influenced their purchasing decisions (Bulazo et al., 2025). For a visually-led rental platform where seeing the product is critical to conversion, TikTok's short-form video format directly addresses the challenge of communicating product appeal without a physical storefront.

Execution

- TikTok content series ("outfit for under £10/day") targeting university social events - leveraging the platform's 30hr/month average engagement from UK consumers aged 15-24 (Thuy, 2025).
- Affiliate marketing through micro-influencer partnerships (prioritising London student creators) - 32% of Gen Z (up by 11 points since 2020) say that an influencer has increased their trust in a brand (Edelman, 2024).

Critical Limitation

TikTok's algorithm reach is unpredictable and organic visibility is not guaranteed which makes paid amplification (TikTok Spark Ads) a necessary complement rather than an optional add-on for consistent brand exposure (Salles, 2025).



Source: Image made using Gemini AI

PEER TO PEER CHANNEL

INTERPERSONAL & EARNED MEDIA

The platform's most critical barrier at launch is trust - renters and lenders are largely strangers, and no paid digital channel can manufacture the credibility needed to overcome this. Instead of direct brand-to-consumer communication, campus partnerships function as an interpersonal, earned media channel where brand messages are spread through trusted peer relationships. Gen Z are deeply selective about the brands they interact with: nearly 60% report feeling a personal connection with people who use the same brands (Edelman, 2024). Critically, 88% of consumers trust recommendations from people they know above all other advertising formats (Nielsen, 2021), making community-led trust-building the most strategically significant channel for resolving this cold-start credibility problem.

Execution

- Students' Union partnerships at KCL, UCL, and LSE - featured in freshers' packs, SU newsletters, and sustainability society channels to leverage institutional trust.
- Paid campus ambassadors (2-3 per university) to seed the platform organically in WhatsApp groups, Discord servers, and on-campus pop-ups.
- Referral mechanic ("Give £5, Get £5") embedded into ambassador outreach to convert early adopters into distributors, compounding reach at minimal cost.

Critical Limitation

Ambassador programmes are difficult to scale and quality of peer outreach is inherently inconsistent across individuals this requires careful ambassador selection and clear brand guidelines to maintain message integrity.



Source: Image made using Gemini AI



OWNED DIGITAL CHANNEL

APP EXPERIENCE & CRM

Alongside TikTok and campus partnerships, the app and its direct CRM tools form Wardrobe Circle's third and owned media channel: the most controllable and data-rich touchpoint in the mix. Where TikTok and campus partnerships bring users in, the owned channel keeps them. Research shows brand loyalty only becomes highly profitable at its deepest level of bonding (Hallberg, 2004; East et al., 2006), so owned CRM is where casual renters become habitual ones. Event-triggered messaging is particularly well-suited to this: the main driver of customer deflection is not dissatisfaction but changes in circumstance and occasion-based needs (East, Grandcolas et al., 2012), which the platform can anticipate and act on.

Event-Triggered Push

Push notifications sent around key university events (balls, freshers, sport fixtures) prompt rentals at the moment students are most likely to need an outfit. Timing follows day-parting logic in order to maximise open rates (Tuncdogan, 2025).

Personalized CRM Email

Automated sequences handle onboarding for new sign-ups, nudge inactive lenders to re-list, and collect post-rental reviews to maintain quality across the platform (Hallberg, 2004; East, Grandcolas et al., 2012).

In-App Style Feed

AI-powered recommendations show users items matched to their taste, rental history and upcoming events, turning one-time renters into regular browsers (Tuncdogan, 2025).

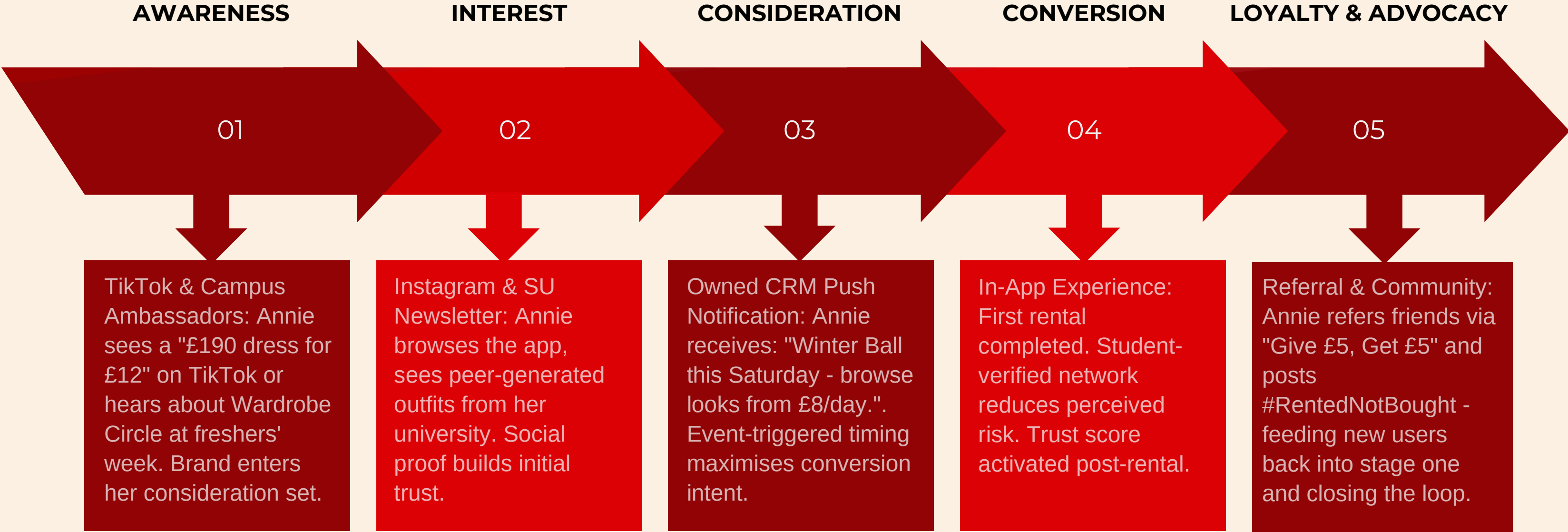
Critical Limitation

CRM effectiveness is contingent on sufficient user data - at launch, with limited rental history, personalization will be shallow. Investment in this channel increases in value as the user base grows, making it a medium-term rather than an immediate priority.



CONSUMER JOURNEY

The following consumer journey maps the experience of Annie, Wardrobe Circle's primary buyer persona, tracing her path from first brand exposure to loyal advocate across all three communication channels.



Each stage is served by a distinct channel (TikTok drives reach, campus partnerships build trust, and owned CRM converts and retains) ensuring no stage of the journey is left unaddressed.



TECHNOLOGY INTEGRATION

Data and analytics are foundational to Wardrobe Circle's digital infrastructure. Fashion brands have seen a 30-50% increase in digital sales by using data to tailor their customers' online shopping experiences (Devillard et al., 2021). Therefore, implementing key technological metrics such as **(1) web and social media analytics** is crucial. As an exclusively digital platform, Wardrobe Circle faces the inherent challenge of fit uncertainty. To reduce this, an AR virtual try-on feature will be added so users can see what they rent. A report from McKinsey & Company on fashion identifies that AR-enabled fit prediction results in a 2x conversion rate and a 10-30% decrease in returns. (Devillard et al., 2021) Since Wardrobe Circle operates across three universities as a student-only platform, renters and lenders are largely strangers to one another despite the student e-mail confirmation, making trust the platform's most critical barrier. Therefore, **(3) a blockchain system** is put in place to deal with this since its decentralized architecture removes the need to evaluate other participants' reliability as the technology itself ensures system integrity (Saber et al., 2018).

(1) WEB METRICS & ANALYTICS

Implementing **Google Analytics**, for instance, will be crucial for monitoring performance through key metrics such as traffic metrics, including clicks and CTRs, or efficiency metrics that show ROI. These data will be crucial for making informed decisions with **predictive and diagnostic** insights. **Buffer** can be used as our main social media metric for scheduling and generating posts to increase consistency. (See next slide for prototype). Further, **Brevo** software will be used especially for e-mail marketing, such as welcome e-mails, reminders for rental e-mails, and new drop-in e-mails creating automated flows. (See next slide for prototype.)

(2) AR IMPLEMENTATION



Source: Image made using Gemini AI

Implementing a virtual tryout experience will overcome the drawback of having no physical presence at our startup. Further, the virtual experience with a product engenders the same brand attitude and purchase intention as a direct experience. (Javornik, 2016). During the initial phases a low-cost AR experience can be created using **Snapchat Lens Studio** (see next slide for prototype), and then it can be developed through more advanced software such as **Wearify**.

(3) BLOCKCHAIN

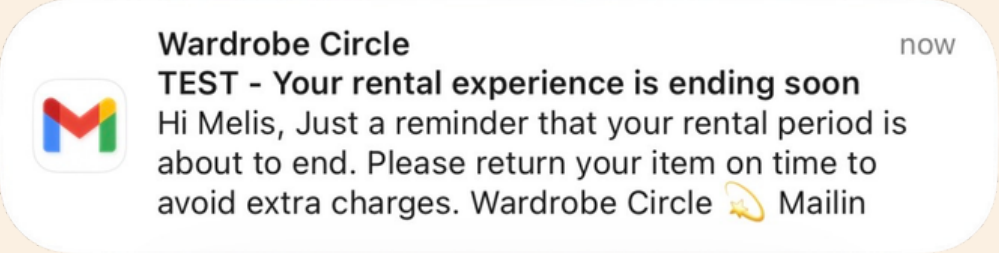
As a startup where huge investments are not realistic currently, a pre-existing infrastructure is chosen. This prototype created on **Thirdweb** is a visualization of how a smart contract blockchain will be implemented to create a secure rental platform. Every article is minted as an NFT, with its size, duration of rental, and condition, ensuring that every transaction is transparent.

Launch NFT Collection

Collection Info

Image	Name	Symbol	Chain
	Wardrobe Circle	WRD	⚡ Ethereum Mainnet

Because of the cost of gas, the deployment was simulated. (See next slide for detailed version.)

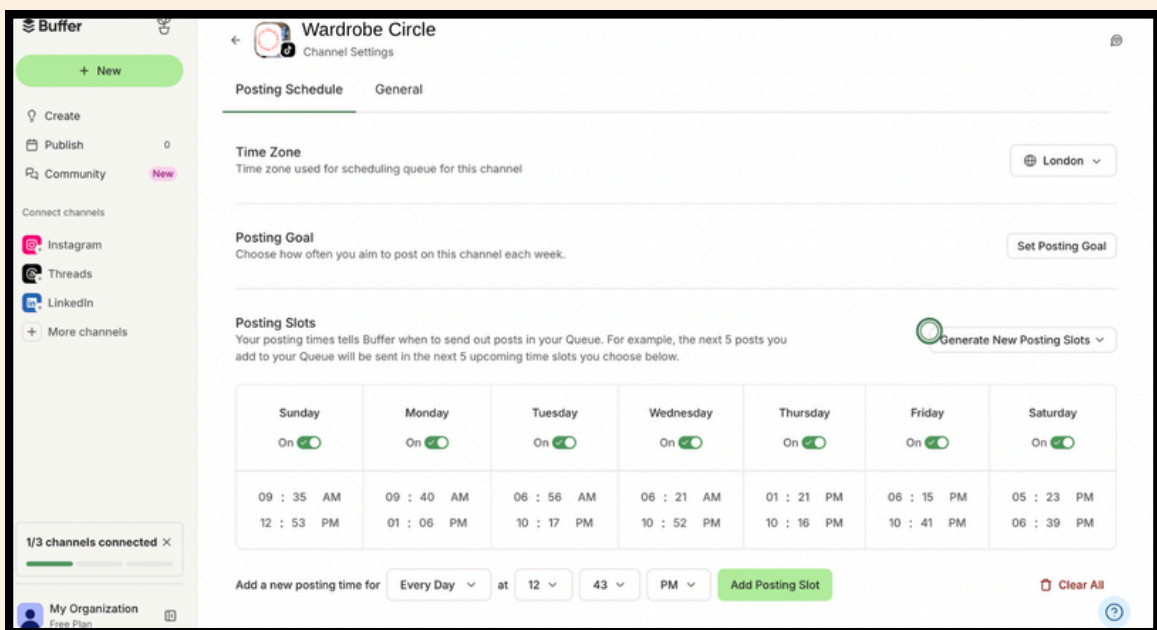


Created on Brevo

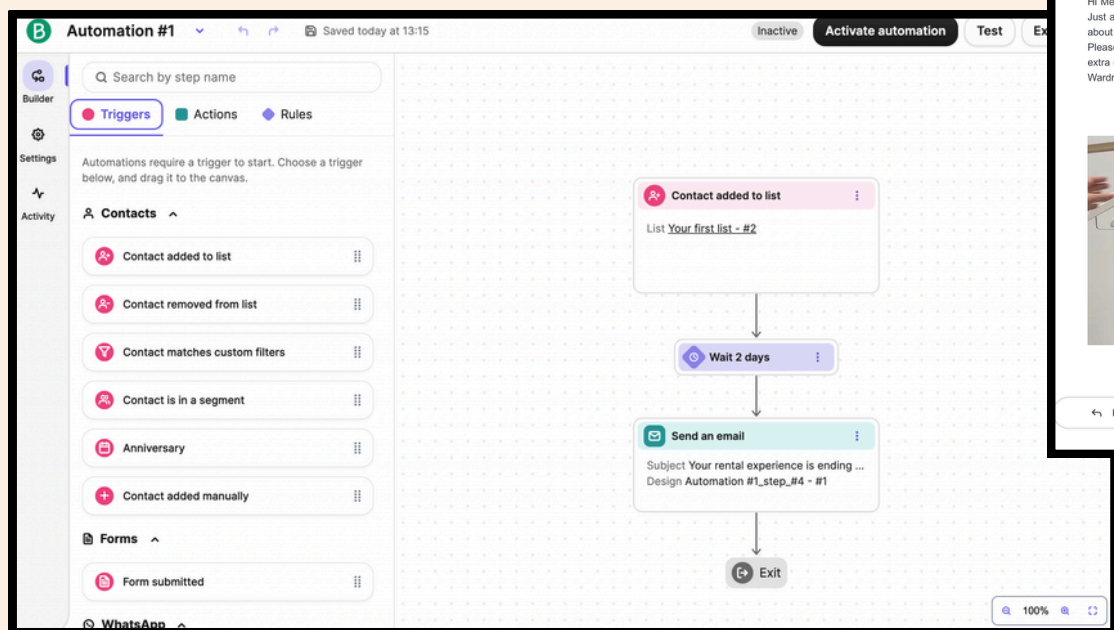
TECHNOLOGY INTEGRATION

Real Life Execution

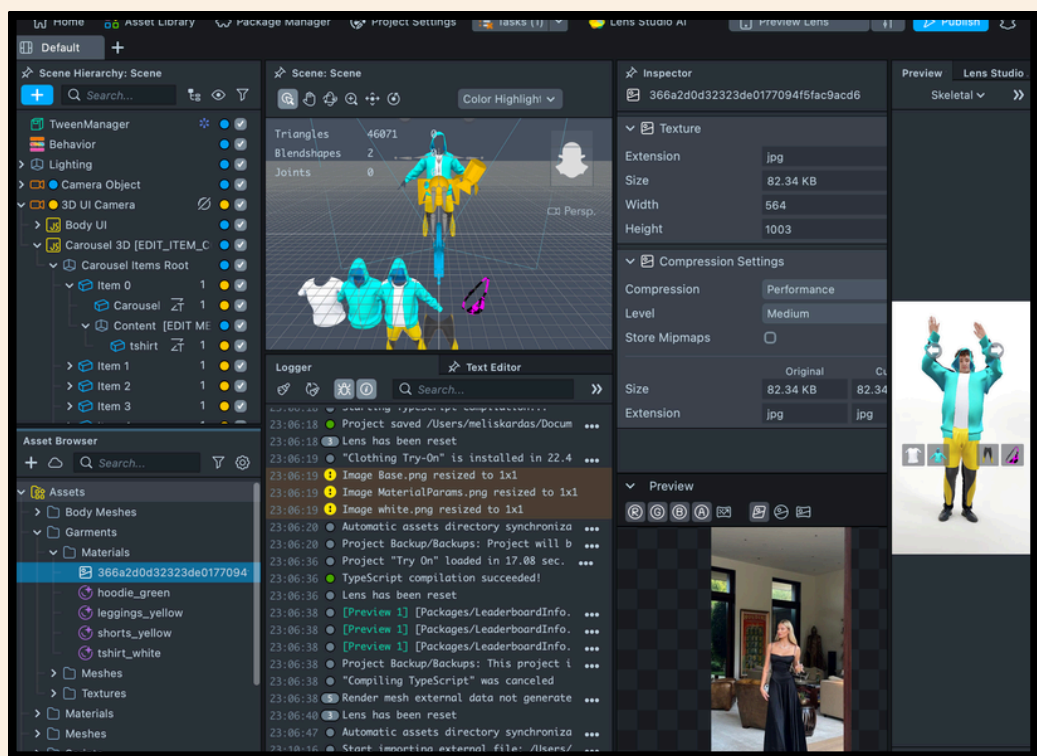
Please zoom in or enlarge each section to view the finer details clearly.



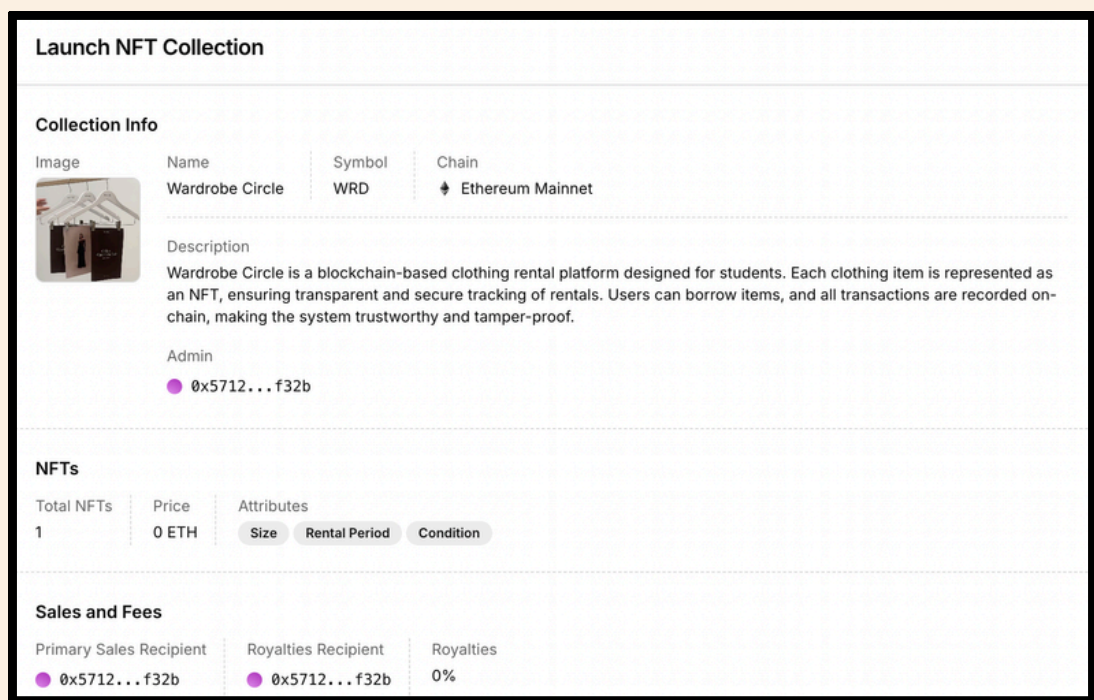
Established an automated cross-platform social media schedule for TikTok through **Buffer's** posting schedule to maintain a consistent brand presence.



Built a triggered email workflow in **Brevo** that automatically sends a branded rental return reminder to customers 48 hours before their rental period expires.



Developed an augmented reality try-on experience in **Snapchat Lens Studio**, integrating 3D garment assets to let users virtually preview clothing before renting.



Deployed the Wardrobe Circle NFT collection on **Thirdweb**, configuring token attributes, sales fees, and royalties to enable blockchain-verified clothing rental tracking.

SWOT ANALYSIS

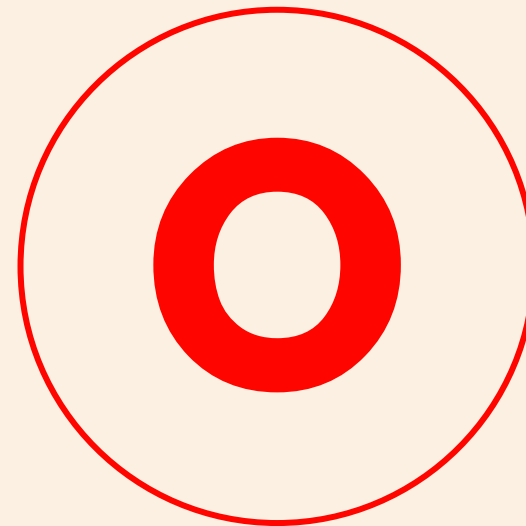
STRENGTHS

- Closed student-only network = high trust, strengthening WOM and influencer-driven acquisition (Nielsen, 2021).
- Network effects amplified through digital channels = organic growth reduces paid acquisition costs (Villar, 2026).
- AI-driven personalisation & CRM = increases engagement, retention, and customer lifetime value (McKinsey, 2025).




OPPORTUNITIES

- Growing demand for sustainable fashion = strong fit for content marketing and social media storytelling (Statista, 2024).
- Expansion across universities = scalable through localised digital campaigns and geotargeting (Baal & Spots, 2026).
- Influencer and referral strategies = leverage peer-to-peer trust to drive low-cost user acquisition (Watts & Dodds, 2007).




WEAKNESSES

- Niche student focus restricts scalability of paid digital reach and targeting.
- Requires a mass of both lenders and renters = limits early effectiveness of digital campaigns (Alstytne et al., 2016).
- Reliance on user-generated content = inconsistent quality affects brand perception online (Schivinski et al., 2016).

THREATS

- Established platforms with larger digital budgets tend to have a stronger presence in paid search and social advertising (Darjee et al., 2025).
- Disintermediation risk = users bypass platform, reducing data for CRM and personalisation.
- Negative WOM spreads rapidly online = reputational risk amplified by social media (Brown, 2007).

EXPECTED MARKET POSITION

By launching across KCL, UCL and LSE simultaneously, Wardrobe Circle builds network density before any rival can (Rochet & Tirole, 2003). The platform becomes the default choice not through advertising spend but through the compounding effect of peer adoption, making it increasingly difficult for any competitor to displace. However, this position is contingent on reaching critical mass at all three universities within the first academic year, after which network effects become self-reinforcing.

The Campus Fashion Authority

A brand students associate specifically with looking good at university events, built through peer trust rather than paid advertising (Nielsen, 2021).

A Defensible Niche

The closed student network is the product. Mass-market competitors like Vinted or Depop cannot replicate it without the same campus-level credibility - a position that must be earned, not bought (Ries & Trout, 1981).

First Mover in Student Fashion Rental

Established at three universities before competitors enter the space, Wardrobe Circle sets the standard for what student fashion rental looks like. The first brand into the mind gets an advantage that is extremely hard to dislodge (Ries & Trout, 1981; Tuncdogan, 2025).

The strategy does not position Wardrobe Circle against the fashion industry at large. It positions it as the obvious choice within a specific, loyal, and underserved community and owns that space before anyone else does (Ries & Trout, 1981).

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