



Rifo

Circular Fashion Made in Italy

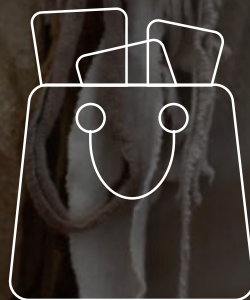
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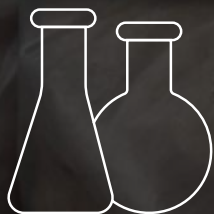
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Problems of the Textile Industry



NEEDS



IT'S NOT SUSTAINABLE ANYMORE!



>80B of clothing produced every year!

We are building a sustainable brand

1. Old clothes collection system
2. Selection by color and shredding of cloth into a new fiber
3. These fibers are spun into a brand new yarn
4. We design a new product
5. These yarns are used to make a recycled cloth saving new natural resources



Market Entry

NOVEMBER 2017

Start

								
	WINTER 2017	WINTER 2018	SUMMER 2018	WINTER 2018	SUMMER 2019	WINTER 2019	SUMMER 2020	WINTER 2020
	Winter accessories made with recycled cashmere	Winter accessories made with recycled cashmere	T-shirts made with recycled cotton and polyester	Winter accessories made with recycled cashmere. Start of the collection system	Sweaters made with recycled cotton from old jeans	Sweaters made with recycled cashmere. Start of the collection system for jeans	jacket made with recycled jeans and polo shirts made with recycled cotton and polyester from plastic bottles	Parka made with recycled jeans. Start of the collection system for wool sweaters
	<u>580 items sold in 3 months</u>	<u>580 items sold in 3 months</u>	<u>1100 items sold in 4 months</u>	<u>4100 items sold in 4 months</u>	<u>2100 items sold in 4 months</u>	<u>8000 items sold in 4 months</u>	<u>3000 items sold in 4 months</u>	<u>estimated 15000 items sold in 5 months</u>



Team



**Niccolò
Cipriani**
Founder&CEO



**Daniele
Ceni**
Product manager



**Camilla
Gallerini**
Fashion designer



**Eleonora
Marini**
Communication
specialist



**Martina
Denti**
Communication
designer



**Giovanni
Foppiani**
Graphic designer



**Lara
Collini**
Customer service



**Leonardo
Esposito**
Production
assistant





*We believe in a world where
every waste can be a resource.*

Thank you

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