

# Fashion Vintage Resale Canvas

## Key Activities

- Build sourcing pipeline that can be protected
- Brand exposure

## Customer Relationships

- Bespoke + curated
- Not fast-fashion
- Mix of physical/digital

## Partnerships

- Sourcing+
- Merchandising+
- Sales+

## Value Prop

- Vintage clothes with appeal to specific market segments
- Fun, current, culturally-relevant

## Cost Structure

- Inventory (sourcing)
- Customer Acquisition
- Merch./Brand costs

## Revenue Streams

- Markup on clothing between sourcing cost & resale value
- Partner opportunities

