



By Rotation Pitch Deck



“ By Rotation is a community-powered platform determined to transform the way we consume fashion, by empowering and connecting like-minded individuals. ”

85%
OF USERS ARE
ACTIVELY RENTING

1.2M
WEBSITE PAGE
VIEWS (LAST 12
MONTHS)

600K+
UNIQUE
WEBSITE USERS
(LAST 12 MONTHS)

140K+
SOCIAL MEDIA
FOLLOWERS

250K+
ACTIVE APP USERS

200K
NEWSLETTER
SUBSCRIBERS

By Rotation



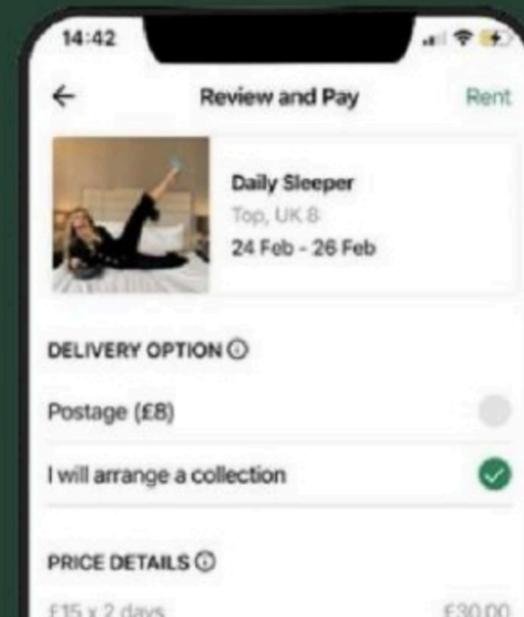
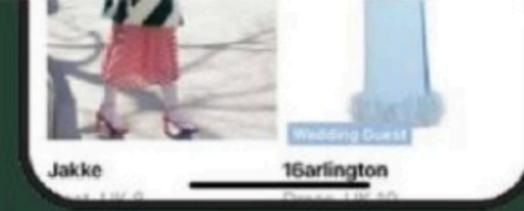
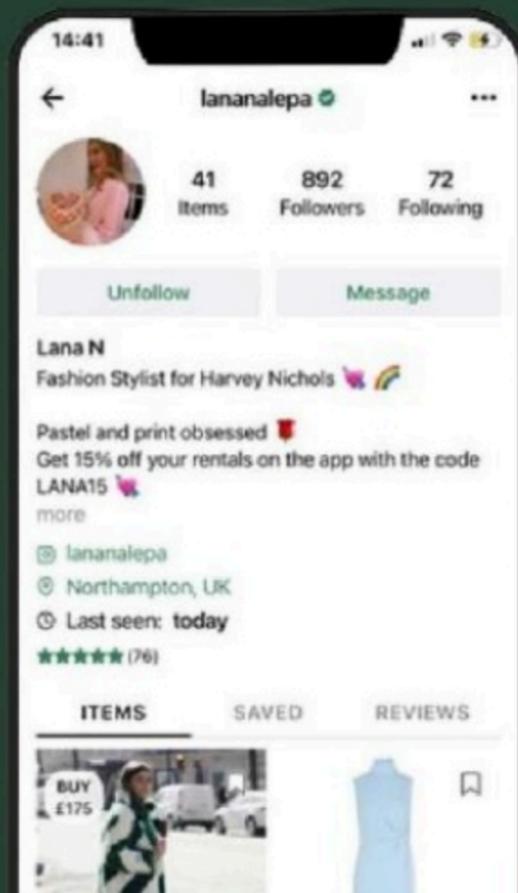
95%
FEMALE

61%
AGED 25-34



OUR APP

- ♥ Browse over 20,000 designer items available to rent
- ♥ Create your own unique profile
- ♥ Follow your friends and style crushes
- ♥ Interact with lenders and renters on our secure messaging system
- ♥ Request rentals for specific calendar dates up to 12 months in advance
- ♥ List your items for rental or for sale
- ♥ View your lender activity and manage your income
- ♥ Receive automatic payments sent directly to your bank account
- ♥ Review and interact with other users to add to our community



THE TEAM



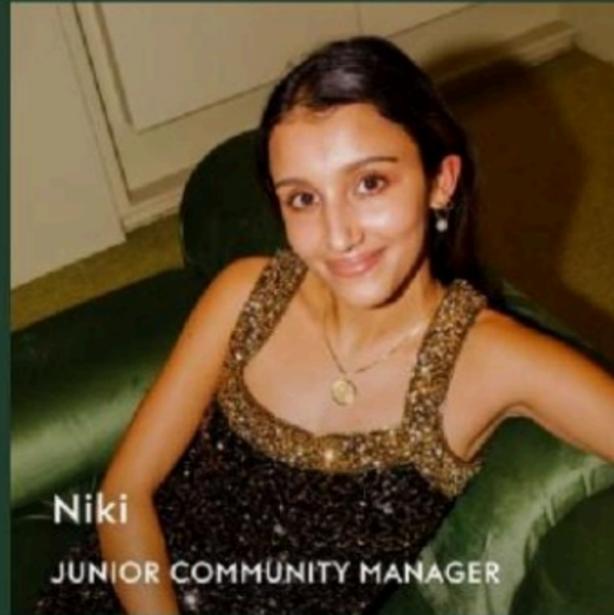
Eshita
FOUNDER



Vlad
CHIEF TECHNOLOGY OFFICER



Maruta
MARKETING MANAGER



Niki
JUNIOR COMMUNITY MANAGER



A RECOGNISED TECH PLAYER



By Rotation 
The Social Fashion Rental App
By Rotation LTD
Designed for iPhone
#86 in Shopping
★★★★★ 4.3 + 410 Ratings
Free
[View in Mac App Store](#)

SOUTH ASIAN HERITAGE MONTH
Borrow outfits from influencers



Rent designer clothes with By Rotation, created by Eshita Kabra.



APP OF THE DAY



By Rotation
The Social Fashion Rental App [VIEW](#)

[Categories](#) Shopping

Second Hand Gems [See All](#)

	Vestiaire Collective Shop & Sell Preloved Fashion OPEN
	By Rotation The Social Fashion Rental App OPEN
	Depop - Buy and sell fashion Streetwear, vintage, sneakers OPEN

- Featured in App Store over 3 times
- Proprietary platform
- Highly regarded iOS & Android app
- Web-based platform launched in January 2022
- Focus on data & analytics
- No inventory risk, fully circular

Helping to Combat Fashion's Sustainability Problem

Helping to Combat Fashion's Sustainability Problem
The fashion industry is responsible for 10% of global carbon dioxide emissions per year (IPCC)

In 2021 By Rotation helped save the equivalent of over 60,000 trees worth of CO2 when our community choose to rent something with us over buying something new.

The fashion industry is the second largest consumer of water in the world (UNECE) In 2021 By Rotation helped to save the equivalent of 580 M glasses of water when our community choose to rent something with us over buying something new.



THE COMMUNITY



Our Rotators Love Our Community

"I literally love the By Rotation app - it feels like such a community and everyone is polite and friendly. I love the variety of clothing on there and everyone should use it to help with the environment!"

@amelia_d



Our Rotators Are Environmentally Conscious

"I love rotating because it has helped me to think more consciously about the environment. Rather than splurging on an impulse buy that I may only wear once, I'll think 'maybe I can rent that instead.'"

@livinlavidaloca



Our Rotators Make Money

"ByRotation has allowed me to make over £7,000 in a very short time period, using items from my wardrobe that are usually just sat there doing absolutely nothing."

@tiffanyluckett



COMMUNITY EVENTS

We have a constant cycle of in-person events, workshops and talks hosted at our pop-up spaces. We have partnered with brands such as Caudalie, Guerlain, Frances O and Natalie & Alana to run community events, which help bring our app and our community to life.



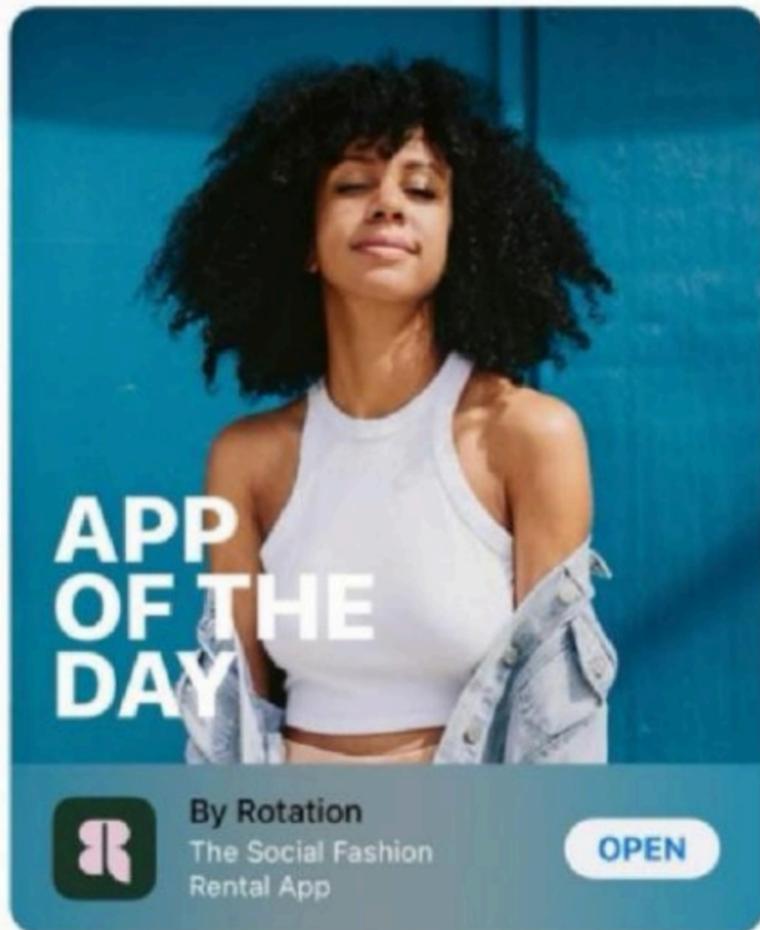


THE BY ROTATION POP-UPS

Our pop-ups have allowed us to further strengthen our relationship with our community and have given us a place to bring our brand to life. We have worked with designers and collaborators within our community to create beautiful and interesting spaces.



BY ROTATION IN THE PRESS



“The Clothing Rental App That Wants To End Fast Fashion”

Forbes

VOGUEBUSINESS

Evening Standard

B | B | C


REFINERY29

BY ROTATION PARTNERSHIPS



THE OUT

Westfield

**THE
HOWARD
deWALDEN
ESTATE**



CAUDALÍE


GUERLAIN

marguerite

SECRET SPA

