

air Closet

-Find your new style-

株式会社エアークローゼット



Founder, CEO of airCloset, Inc.

**Satoshi
Amanuma**

Graduated from University of London

**Worked for ABeam Consulting Ltd.
IT and strategy consultant for about 10
years**

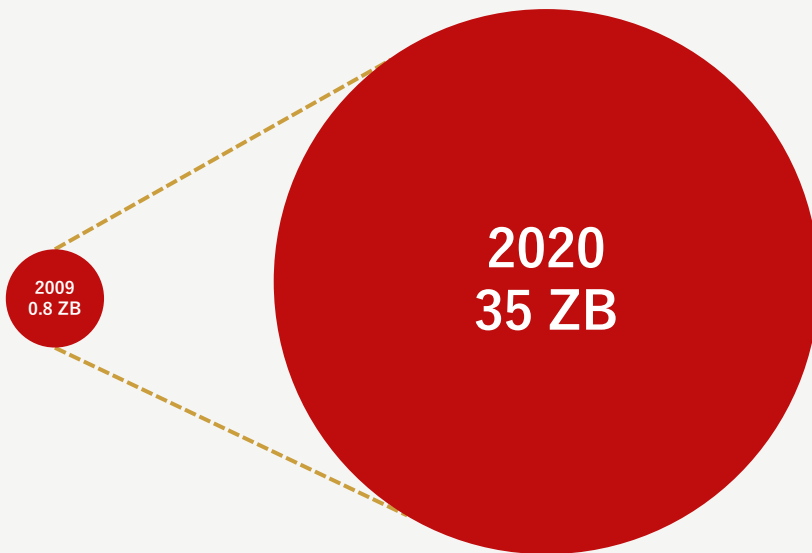
**Specialised in UI/UX at Rakuten, Inc.
Experienced as a Web Global Manager**

July 2014 Established Air Closet Inc.

Increased time value due to the super-information society

Information volume increased by more than 40 times in about 10 years.

The value of each person's time increases with the expansion of diversity



※One Zettabyte(ZB)=1 trillion gigabytes
※出典 : IDC Digital Universe Study, sponsored by EMC, May 2010

AI and data utilisation

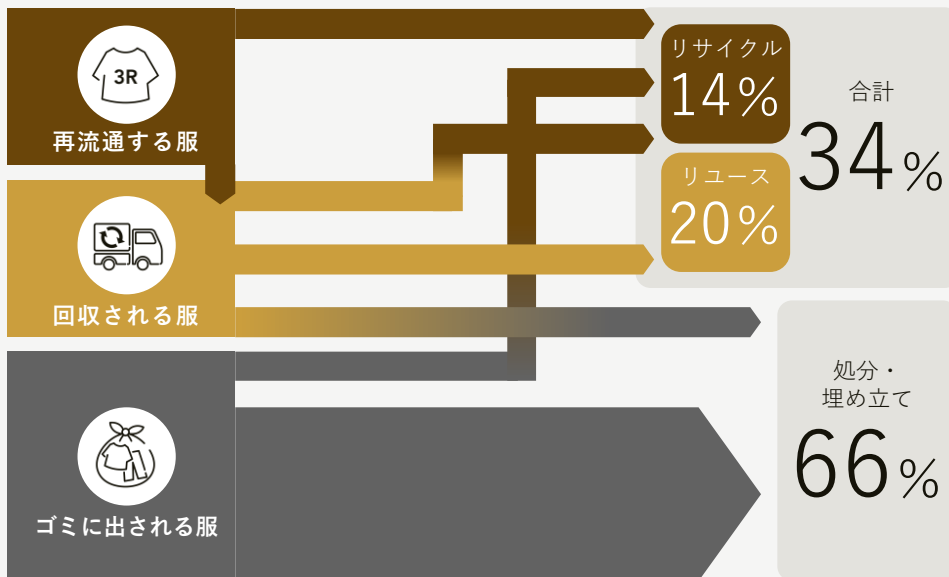
Personalisation

Subscription

Rising sustainability awareness

The era of mass production, mass consumption and mass disposal is coming to an end.

The fashion industry also needs a circular economy.



※ 出典：環境省「サステナブルファッション (Sustainable Fashion)」

Sustainability

sharing economy

circular economy

ごみに出される衣服の総量と処理方法

再資源化 **5%**
24,000t



焼却・埋め立て **95%**
484,000t

1日あたりに焼却・埋め立てされる衣服の総量(平均)

1,300t/Day



大型トラック



130台分

| Monthly fashion rental service

AI and data utilisation

Sustainability

Personalisation

airCloset

sharing economy

Subscription

circular economy

Service introduction

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airCloset

What is airCloset?

**one of the largest
Fashion rental
service in Japan**

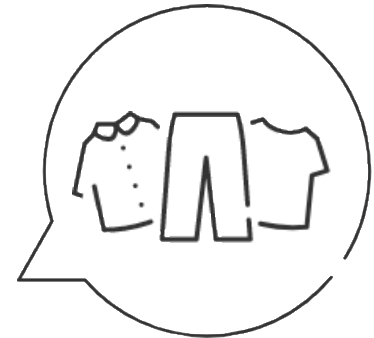
Fashion rental platform

**Encounters with inspiring
clothes in a way that has never
been seen before.**

airCloset

Features of airCloset

- ✓ Receive at home
- ✓ 300 brands to rent as much as you want
- ✓ 3 plans to choose from
- ✓ 7,800 yen/month, 10,800 yen/month, 13,800 yen/month (tax included)



Easy

Online.
Easy registration

Our stylists
Select clothes

Convenient

No return period

No cleaning
required

Attract

If like it
can also buy

Fixed monthly price

Steps to use airCloset

- 1.** Register body shape, size, preferences, etc.



Online.
Easy
registration

- 2.** Clothes selected by a stylist are delivered to you.



3 items per
deliver

- 3.** Enjoying the new you



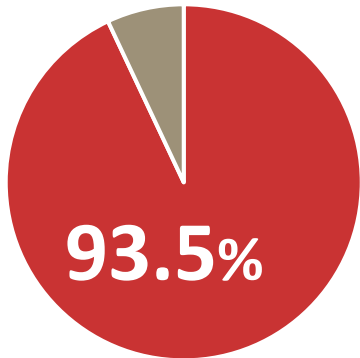
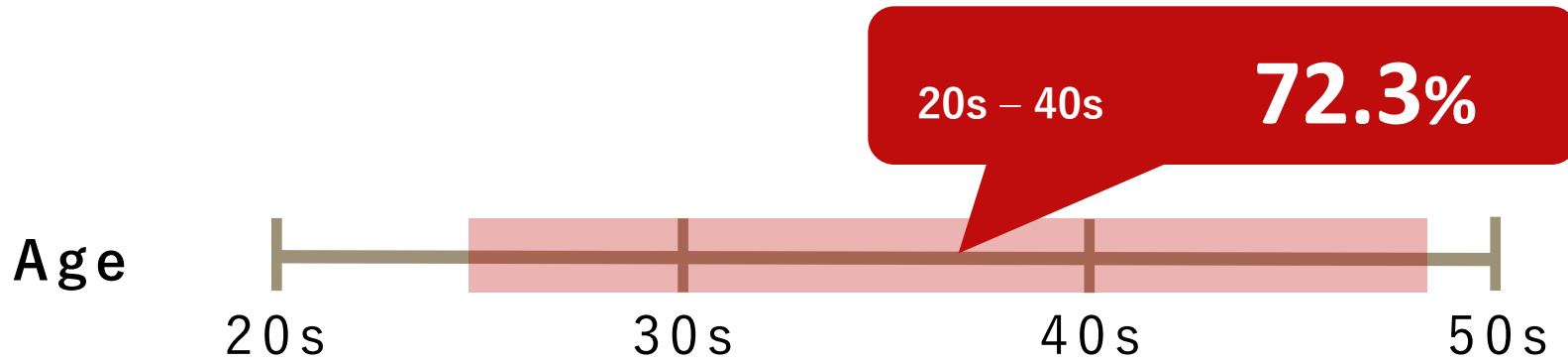
If you like it.
Can be bought

- 4.** Return it after you've enjoyed it.

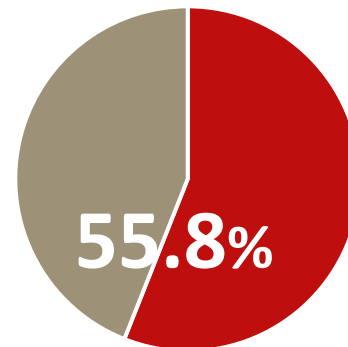


Cleaning
Not required

airCloset customers

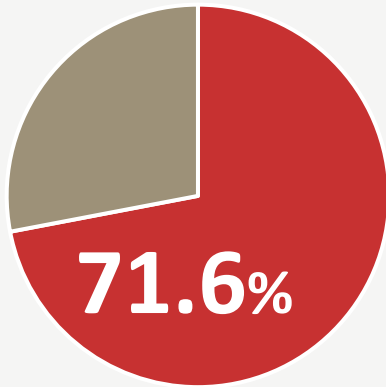


Working women



Moms

Results of customer surveys



「 Couldn't go shopping even if they wanted to. 」

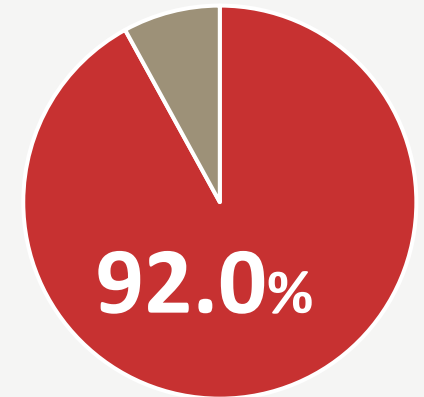
I didn't have time to go.

Couldn't get there due to transport problems.

「 I have tried to co-ordinate and dress my clothes Have you ever lost your way 」

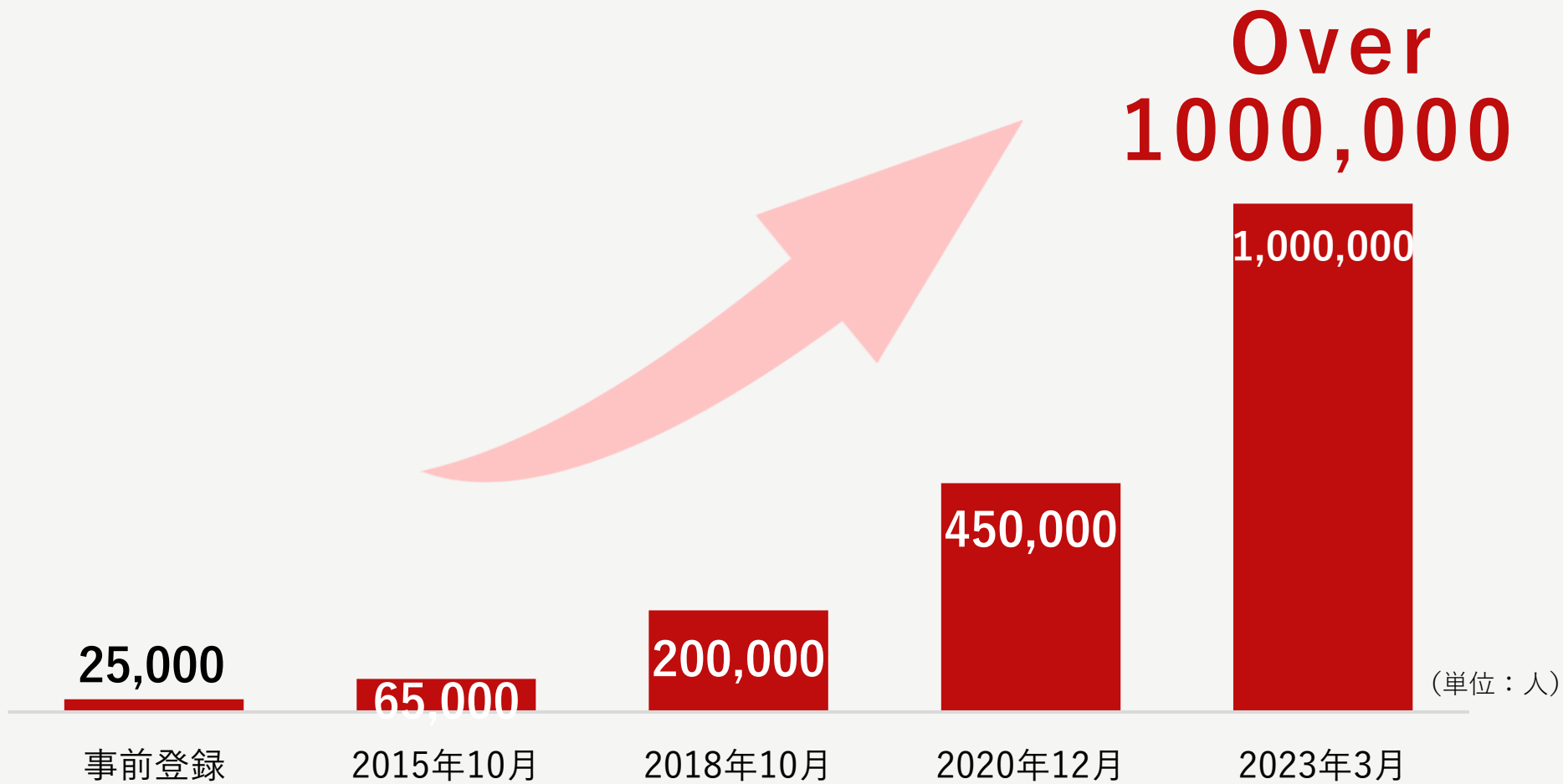
I have less time to spend on myself and therefore less time on fashion

Coordination and the brands and designs you buy I'm in a rut.



92.0%

airCloset Number of members.



※会員数：無料会員数+月額会員数の合計値

Maximum use of IT

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Experiences through ICT (information and communication technology)

→ ITの活用



online registration



Online selection

Item Information

Inventory information linkage

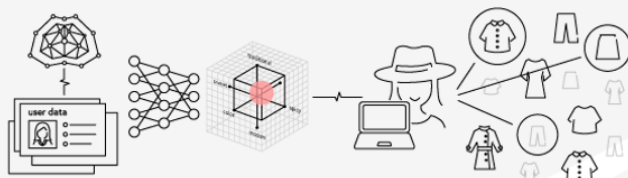


Achieved only through the use of ICT.

Data on various indicators.

【代表的な分析項目（例）】

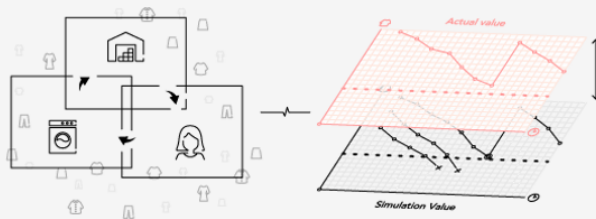
Styling support AI
(スタイリング価値の最大化)



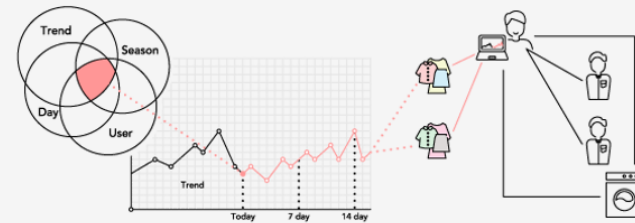
Styling Matching System
(お客様とスタイリストの最適な出会い)



Inventory Optimizer
(在庫数の最適化)



Logistics Forecast
(物流効率の最大化)



Used in **PDCA cycles** to improve service quality

Personal styling provision experience.



Stylists

300+

(2022年2月時点)



of proposed coordination

4 million+
times

(2022年2月時点)

Robust service infrastructure

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Building relationships with brands /customers

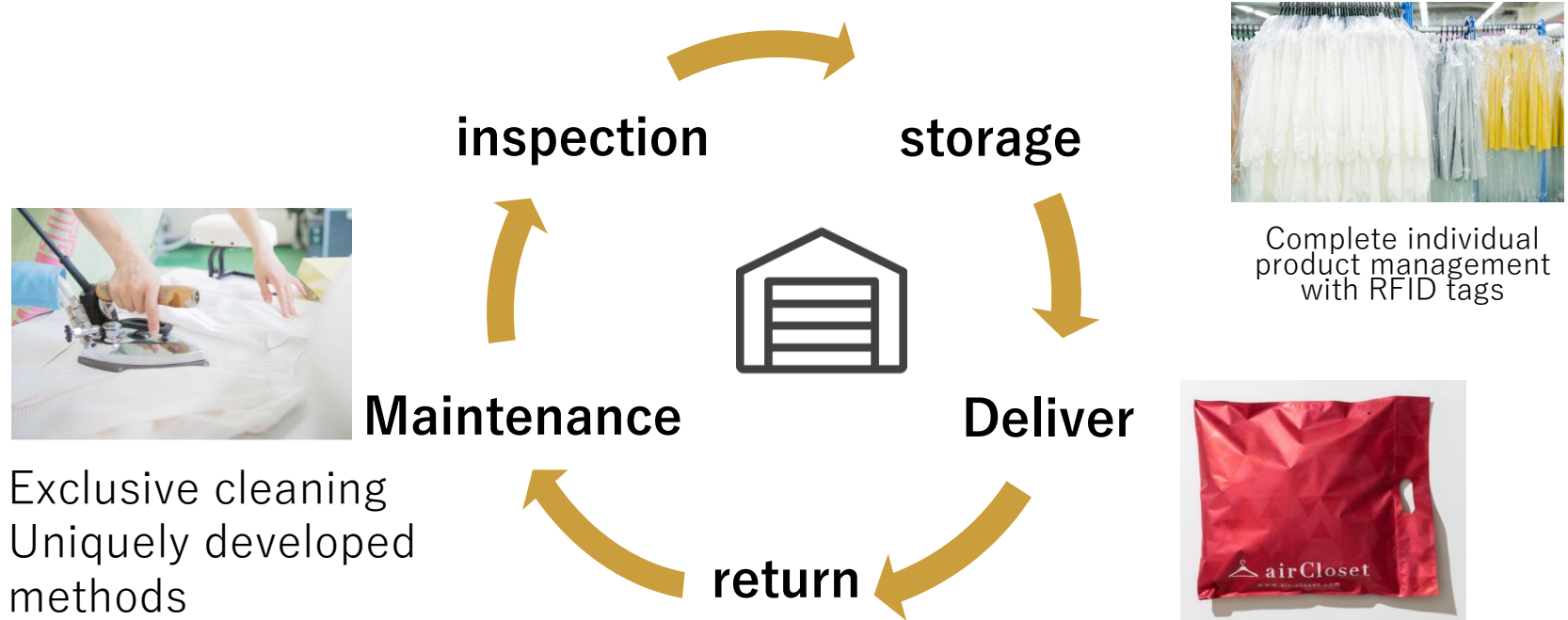


To be a valuable trading partner for the brand/m manufacturer

The service should be safe and secure for customers.

(Logistics)

Establishment of dedicated fashion rental warehouses



Unique fulfilment services

Release of airCloset own WMS.



- **A warehouse management system (WMS) is developed specifically for the sharing business.**
- In the future, the platform will be offered externally.

Patented

information processing system

特許第7105347号

概要：

Fashion rental services In the operation, the garment tag is sewn onto a Washable RFID sewn into the garment tag of all rental items by means of washable RFIDs sewn into the garment tags. (managing the state of rental, cleaning and quality).



Warehouse

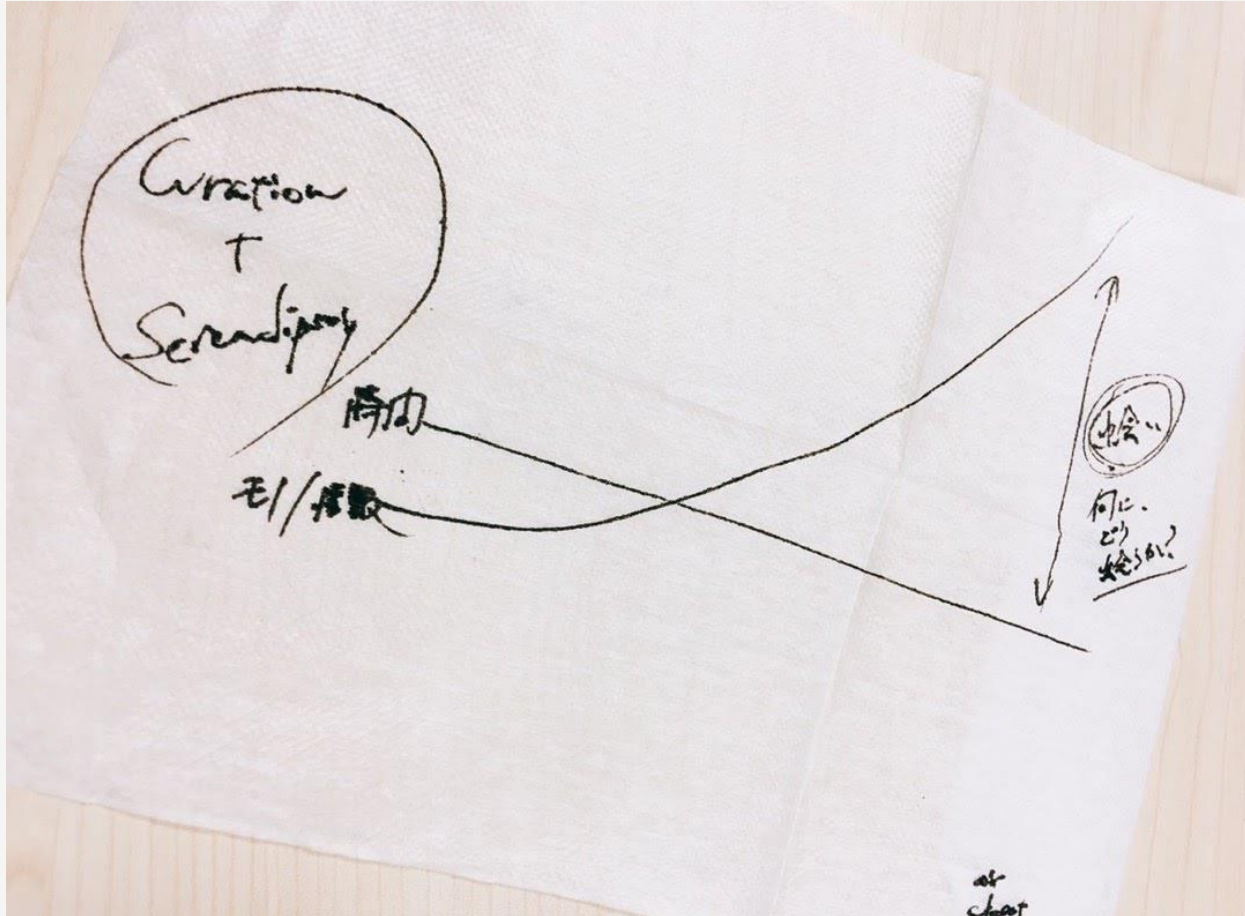


Aiming Direction

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The starting point of the idea



Initial founding notes

Personalised Encounters with excitement

airCloset

Growth strategy for airCloset business development.



29 July 2022 "First" in the subscription of goods listed on the Growth Market.



Achieving zero garment disposal

airClosetのマテリアルフロー



- All clothes handled by the company are not incinerated or disposed of in landfills, but Reuse, resale and recycling

01

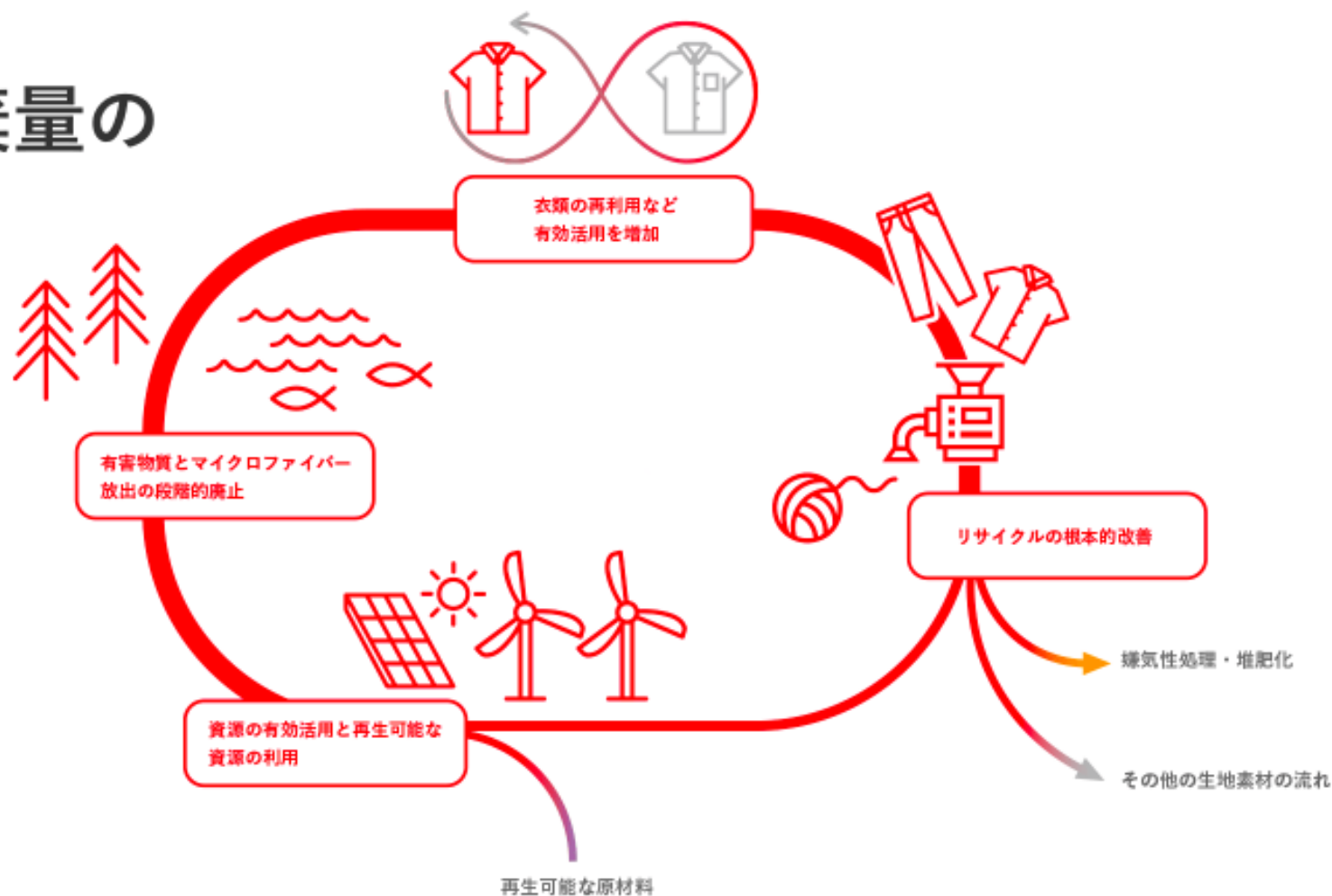
アパレル廃棄量の削減

02


生産量の最適化

03

適切な リユース・リサイクル



出典：<https://www.ellenmacarthurfoundation.org/our-work/activities/make-fashion-circular/report>



We believe that "sustainability" can only be achieved when **the hearts and minds of our customers are satisfied**, not to mention the structure of the business itself.

Twitter



天沼 聡 / エアークローゼット社長

@satoshi_amanuma

エアークローゼット代表取締役社長兼CEO | 日本初の月額制ファッションレンタルサービスairCloset | 1979年生 | 千葉→アイルランド→イギリス→千葉 | IT・戦略系コンサル→楽天→起業 | 仕事や生き方の心構えのつぶやき中心 | 2児の父 | "つながり"を大切にたくさん作りたいです。フォローやDMお願いいたします！



@satoshi_amanuma

**I share my ideas and disseminate information.
Feel free to DM me with any questions!**



幸せは、
新しい服が
連れてくる。

新感覚ファッションレンタル
www.air-closet.com

