

# PANGAIA

**Prepared for:**

Competitive Strategies

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# THE DYNAMIC GLOBAL TRADE AND SUPPLY CHAIN SEASCAPE IN ADDITION TO VOLATILE MARKETS COUPLED WITH FLUCTUATING CONSUMER PRICE SENSITIVITY WILL DETERMINE THE TRAJECTORY OF THE FASHION INDUSTRY

## SOCIAL



### **Rise of Conscious Consumerism**

Consumers, especially Millennials and Gen Z, increasingly prefer eco-friendly products that align with their values

### **Local Production and Carbon Footprint Reduction**

Growing interest in locally produced goods to minimize the environmental impact of imports.

### **Sustainable and Practical Fashion**

Consumers prioritize long-lasting, practical fashion over fast trends, balancing comfort and sustainability.

### **Social Media Activism**

Awareness campaigns highlight the negative consequences of fast fashion, driving consumer shifts toward sustainable alternatives

## TECHNOLOGICAL



### **Innovations in Materials**

Growth in bio-fabricated textiles, recycled fabrics, plant-based fibers, and bacterial dyeing techniques

### **Textile Recycling Advancements**

New technologies reduce waste and improve circular fashion models

### **Blockchain Tech for Transparency**

Adoption of blockchain enforces full transparency in tracking product origins and lifecycle

### **Virtual Fashion and AI Integration**

Digital try-on experiences reduce sample waste, while AI enhances manufacturing and logistics efficiency

### **Renewable Energy in Production**

Increased integration of sustainable energy sources in manufacturing processes

## ECONOMICAL



### **Premium for Sustainability**

Consumers are willing to pay more for eco-friendly products across industries

### **Economic Downturn and Price Sensitivity**

Recessions heighten consumer focus on maximizing value for money.

### **Supply Chain Cost and Ethics**

Rising costs linked to supply chain volatility and the impact of ethical labor sourcing

### **Second-Hand and Resale Growth**

Thrifting and clothing resale platforms gain popularity as sustainable fashion alternatives

### **ESG & Sustainability Reporting**

Environmental, Social, and Governance (ESG) policies become critical to business valuation and consumer trust

## ENVIRONMENTAL



### **Rise of Clothing Rental Services**

Rental models gain traction as part of sustainability efforts

### **Fast Fashion's Environmental Impact**

Increased support for slow fashion due to pollution and waste concerns. Fast fashion contributes to about 10% of pollution worldwide

### **Waste Reduction Initiatives**

Innovations in recycling, upcycling, AI-driven logistics, and renewable energy usage in production

### **Microplastic Pollution**

Growing pressure for sustainable solutions to address microplastic contamination from textiles

## POLITICAL



### **Global Trade Tariffs and Local Production Incentives**

Trade policies encourage domestic production to circumvent import tariffs

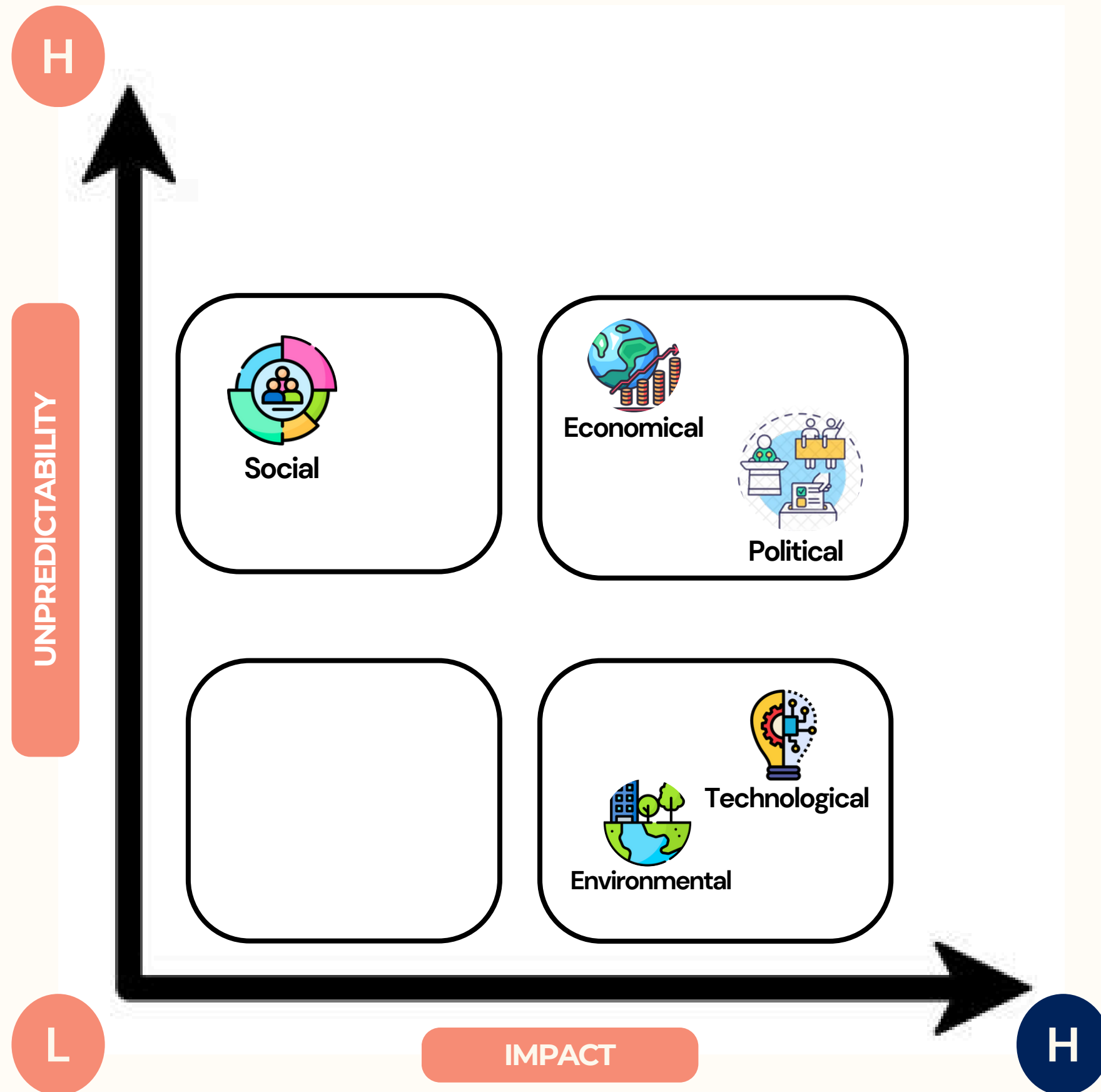
### **Tax Incentives for Sustainability**

Government policies support environmentally friendly innovations in fashion, providing tax breaks and subsidies for sustainable innovation

### **New Labor Laws and Anti-Slavery Regulation**

Stricter global policies targeting ethical labor practices and supply chain accountability will either drastically reduce supply or increase costs of fashion items

# THERE IS A DEMONSTRATED NEED TO ADAPT A PROACTIVE APPROACH TO THE EVER-SHIFTING SEASCAPE OF GLOBAL TRADE POLICY AND CONSUMER PREFERENCES SURROUNDING PRICE AND COMPANY ETHICS



## Global Trade Tariffs (Political)

### Low/No Tariffs & Free Trade

Countries reduce or eliminate trade barriers, allowing for seamless global supply chains. This keeps production costs low and encourages international collaboration in sustainable materials and manufacturing.

### High Tariffs & Protectionism

Governments impose heavy tariffs on imports to promote domestic manufacturing, making international sourcing expensive and less viable. This could lead to supply chain disruptions and increased costs for brands relying on global production.

## Consumer Price Sensitivity (Economic)

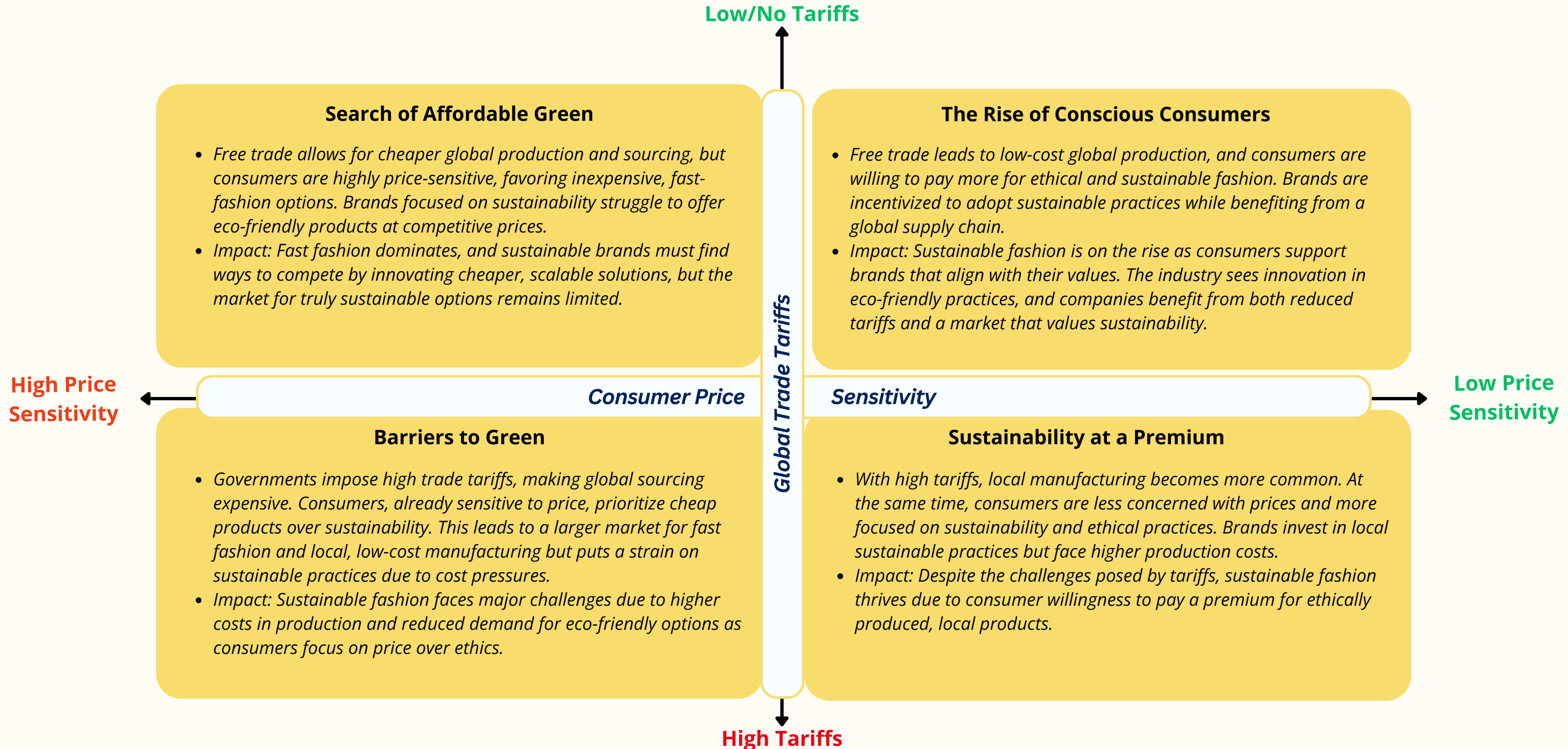
### Low Price Sensitivity

Consumers are willing to pay a premium for ethical and sustainable fashion, allowing brands to focus on quality, longevity, and eco-friendly practices without cost being the primary constraint.

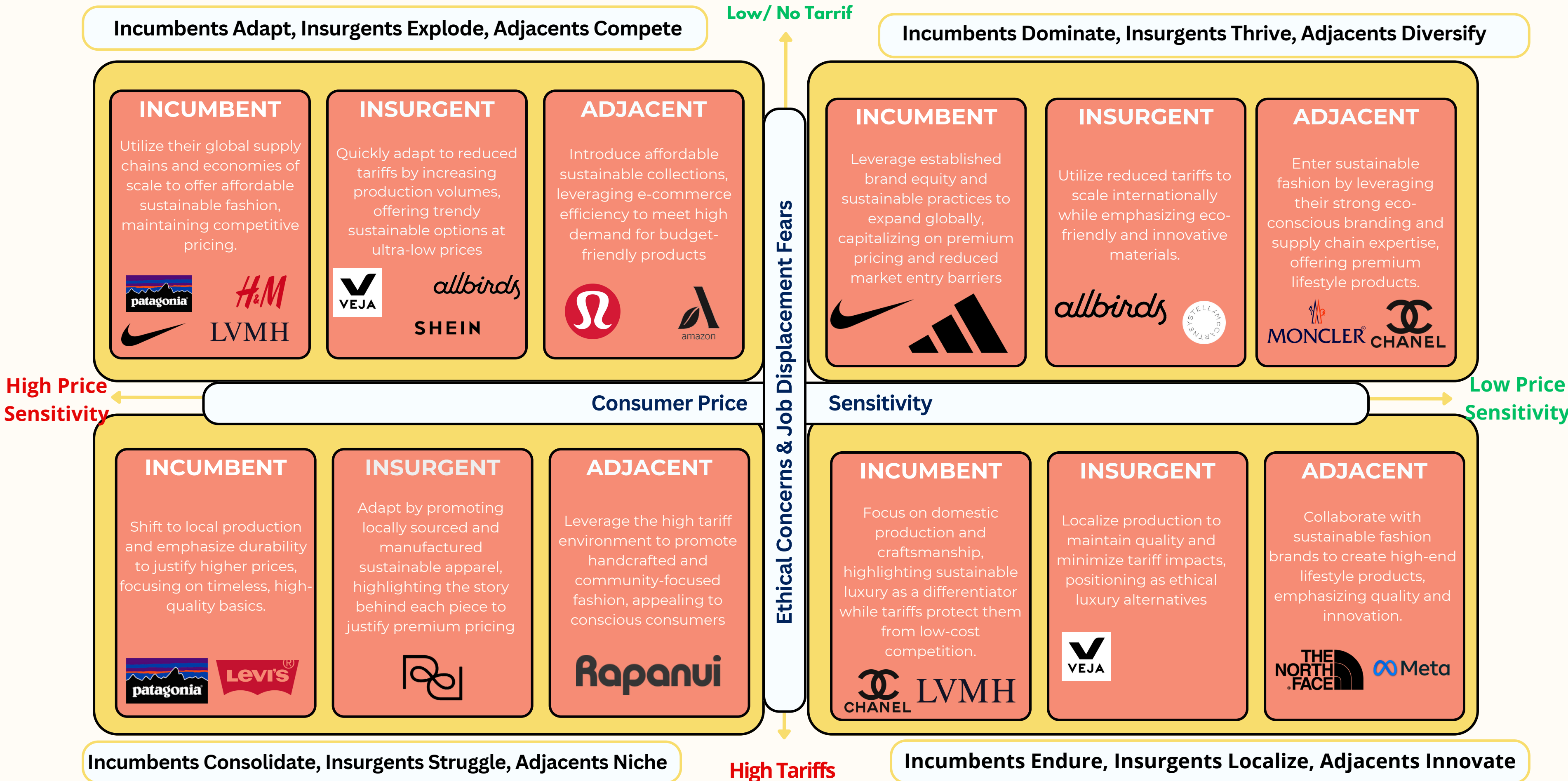
### High Price Sensitivity

Consumers become extremely budget-conscious, prioritizing affordability over sustainability. This would drive demand for ultra-cheap fast fashion, making it difficult for sustainable brands to compete unless they find ways to lower costs.

# IMPLEMENTATION OF **INTERNATIONAL TRADE TARIFFS** AND **CONSUMER PRICE SENSITIVITY** SURROUNDING FASHION PRODUCTS WILL DETERMINE WHETHER **PANGAIA LEADS THE SUSTAINABILITY PUSH** OR **DROWNS IN AN OCEAN OF CHEAP FAST FASHION**



# PRICING STRATEGY, REGULATORY IMPACT OF TARIFFS, AND ETHICAL POSITIONING REGARDING SUSTAINABILITY WILL EMERGE AS KEY FACTORS FOR THE COMPETITIVE FASHION SEASCAPE.



PANGAIA WOULD BE BEST SERVED PURSUING OPPORTUNITIES IN **AFFORDABLE, DURABLE CLOTHING AND LICENSING USE OF THEIR MATERIALS** WHILE CAREFULLY MONITORING THREATS SUCH AS **COMPETITION FROM FAST FASHION AND TARIFFS AFFECTING THE GLOBAL SUPPLY CHAIN**



**DRIVERS**

- Growing preference for **eco-friendly and ethically sourced** fashion, especially among Gen Z and Millennials.
- **Technological Innovation in Materials** through Bio-fabrication, plant-based fibers, and recycling technologies improving sustainability in fashion.
- **Regulations** on ethical sourcing, and international trade tariffs influencing supply chain decisions.
- Need to **differentiate** from cost-effective **fast fashion** giants like Shein, H&M, and Zara.



**OPPORTUNITIES**

- **Affordable, Durable Demand:** Consumers seek budget-friendly sustainable fashion, creating opportunities for cost-effective, eco-conscious product lines
- **Growth in Circular Fashion:** The rising popularity of rental, resale, and second-hand markets presents avenues for extending product lifetime and reducing waste
- **Sustainable, Desirable Technologies:** Pangaia has developed innovative materials that are highly desirable by large corporations. Athletic brands are beginning to incorporate sustainable materials into their product line.



**THREATS**

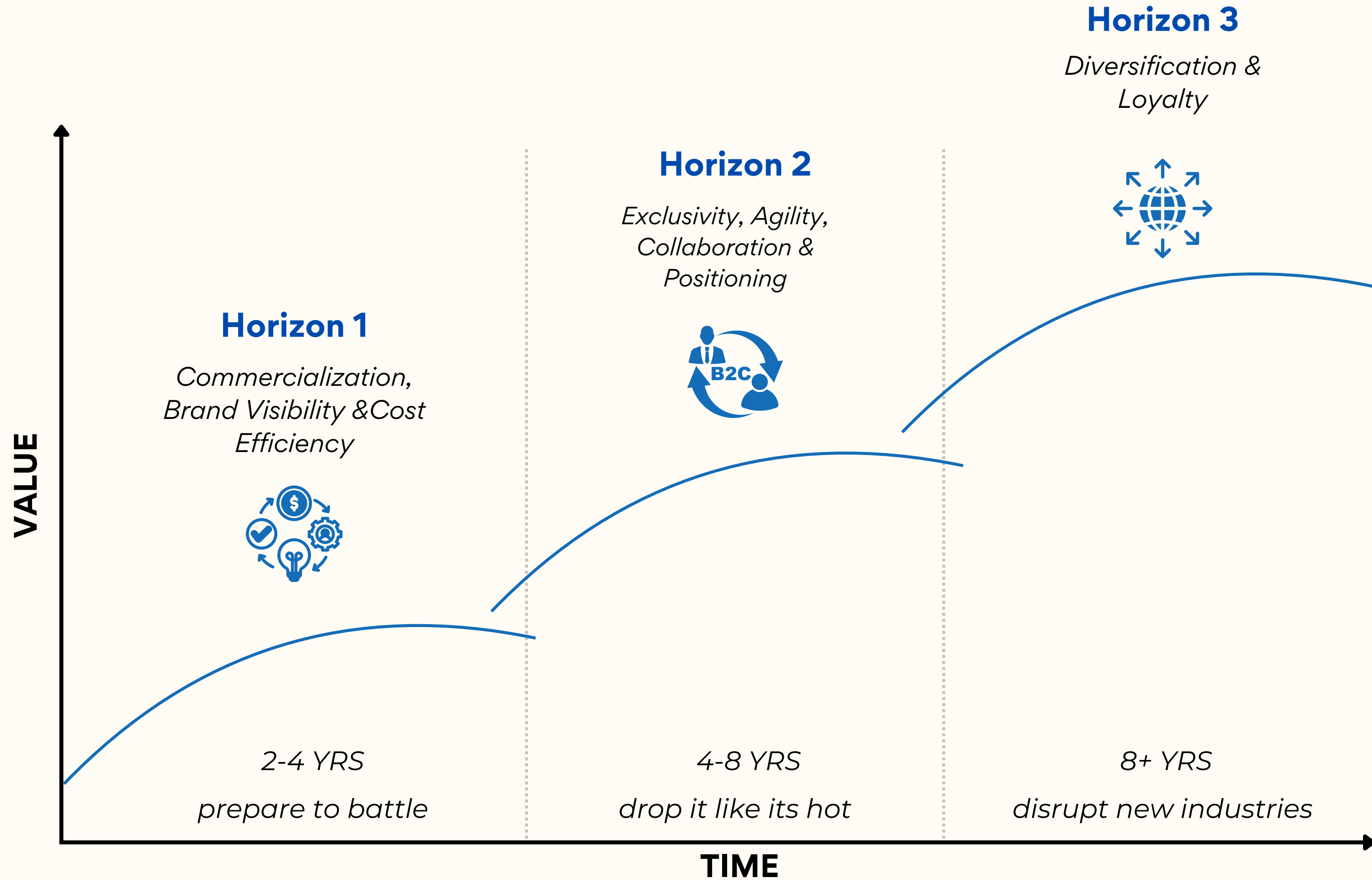
- **Price Sensitivity:** Sustainable materials are expensive; consumers may prefer cheaper alternatives despite eco-conscious values.
- **Tariff:** Shifts in global trade policies could disrupt material sourcing and increase costs.
- **Fast Fashion's Competition:** Shein, H&M, and Uniqlo continue to dominate due to ultra-low pricing and rapid production cycles.
- **Slow Tech Adoption in Sustainable Fashion:** Investment in AI, blockchain, and smart textiles may take longer to yield high returns.



**STRATEGY**

- **Expand B2B Licensing & Strategic Partnerships:** License proprietary sustainable materials to major brands and collaborate with streetwear & luxury brands for exclusive collections.
- **Localize & Secure Sustainable Supply Chains:** Shift manufacturing to tariff-friendly regions (Vietnam, India, Latin America), invest in sustainable materials farms, and vertically integrate sourcing to reduce dependency on third-party suppliers.
- **Invest & Expand to other sustainability Industries:** Invest in research for packaging and other industries

BY CALLING OUT FAST FASHION ON THEIR ENVIRONMENTAL IMPACT, LICENSING USE AND PRODUCTION OF SUSTAINABLE TECHNOLOGIES, THEN EXPANDING INTO DIFFERENT SUSTAINABLE MATERIAL MARKETS, PANGAIA IS POSITIONED TO TRANSITION FROM MARKET DISRUPTOR TO A LONG-TERM BIG PLAYER IN THE FASHION MARKET



# PHASE 1 (2025-2026): PREPARE FOR BATTLE

## BOLD ANTI-FAST FASHION CAMPAIGN

- Launch a viral campaign with sustainability advocates and Gen Z influencers (e.g., **Venetia La Manna, Mikaela Loach**) exposing fast fashion's environmental impact.
- Partner with ethical fashion platforms like **Good On You, Sustainable Apparel Coalition, and Fashion Revolution** to co-create transparency reports and push for higher industry standards.
- Introduce a “**Fast Fashion Detox**” challenge, encouraging customers to swap fast fashion for Pangaia's sustainable essentials with buyback or resale incentives.
- Set up pop-up installations showcasing textile waste from fast fashion vs. Pangaia's closed-loop production to educate consumers

## SHIFT SOURCING FROM CHINA TO MORE TARIFF-FRIENDLY REGIONS (VIETNAM, INDIA)

- Collaborate with **Arvind Ltd. (India) and Thanh Cong Textile (Vietnam)** to source organic and regenerative cotton at competitive rates.
- Work with **Biocraft Innovation (India) and MycoWorks (US-Vietnam collaboration)** to co-develop bio-fabricated and mushroom-based leather alternatives.
- Establish transparency agreements with **Fair Wear Foundation and Better Cotton** Initiative to enhance ESG compliance in new sourcing regions.
- Set up micro-factories in these regions to improve agility in production while reducing shipping emissions.

## EXPAND THE B2B BUSINESS

- License Pangaia's **FLWRDWN™, C-FIBER™, and bio-based dyes to Nike, Adidas, and Lululemon** for their sustainability-focused product lines.
- Partner with **LVMH, Kering, and Richemont** to provide biodegradable alternative textiles for high-fashion applications.
- Offer **H&M, Zara, and Uniqlo access to Pangaia's carbon-neutral supply chain** expertise under strict sustainability clauses.
- License Pangaia's blockchain-enabled material traceability system to brands like VF Corporation (The North Face, Timberland), Levi's, and Patagonia to enhance sustainability reporting.
- Co-develop futuristic fabrics with Bolt Threads, Modern Meadow, and Beyond Surface Technologies to drive industry-wide sustainability advancements.

# PHASE 2 (2026-2028): DROP IT LIKE IT'S HOT

## MEMBERS-ONLY LAUNCHES

- 3-tier membership model— **Core (Free), Earth Advocates (Paid), and Innovation Circle (Invite-Only)**—offering different perks like early access, customization, and private sustainability workshops.
- Reward eco-conscious behavior (e.g., recycling old Pangaia items, spreading sustainability awareness) with points-based access to new collections.
- Partner with **Polygon or Solana** to create blockchain-based digital memberships that offer proof of ownership, resale benefits, and access to virtual Pangaia experiences.
- Release members-only products featuring experimental materials (bio-fabricated, carbon-negative textiles) to test and scale next-gen sustainability innovations before mass production.
- Offer sustainability masterclasses and exclusive factory visits to deepen the emotional connection between members and Pangaia's mission.

## INVEST IN LOCALLY PRODUCING SUSTAINABLE MATERIALS - SHIFT SOURCING TO THE US

- Collaborate with **US-based MycoWorks (mushroom leather), Bolt Threads (bioengineered silk), and Modern Meadow (bio-fabricated materials) to produce innovative, homegrown textiles.**
- Set up small-scale local production hubs in states like **North Carolina (textile hub), California (biotech), and Texas (cotton farming) to reduce overseas dependency.**
- Tap into US tax credits, grants, and subsidies for sustainable manufacturing (such as the Inflation Reduction Act's clean energy incentives).
- Launch a premium USA-Made Capsule Collection targeting eco-conscious high-spending consumers and positioning Pangaia as an ethical leader in the American market.

## COLLABORATE WITH OTHER BRANDS FOR LIMITED-TIME DROPS

- Partner with **Fear of God, Off-White, and Noah NYC** to release eco-luxury limited-edition streetwear using Pangaia's proprietary bio-based textiles.
- Team up with **Apple, Google, and Meta** to create wearable tech-infused sustainable apparel (e.g., self-cooling fabrics, embedded fitness tracking, or augmented reality features).
- Collaborate with **Gucci, Prada, and Stella McCartney** on high-fashion drops incorporating Pangaia's C-FIBER™ and plant-based dyes, offering these brands an entry into regenerative fashion.
- Work with **TheRealReal, Vestiaire Collective, and ThredUp** to integrate limited-edition Pangaia pieces into second-hand resale ecosystems, reinforcing sustainability through circularity.

# PHASE 3 (2028-2030): DISRUPT NEW INDUSTRIES

## EXPANDING INTO OTHER SKUS: BEYOND ATHLEISURE

Expand into:

*Sustainable workwear – office-appropriate yet eco-friendly (e.g., plant-based performance blazers).*

*Bags & accessories – biodegradable travel bags, wallets, tech sleeves (partner with Apple for sustainable tech gear cases).*

*Sleepwear & home goods – eucalyptus silk sheets, plant-based memory foam pillows.*

Retail Strategy:

*Exclusive DTC launches, followed by curated partnerships with Nordstrom, SSENSE, and Selfridges.*

*Pop-up concept stores that blend retail with sustainability education.*

## METaverse FASHION: DIGITAL CLOTHING & NFTS

Launch Pangaia's Digital Clothing Line for:

**Blockchain Partnerships:**

- Collaborate with RTFKT (Nike) or Adidas ALTS to integrate Pangaia fabrics into their digital ecosystems.
- Partner with Meta or Unreal Engine for hyper-realistic digital fashion experiences.
- Business Model:
  - Direct sales of NFTs & skins (leveraging Pangaia's design aesthetic in digital collectibles).
  - Subscription-based virtual fashion memberships, offering unique digital outfits quarterly.

## EXPANDING SUSTAINABLE MATERIAL RESEARCH INTO OTHER INDUSTRIES

**1. Develop sustainable alternatives for industries like:**

- Food & Beverage Packaging – algae-based compostable wrappers for snack brands.
- Cosmetics & Skincare – biodegradable bottles for brands like Sephora, Lush, and Glossier.
- Consumer Electronics – plant-based insulation materials for Apple, Sony, and Samsung.

**2. B2B Licensing Model:**

- License materials to companies struggling with ESG mandates.
- Form exclusive partnerships with retailers for sustainable packaging adoption.

- Metaverse wearables (for platforms like Decentraland, Roblox, and Zepeto).
- NFT-backed limited-edition drops – buyers get both a virtual outfit & real-world version.
- Gamified sustainability experiences – where users earn Pangaia NFTs for eco-friendly actions.

# EXECUTIVE SUMMARY

- **THE DYNAMIC GLOBAL TRADE AND SUPPLY CHAIN SEASCAPE** IN ADDITION TO **VOLATILE MARKETS COUPLED WITH FLUCTUATING CONSUMER PRICE SENSITIVITY** WILL DETERMINE THE TRAJECTORY OF THE FASHION INDUSTRY
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# Thank you



**OPEN FOR  
Q&A**