

PAC srl

📍 Fashion Caserta, Province of Caserta, Italy

"The fashion leasing provider."



Company Summary

PAC offers subscription fashion leasing services that allow users to wear over 100 garments a year and keep only their favourite ones at a fraction of the environmental impact. The service is available via The Paac (www.thepaac.com - B2C). In addition, PAC develops and manages fashion leasing websites for brands that want to address the market opportunity and expand their customer base in a B2B2C model (e.g. PINKO with www.pinkoplay.com).

Executive Summary

Management

Alessandro Franzese - CEO - <https://www.linkedin.com/in/alessandrofranzese/>
Raffaele Solaro - CMO - <https://www.linkedin.com/in/rafaelesolaro/>
Antonio Carmine Napolitano - Creative and Buying Director - <https://www.linkedin.com/in/antonio-carmine-napolitano-18635743/>
Valerio De Sanctis - CTO - <https://www.linkedin.com/in/darkseal/>
The team has extensive experience in Italy and abroad in consulting, VC, technology, fashion and marketing.

Customer Problem

Due to the "I have nothing to wear" problem and the static nature of the wardrobe, women buy 68 fashion items per year, and the average garment is worn just 7 times. The result is that the apparel industry is the second most polluting in the world. PAC offers a service that lets women wear over 100 garments/year with a fraction of the cost and the environmental impact (about -250 000 L of water and about -250 Kg of Co2 emissions).

Product/Services

PAC offers a subscription fashion leasing service. It allows users to wear an unlimited wardrobe (sets of 4 garments every 1/2/4 weeks). A patented algorithm supported by AI suggests the items, but the selection is entirely editable by the user. The plans include credits that can be used to keep and purchase items. The service is distributed B2C (multibrand website) and B2B2C (full-service provider for fashion brands with dedicated websites).

Target Market

European Apparel market: US\$498,094m in 2022 (CAGR 2.72% - 2022/2026). European online fashion market: US\$149.34 billion in 2025 (CAGR 10% - 2021/2025). Italian online Fashion market: US\$19,432m in 2022 (CAGR 23.03% - 2022/2025). The global clothing rental industry was worth \$3.9 billion (2019) and is expected to pass \$7 billion (2025). The EU fashion

Company

URL: <https://www.thepaac.com/> - <https://www.pinkoplay.com/> - <https://www.pac-fls.com/>
Founded: September 2020
Employees: 5

Entrepreneur

Alessandro Franzese
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Round Overview

Funding Stage: series_seed
Capital Raised: €180k
Capital Seeking: €1M
Pre-Money Valuation: €5M
Run Rate: €500k
Net Burn: €15k

Team

Alessandro Franzese CEO
Raffaele Solaro CMO
Antonio Carmine Napolitano
Creative and Buying Director
Valerio De Sanctis CTO

Advisors

Daniele Pini

Investor

Alessandro Franzese
Raffaele Solaro
Antonio Carmine Napolitano
Daniele Pini
SUSTAINABLE INVESTMENTS srl
Gianmarco Savi
Giulia Morra
Andrea Nicolo'

Social

<https://www.linkedin.com/company/thepaac/>
<https://www.facebook.com/thepaac>

resale market is projected to double by 2025 (€34 billion).

Business Model

B2C - Multi-brand fashion leasing platform:- Commission on items sold- Margin from subscription fees paid by users
Garments received in consignment sales or mirroring brand availability and paid when sold or at the end of the season if only used (with the opportunity to sell them later).
B2B2C - Fashion leasing platforms for brands:- Setup fee- Maintenance fee (e.g. management of the website, logistics, marketing and cash-in)- Revenue share

Customers

B2C: women between 20 and 60 years old (the sweet spot is between 25 and 35) who purchase online and spend over 100€/month on fashion.
B2B: medium and high-end fashion brands with revenues over €200m with a strong consumer awareness that aim at expanding their customer base and tackling new consumption trends (sustainability/rental/pre-owned/personal styling)

Sales/Marketing Strategy

The service is distributed online, and we support omnichannel distribution for the B2B2C. The marketing mix strategy is intensely data-driven and deployed mainly digitally with a few offline initiatives. It includes Social Media and Networking (Blogging, Influencer, etc.), PR (Digital and paper articles, etc.), SEO/SEM (Google), ADV (performance marketing agency, online advertising, billboards, Facebook, etc.), and Content creation (video).

Competitors

Competitors specialized in parts of the service offered by PAC.- Fashion rental
Abroad: Rent The Runway (unicorn), Hurr, My Wardrobe HQ
Italy: Drexcode, DressYouCan- Pre-owned fashion
Depop (unicorn), Vestiaire Collective (unicorn), Vinted (unicorn)- Personal styling
Abroad: Stitch Fix (unicorn)
Italy: Lookiero

Competitive Advantage

PAC offers a service that cumulates the benefits of the different options currently available. The mix of personal styling, apparel rental and sales of new and used garments is unique, and credits provide an instrument to push garments sales and enhance economic sustainability.
The team is well-skilled in the crucial aspects of developing the startup and capitalizes on the first-mover advantage in B2C and B2B2C, particularly in Europe.