



Solution

MODIE

BRAND PARTNERSHIP KIT

Digital

PEER-LED

SHOPPABLE

ENCYCLOPEDIA

Contents

Who—we—are 03

Our—offering 08

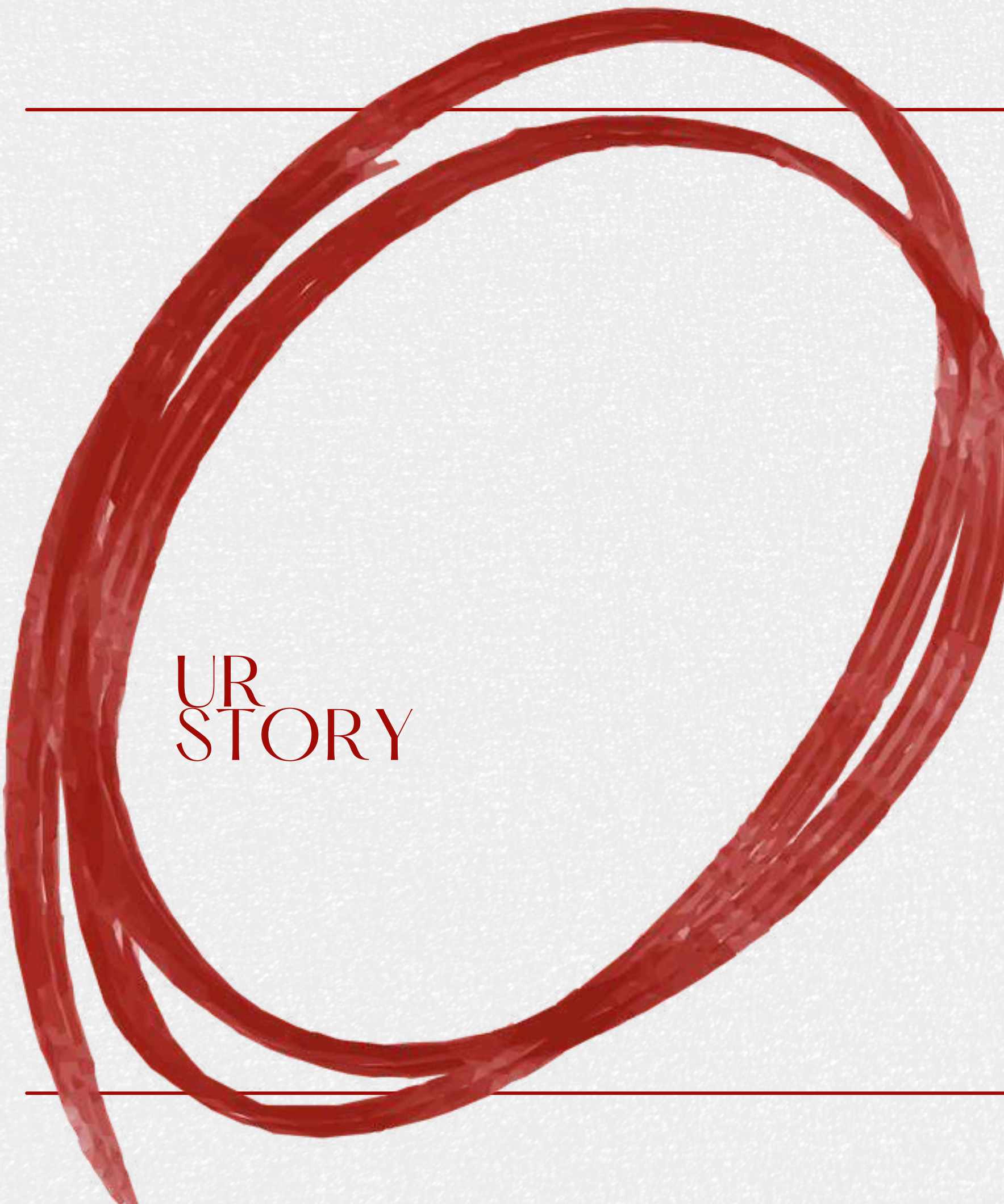
Exclusive—early—bird—benefits 12

Partnership—conditions 14

Next—steps 24



Who _____
_____ **we are**



OUR STORY

It all began with a versatile blazer and the dream of launching our own fashion label. But we quickly realised that the real challenge for emerging brands isn't creating great products — it's getting noticed online and converting attention into paying customers.

That's when MODIE was born: a community-led, rewards-driven platform that turns customers into storytellers — and sales drivers — for emerging brands.

With love,

Eleonora & Mariana



MODIE

OUR PURPOSE



To help emerging fashion brands get noticed by letting real customers share their product experiences, making shopping more human, transparent, and rewarding.

To become the world's most **trusted** destination where **authentic fashion discovery** is **powered by real people**, not ads — reshaping how emerging brands grow and how shoppers connect with them.



OUR VISION

OUR DIFFERENTIATION

MODIE is **transforming e-commerce** by turning **real customers into trusted storytellers**. Through verified **reviews** and a unique **reward system**, MODIE drives **loyalty**, repeat purchases, and **authentic content** that brands can use **to grow**.

This community-led, reward-powered model fuels **measurable sales**, **lowers acquisition costs**, and **boosts shopper confidence** — making MODIE the most effective and transparent growth channel for **purpose-driven fashion brands**.





ELEONORA PARISELLI 

Co-founder - Creative & Product Lead

5 years of experience at an independent fashion brand, responsible for bespoke fashion design, material selection, client relations and marketing

Top 10 finalist at 2019 Golden Shears, the Oscars of Tailoring



MARIANA CALÓ 

Co-founder - Strategy & Growth Lead

5 years of experience in digital strategy and transformation, including data commercialisation and martech in retail, fashion, and consumer goods

Part of the team who launched UK wide Spring venture in the water sector



LORENZO GROSSI 

Software Developer

Expert in scalable architecture and software development, creating platforms for tech businesses

Advisors



MARCEL GOEHRE 

Vice President at EQT Growth

Investing in tech companies within consumer marketplaces, e-commerce, and marketing enablement for retail and fashion



JONAS PÜRCKHAUER 

Associate at General Atlantic

Investing in fashion, beauty, and food & beverage brands at growth stage



Our

offering



OUR OFFERING

Discover new emerging brands

Explore unique fashion and jewellery labels through inspiring product guides and real-life photos/videos from other shoppers.

Smart Shopping

Get the full picture before you buy with detailed product pages, brand stories, and verified reviews to help you choose what's right for you.

Share & earn rewards

After buying, leave a review (photos, videos or written review) to earn rewards for future purchases — making it fun and worthwhile to share your experience.

Book a demo to see the beta version of our shopper app in action!

FOR
CONSUMERS



WHAT MAKES US UNIQUE



How we create our magic



1

Users **explore** a range of information in the format of product guides and user-generated reviews to support them in their buying decisions

2

Users can **shop** a large selection of sustainable fashion and jewellery products through a personalised shopping experience, enabled by a style and personality quiz completed at sign-up

4

Users **get rewarded** through points they can redeem on future purchases at MODIE

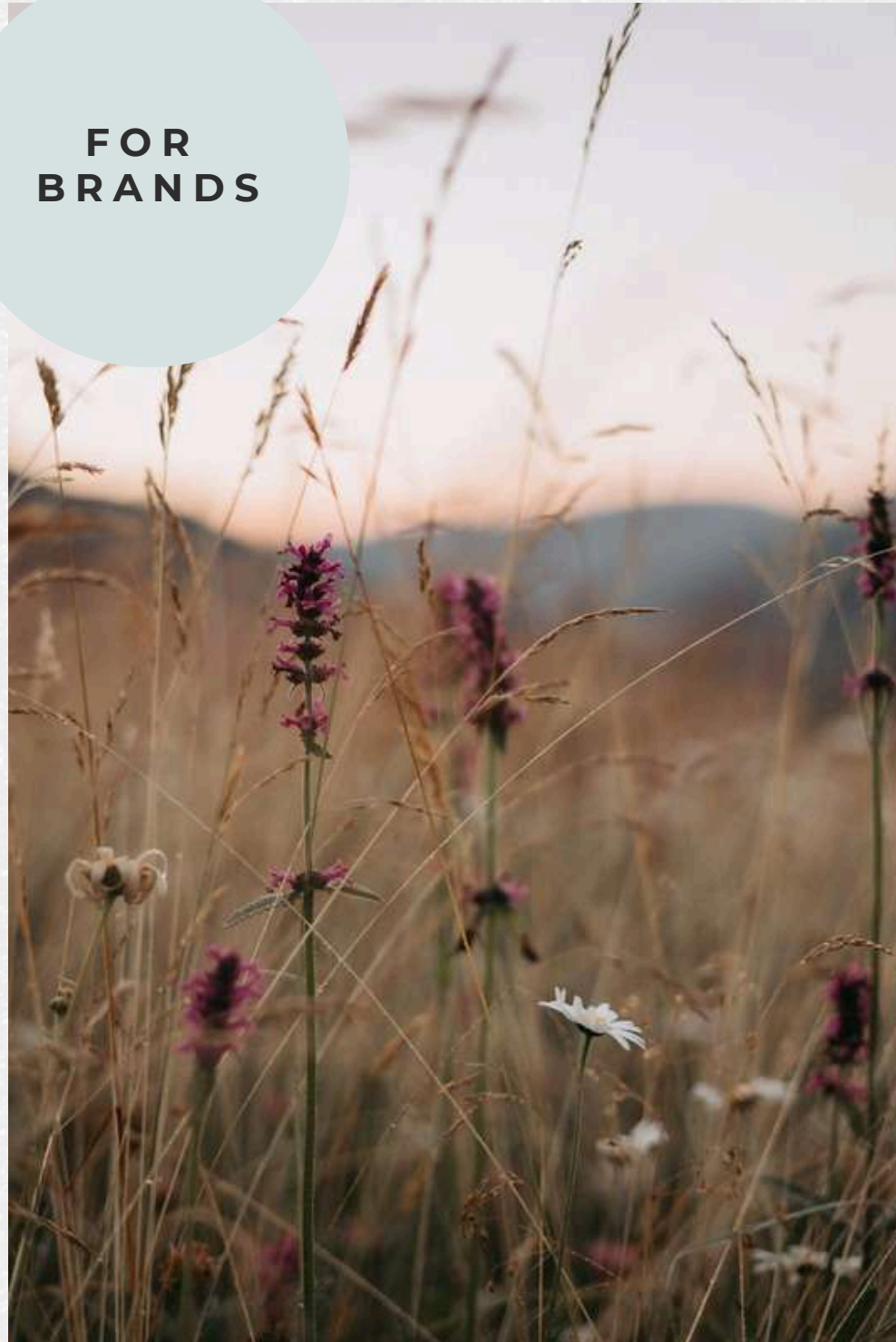
3

Users can **create** written reviews, images or videos on their purchases, enriching the information available to the community

IMAGES AND VIDEOS AVAILABLE FOR LICENSE, TO USE FOR MARKETING CAMPAIGNS

MODIE

FOR
BRANDS



OUR OFFERING

Free platform

to advertise and sell products

Access to visual user– generated content

License photos and videos directly from real customers for your marketing campaigns — no licence fees, just rewards that shoppers can redeem with the brand specifically, driving repeat sales

Real–time user insights

Understand your audience with genuine shopper feedback — see what’s working, what’s not, and improve your products and marketing

Watch [this video](#) to discover how the platform works for brands.

Exclusive —————
————— early—bird
benefits —————



Join us now to unlock *early*—bird benefits

Enhanced—visibility

Gain the opportunity to be showcased on our social channels, for greater brand awareness and recognition

Collaborative—product—development

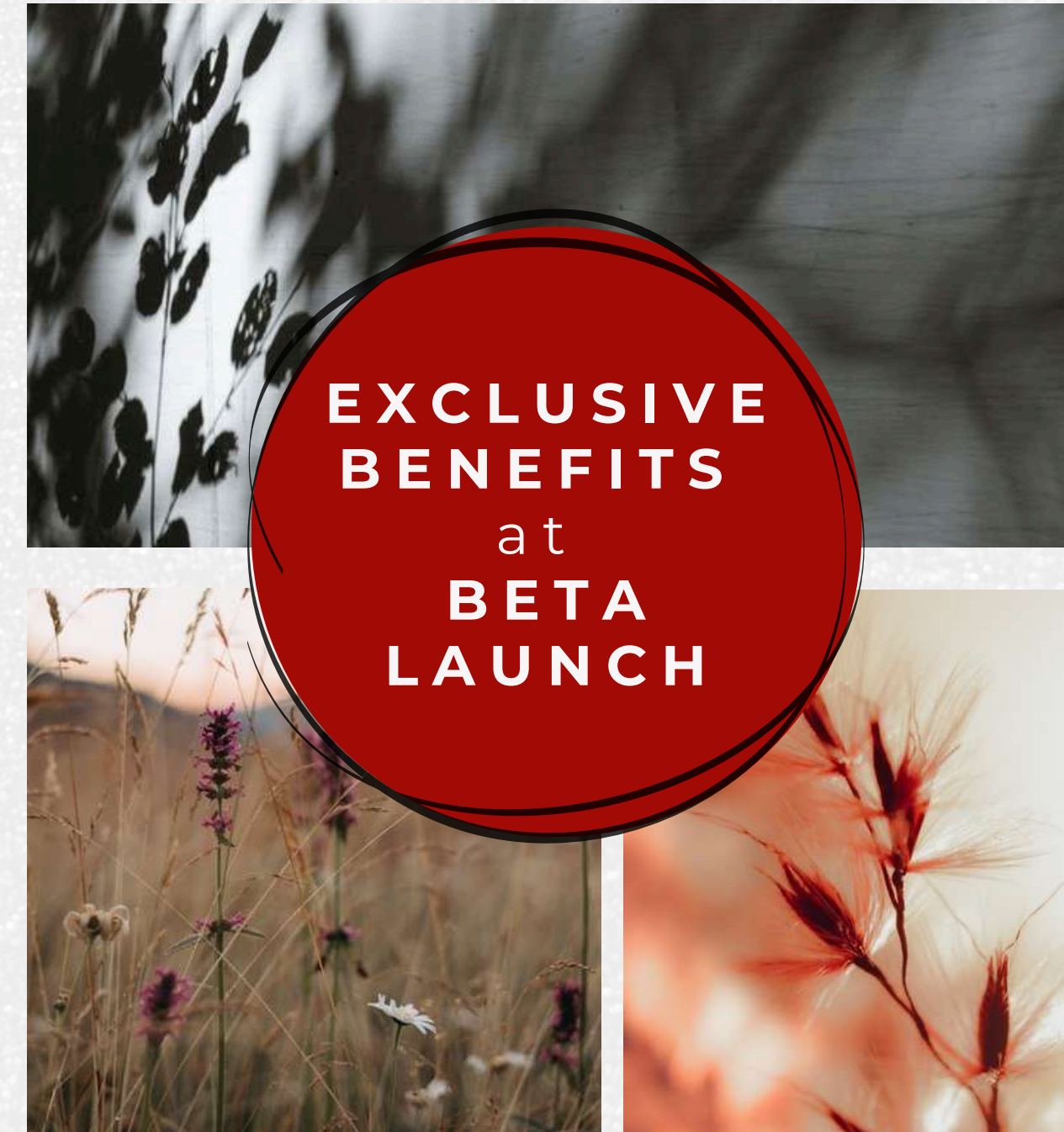
Get involved in the product's development phase, influencing future MODIE product iterations and tailoring features to your unique needs

Valuable—market—feedback

Benefit from exposure to potential customers, serving as input to inform your future marketing and product strategies

No—commission

Retain 100% of the earnings, without any 20% commission deduction



Conditions for —
— a successful
partnership —



**Points
&
Rewards**



**Order
Processing
&
Shipping**



**Returns
&
Exchanges**



Points & Rewards

1

Redemption limit

Points can be redeemed on future purchases within a 6 month period (in MVP phase) and up to 50% of the total basket value

2

Types of points

There are generic points (when leaving reviews) and brand-specific points (when brands license images or videos)

3

Generic points

Generic points are paid for 50-50 between MODIE and the brand(s)

4

Brand-specific points

Brand-specific points are paid for by the brand if they decide to license the customer content for marketing. These points once released to the user can only be redeemed with that brand only

5

Flexible—redemption

Users can decide to redeem either general points or brand-specific points in each purchase

6

Multi—brand—basket

The monetary discount offered through points redemption is applied pro-rata (i.e. proportional to the pre-discounted value of the items)





Points Redemption for Reviews (Generic Points)

Category	Points	Cost	Consumer Effort	Value to Brands
Upload images (total 5)	10	£5	Low to Moderate: Uploading images	Visual content enhances reviews but is less personal
Upload videos or combo of videos and images (total 5)	20	£10	High: Creating and editing videos or both	Videos offer richer context and engagement
Leave a written review	30	£15	High: Answering questions	Written reviews add valuable insights for potential consumers
Leave a written review + Upload images (total 5)	40	£20	High: Answering questions and uploading images	Combines detailed review with visual impact
Leave a written review + Upload combo of images + videos (total 5)	60	£30	Very High: Answering questions, uploading both images and videos	Most comprehensive and valuable content

CONSIDERATIONS

Generic points are awarded to consumers on the MODIE app when they leave a review after purchasing products from partner brands.

Points can be redeemed on future purchases across the MODIE app, offering flexibility to use them on any brand on the app.





Points Redemption for Visual Content License (Brand-specific Points)

Category	Points	Cost	Brand Effort	Value to Brands
Image purchase (total 5)	100	£50	Low to Moderate: Selecting and downloading images. Minimal editing required	Versatile for various marketing channels
Combo of image and/or video purchase (total 5)	200	£100	Moderate: Reviewing, selecting, and possibly editing both images and videos	Richer, engaging content for diverse marketing needs

CONSIDERATIONS

Brand-specific points are awarded to consumers on the MODIE app when brands choose to license images or videos created by the consumer as part of their review. These points, redeemable exclusively with that brand, are given when brands license and use the content for their own promotional purposes across their marketing channels.

Brands can edit this consumer-generated content (CGC) as needed, but minimal editing is recommended to maintain authenticity and keep costs low. CGC offers a more engaging and cost-effective alternative to polished influencer ads.



1 Processing

Orders are processed by the brand and shipped within 24-96 hours after payment confirmation. It includes weekdays, excluding weekends and bank holidays

Order Processing & Shipping

2 Shipping costs and timings

Shipping costs and delivery times vary by location, and whether the item is ready to ship, made to order, or made to measure. Any customs import charges shall be payable by the recipient

3 Free shipping

Applies within the brand's home country; international shipping costs are on customers. Domestic shipping costs are shared equally between MODIE and the brand



1

Returns

Customers can make returns within 15 days of receiving their product. If accepted by the brand, they are issued with a refund. Points redeemed are not refundable. Brand are responsible for processing the return. MODIE is accountable for returning the commission to brands

2

Defective products

In the event of defects, the brand replaces the item at no additional cost to the customer. The costs for returning defective items, including any applicable custom duties and taxes, are borne by the brand.

3

Custom—orders

Returns for made-to-order / made-to-measure items may be accepted at the brand's discretion within 15 days from receiving the order. If accepted, the return process is the same as what has been described in Section 1

4

Returns—on—final—sale

Returns are not allowed for final sale items

5

Return costs

Free returns are offered within the brand's home country. These are borne 50-50 between MODIE and the brand. For international returns, consumers handle taxes and customs. For faulty items, the return is paid by the brand



The investment required for our partnership

01

Consumer

makes an order on the Modie app and redeems points earned on future purchases

02

MODIE

forwards order to the brand

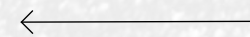
20% TRANSACTION FEE

03

Brand

ships order to the consumer

FUTURE ACCESS TO INSIGHTS FROM SALES DATA, CONSUMER DATA, AND DIGITAL DATA



Consumer - i.e. user-generated content creator - earns points from leaving reviews on the Modie app and/or after brands download their visual content

Key considerations for 20% commission charge



NO ADDITIONAL CHARGES FOR ACCESSING THE PLATFORM AND BEING FEATURED ON MODIE'S PROMOTIONAL CAMPAIGNS

01

COST-EFFECTIVE ACCESS TO GENUINE CONSUMER-GENERATED CONTENT, COMBINED WITH A REWARDS SYSTEM THAT ENCOURAGES REPEAT PURCHASES AND STRENGTHENS BRAND LOYALTY

02

SHARED SHIPPING AND RETURN EXPENSES (APPLICABLE TO DOMESTIC ORDERS) AND SHARED GENERIC REWARDS POINTS COSTS

03

Partner Selection Assessment Framework			
SOCIAL IMPACT		ENVIRONMENTAL IMPACT	
Ethical Labour Practices	People Management	Production Practices	Materials Sourcing
Community Involvement	Diversity, Equality & Inclusion	Product Packaging	Supply Chain Transparency
Health, Safety & Wellbeing			
Certifications / Accreditations / Awards			
Partners & Suppliers			
BRAND & PRODUCT STRENGTH			
Product Excellence	Compelling Brand Story and Vision	Alignment with community-building strategy	

Getting one step closer

to our partnership

To begin the process, we would request to complete a questionnaire and share relevant supporting documentation.

Next

steps



THANK YOU

FOLLOW FOR UPDATES



***SET UP A MEETING TO ARRANGE
A DEMO AND/OR DISCUSS ANY
QUESTIONS*** YOU MAY HAVE
ABOUT THIS EXCITING
PARTNERSHIP OPPORTUNITY

Please email hello@modie.co

MODIE