

GLOVE



FIT WITHOUT FAIL.

**INTRODUCING A NEW DIGITAL
RETAIL EXPERIENCE. CREATE AND
CUSTOMIZE THE PERFECT PAIR OF
JEANS. GUARANTEED.**

Our Story:

A good pair of jeans is hard to come across. Women's denim sizing in America caters toward an idealized body type and ratio that the majority of women do not fit into. Additionally, sizing charts are not standard across all retailer sights, meaning you could be a 24 at one store, and a 26 at another. As a result, the return rate for jeans is absurdly high. In fact, it is estimated that the return rate for online retail products is 30%. The case of receiving and subsequently returning a pair of jeans that don't fit impacts not only your wallet but also the environment, as the environmental effect of shipping contributes to both water and air pollution. Finding a pair of jeans that fit can be a frustrating process. For some, not being able to find a form-fitting pair of jeans can intensify the pressures of toxic body and beauty standards or trigger feelings of insecurity. At Glove, we believe that everybody deserves a pair of jeans that fit them comfortably and stylishly, no matter their body type. Shopping for jeans should be a purely exciting and enjoyable experience.

Our app's body scanning capabilities will ensure that you will receive a pair of pants you feel secure and confident in. Our customizable features grant the user the ability to design or "edit" the pair of jeans they hope to receive, putting the user in the shoes of a fashion designer. With Glove, you are able to flourish through fashion. You will not only look good but feel good, too.

SAY GOODBYE TO...

- EXPENSIVE TAILORS!
- DISCOMFORT!
- TRYING TO FIT INTO AN OLD PAIR OF JEANS!
- TIME-SUCKING DIY DENIM SHRINKING OR STRETCHING ATTEMPTS!



WHO IS IT FOR?

GLOVE IS FOR EVERY BODY. ANYONE WHO VALUES FASHION AS A FORM OF EXPRESSION AND SUSTAINABILITY WILL BE PARTICULARLY EXCITED ABOUT OUR PROCESS AND ETHOS.

SAY HELLO TO...

- THE NEXT STAPLE OF YOUR WARDROBE!
- CONFIDENCE & COMFORT!
- STYLE!

HOW IS IT USED?

GLOVE GUIDES YOU THROUGH THE STEPS OF SIZING, DESIGNING, AND ORDERING JEANS. THE USER IS INVOLVED IN EVERY STAGE OF THE QUICK, EASY, AND STRESS-FREE PROCESS.

How it works:

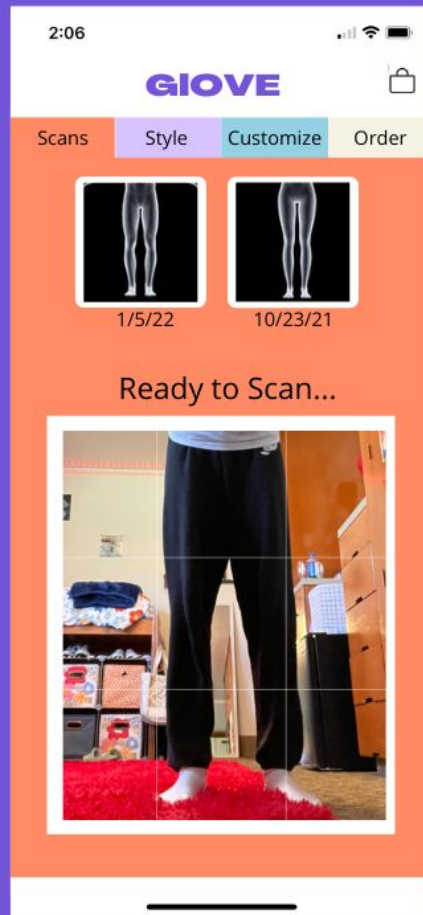


STEP 1: DOWNLOAD THE APP

DOWNLOAD GLOVE FOR FREE IN THE APP STORE!

STEP 2: OPEN & SCAN

STAND IN FRONT OF THE CAMERA AND SLOWLY TURN YOUR BODY UNTIL YOU HEAR A DING. YOUR MEASUREMENTS WILL BE RECORDED IN THE APP AND YOUR LEGS DIGITAL GEOGRAPHY WILL BE USED TO ENSURE A GOOD FIT. GLOVE KNOWS THAT BODIES CHANGE WITH TIME, SO YOU ARE ALWAYS ABLE TO CREATE NEW SCANS OR ACCESS OLD ONES.



STEP

3

PICK YOUR STYLE

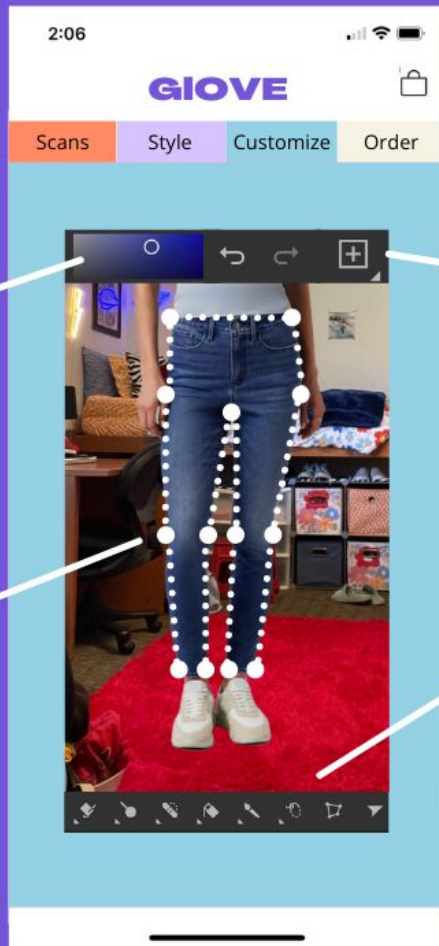


Feeling 70s? Try flare!

CHOOSE FROM A VARIETY OF STYLES. THE APP WILL THEN SHOW YOU WHAT YOU WILL LOOK LIKE IN THE JEANS SO YOU CAN PREVIEW THE PRODUCT. YOU CAN ALWAYS GO BACK TO SWITCH JEAN STYLE AT ANY STEP IN THE DESIGN PROCESS!

Want a vintage look? Try Mom jeans!

STEP 4: CUSTOMIZE



**CHOOSE YOUR
COLOR**

ADJUST THE FIT


**ADD EMBELLISHMENTS
SUCH AS EMBROIDERED
DESIGNS OR FAUX RIPS**

**USE THE TOOLBAR TO EDIT
TEXTURE, LENGTH, AND OTHER
ELEMENTS!**

2:06

GIOVE

Scans Style **Customize** Order



Price: \$65
Style: Slim and Straight

Qty*
1

Sustainable Shipping

Product Transparency

Shipping Address

Country/Region

Street Address

City

State

Zip

Phone Number

First Name

Last Name

Street Address

Please use the following line if more than 20 characters

Address 2

Building, Suite or Apartment No. (optional)

PO Box

City

State

Zip

Country

Buyline Phone*

Do not enter a country code

step 5: order

ONCE YOU'VE DESIGNED YOUR JEANS, YOU CAN ORDER THEM STRAIGHT THROUGH THE APP. CLICK ON OUR SUSTAINABLE SHIPPING AND TRANSPARENCY TABS TO LEARN MORE ABOUT OUR FARM-TO-CLOSET MODEL AND THE ECO-FRIENDLY PRACTICES WE HAVE IMPLEMENTED.



Fashion for Flourishing



Glove provides a fun and stress-free shopping and creative design experience. The app taps into the user's interest in fashion and addresses our culture's unrealistic body standards for women by eliminating toxic rhetoric and sizing from the retail process. In this way, it promotes positive body image, and in turn, human flourishing.