

STYIA

The Future of Fashion is Virtual
Pitch Deck - Oct 2025

The Future of Fashion is Virtual

StylA revolutionizes online shopping with advanced computer vision and AI rendering technology, eliminating uncertainty and transforming how people buy clothes online.



Two Problems. One Solution.

The fashion industry loses **billions annually** to two fundamental problems that frustrate customers and devastate profit margins.

01

The Confidence Gap

Customers can't visualize how clothes will look on their unique body type. they hesitate, overthink, and ultimately abandon their carts. without the ability to "try before buying," shoppers lack the confidence to complete purchases, resulting in massive lost revenue for retailers.

73%

CART ABANDONMENT DUE TO FIT UNCERTAINTY

02

The Return Crisis

When customers do buy, they often order multiple sizes or styles, knowing they'll return most items. Each return costs retailers \$15-30 in shipping, processing, and restocking. Many returned items can't be resold at full price, creating additional losses.

64%

RETURN REDUCTION WITH VIRTUAL TRY-ON

\$2.5T

GLOBAL FASHION
MARKET

\$1T

E-COMMERCE BY
2025

\$750B

ANNUAL RETURN
COSTS

30%

AVERAGE RETURN
RATE

How StylA Works

Our proprietary AI pipeline combines advanced computer vision with neural rendering to create photorealistic virtual try-ons in seconds.





SELECT STYLE PREFERENCE

CASUAL

OLD MONEY

TRENDY

SPORTY

BUSINESS

GENERATE LOOK

CLEAR



Votre look virtuel

STYLE

BUSINESS CHIC

GENRE

FEMALE

TRANCHE D'ÂGE

YOUNG ADULT

CONFIANCE

90%

VOIR LES PRODUITS



HAUT

Sandro Veste col tailleur femme boutonnée

Sandro Paris

345,00 €

ACHETER →



BAS

Maje Jupe femme courte plissée laine

Maje Fr

195,00 €

ACHETER →



CHAUSSURES

Femme Mocassins Amy Sézane

Sézane

175,00 €

ACHETER →



Your Virtual Look

STYLE	CASUAL CHIC
GENDER	FEMALE
AGE GROUP	ADULT
CONFIDENCE	85%

[VIEW PRODUCTS](#)

Complete Outfit



TOP

La Maille Sezane Green Knit Turtleneck Sweater

Ebay - Vodnik_Shop

\$112.00

SHOP NOW →



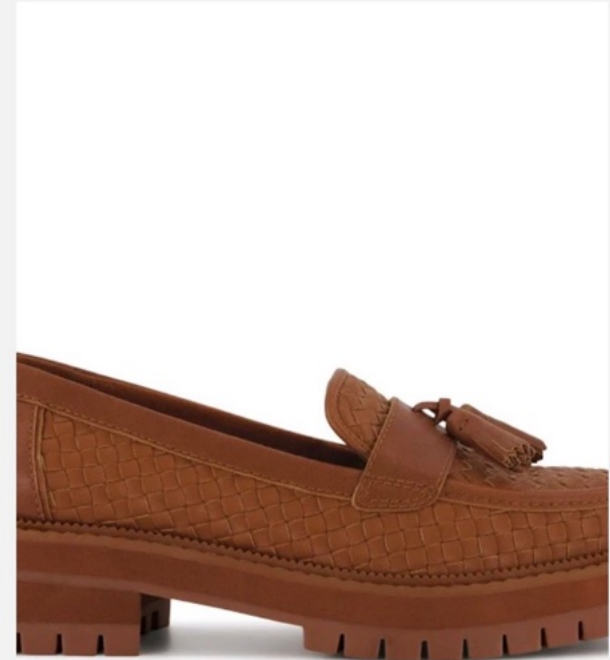
BOTTOM

Abercrombie & Fitch Women's Sloane Tailored Wide Leg Pants

Abercrombie & Fitch

\$72.00

SHOP NOW →



SHOES

TOMS Women's Cara Platform Lug Sole Tassel Loafers

Toms

\$110.00

SHOP NOW →



Your Virtual Look

STYLE	CASUAL CHIC
GENDER	FEMALE
AGE GROUP	ADULT
CONFIDENCE	85%

Complete Outfit



TOP

Sézane Knitwear Cashmere Turtleneck Sweater
The Realreal

\$147.00

SHOP NOW →



BOTTOM

Claudie Pierlot Wide-leg Pleated Women Trousers
Lyst

\$395.00

SHOP NOW →



SHOES

Isabel Marant Denvee Boots Women
Isabel Marant

\$1,150.00

SHOP NOW →



Your Virtual Look

STYLE	CASUAL CHIC
GENDER	MALE
AGE GROUP	YOUNG ADULT
CONFIDENCE	90%

VIEW PRODUCTS

SHARE YOUR LOOK

DOWNLOAD IMAGE

SHARE TO INSTAGRAM

SAVE TO PINTEREST

SHARE ON TWITTER

SHARE ON FACEBOOK

Complete Outfit



TOP
Homme H&M Pull Regular Fit en maille fine de laine
H&M
49,99 €

[SHOP NOW →](#)



BOTTOM
ASOS DESIGN Pantalon chino droit
Asos
34,99 €

[SHOP NOW →](#)



SHOES
Homme Saint Laurent Vadim Bottes En Cuir Lisse
Saint Laurent
2800,00 €

[SHOP NOW →](#)

TOTAL INVESTMENT
€2884.98



Vision Analysis

Advanced computer vision algorithms analyze body type, posture, and proportions from a single photo, creating a precise digital representation



Style Matching

Generate an accurate digital representation by matching the base style, age, location, fashion, posture, and proportions from a single photo.



Neural Rendering

State-of-the-art generative AI creates photorealistic images showing exactly how clothes drape, fit, and look on each individual body.



Proprietary AI model
for image generation



Open Ai
Vision for style analysis



15-country
localization engine



Real-time
currency conversion



500+ brand
integration APIs



Lightning Fast

Results in under 45 seconds with 95% accuracy in fit prediction. Scalable infrastructure handles millions of requests.



Global Coverage

Integration with retailers in 50+ countries, real-time inventory checking, and localized product recommendations.



Privacy First

GDPR compliant, automatic image deletion after processing, no personal data storage, enterprise-grade security.

Enterprise-Ready Technology

Built for scale, designed for seamless integration into existing e-commerce platforms.



Purpose of Partnership – Styia x Premium/Ethical Brands

01 Editorial & Curation

Curated “Style by Styia” collections featuring your products (e.g., Eco-Chic Parisienne, Slow-Fashion Workwear).

Blog posts, guides, and style recommendations highlighting your brand and sustainable materials.

02 Affiliate & Exclusive Promotions

Drive sales through Styia with commission-based affiliation.

Offer an exclusive promo code (e.g., “STYIA10”) to our audience to boost conversions and track performance.

03 Actions We’re Looking For

Access to product catalogs or affiliate links.

Collaboration on content & campaigns to promote collections.

Potential for co-branded mini capsules or live shopping events.

B2C

2025 (MVP & Early Adopters)

- Marketplace commissions: 10% per transaction (new + second-hand).
- Example: 10% of basket (Vestiaire Collective charges 10–20%).
- Premium subscriptions: €5–10 / month.
- Features: personalized AI stylists, virtual wardrobe, AR try-on.

B2B

2025 (MVP & Early Adopters)

- Retail & Brands: Promote on our website and interactive in-store screens (phygital experience).
- SaaS Licensing: Styia AI API (recommendations, auto-lookbooks).
- AI Consulting & Contracts: custom projects for fashion/e-commerce.

BUSINESS ANALYTICS

Trending / Year to Date

Total revenue and Cost Trends



Mobile Application

Action Plan

3–6 months: User growth → 5K MAU (TikTok, Instagram Ads, partnership focus).

6–12 months: Monetization → launch marketplace commissions + simple premium plan.

12 months: B2B → respond to small AI tenders, pitch Styia as AI sty

Short-Term Goal: €500K Revenues (Year 1)

streams: At current stage (1000 users/day, no revenues), Styia will focus on fast, credible revenue

01 Marketplace Commissions (B2C)

Fashion integration (simplified Sandro model).

10-15% commission per sale.

Example: 3'000 sales/month × €100 basket → €360K/year.

02 Premium Subscriptions (B2C)

€5/month for advanced AI stylist, virtual wardrobe, personalized recs, early drops.

1,000 subscribers → €60K/year.

03 AI Projects (B2B)

Small contracts/POCs with brands & e-commerce.

Example: €50K–200K per project (catalog automation, styling, drone).

3 projects → €300K/year.

04 4. Realistic Mix (Diversification)

Marketplace commissions → €360K.

Premium subs (300 users) → €18K.

3 B2B AI projects (€100K each) → €300K.

Total ≈ €678K / year

Roadmap (3 years)

Phase 1

2025 (MVP & Early Adopters)

- Build Styia core platform: AI-powered outfit creation.
- Integrate new fashion items (Zara, Prada → proof of concept).
- Launch second-hand mode (curation + styling, like Vestiaire Collective).
- Acquire 5,000 MAU (monthly active users).

Phase 2

2026 (Traction & B2B Partnerships)

- Pilot “interactive screens” in retail stores (Zara, Prada).
- Full launch of second-hand mode (partner APIs).
- Start B2B AI contracts (catalog automation, styling tools, personalized recommendations).
- Target: 50,000 MAU, first significant revenues.
- Prepare for Series A fundraising.

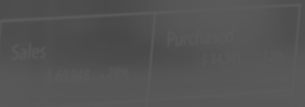
Phase 3

2027 (Scaling & International Expansion)

- Expand to Europe + US.
- Grow retail partnerships (fast fashion + luxury + resale).
- Release Styia AI API for third-party apps (B2B SaaS).
- Target: 500,000 MAU.
- ARR > €10M.

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Trending / Year to Date

Total revenue and Cost trends



Financial Projections

Metric		Year 2	Year 3	Year 4	Year 5
Revenue		\$12M	\$35M	\$85M	\$180M
Gross Profit		\$9.8M	\$29M	\$70M	\$150M
EBITDA		-\$1M	\$5M	\$20M	\$55M
Retailers		200	600	1,500	3,000
B2C Users		1M	5M	15M	35M



HUGO MORICEAU FOUNDER

10+ years in algorithmic trading & machine learning.

Built ML systems processing millions of real-time transactions

Applying AI expertise from fintech to fashion-tech

Vision: Democratize fashion with localized AI-powered virtual try-on

"From predicting markets to personalizing fashion – using AI to connect people with style that fits their body, budget, and culture."

CONTACT

www.linkedin.com/in/hugomoriceau

+33 6 71 82 21 45 | +41 77 280 38 32

contact@styia.com

STYIA

THANK YOU.