

FOUNDER INSIGHT AND EXPERIENCE



**NEW YORK FASHION WEEK
ASSISTANT BUYER**

Alyssa Del Valle, Founder of Gleu, is a 2020 graduate from Parsons School of Design with a BBA in Strategic Design and Management and a minor in Fashion Communication. She studied the first two years of her bachelor's at the Parsons main campus in New York City and her final two years at the European campus, Parsons Paris.



**PARIS FASHION WEEK
LUXURY SHOWROOM
SALES ASSISTANT**

The inspiration behind Gleu originated when she discovered the logistic pain points of buyers and wholesalers firsthand while assisting with New York and Paris fashion weeks. She took this insight as motivation to fuel her Parsons thesis project: to develop a solution which modernizes scheduling and simplifies the workflow among retailers and brands.



**ASSISTANT FASHION
CONSULTANT, MARKET WEEK
REPRESENTATIVE & BUYER
LOGISTICS COORDINATOR**

Alyssa began her career in fashion working as a buying / retail assistant during New York Fashion Week for Oklahoma based retailer, Gretta Sloane. Since then, she has assisted in several showrooms during Paris Fashion Week for brands like Tibi, Roksanda, Malone Souliers and Chinti and Parker. She has experience in consulting through Paris based fashion consulting agency, Lux & Bee. At Lux & Bee, Alyssa was tasked with coordinating schedules and sourcing European brands for buyers from New York based retailer, Bloomingdale's.

WHAT ARE THE KEY PROBLEMS?

1. OUTDATED

To date, retailers (buyers) and brands (sellers) schedule their market and fashion week appointments through back and forth emails and digital pass registration (for trade shows). This information is 'organized' within several different sources including spreadsheets, iCal, Google Calendar, handwritten planners, etc. These schedules are oftentimes printed and used as hard copies.

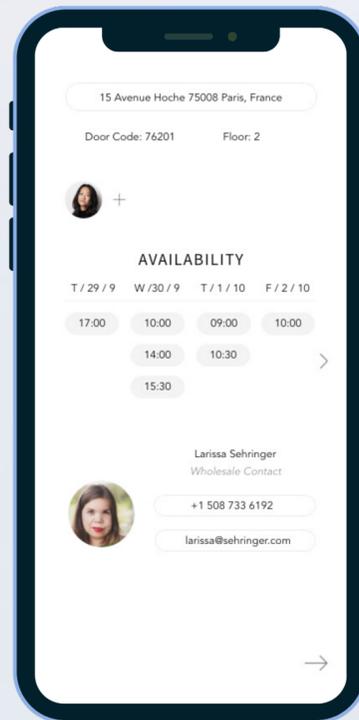
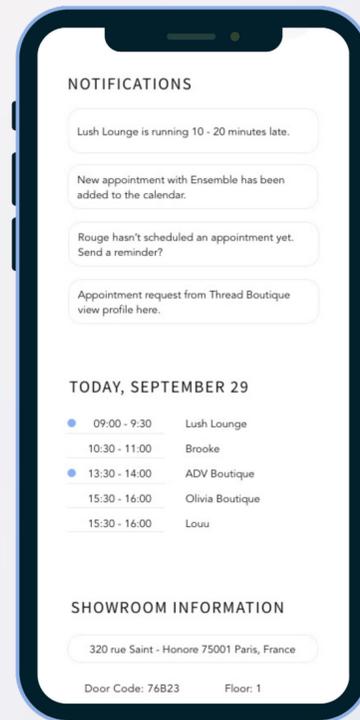
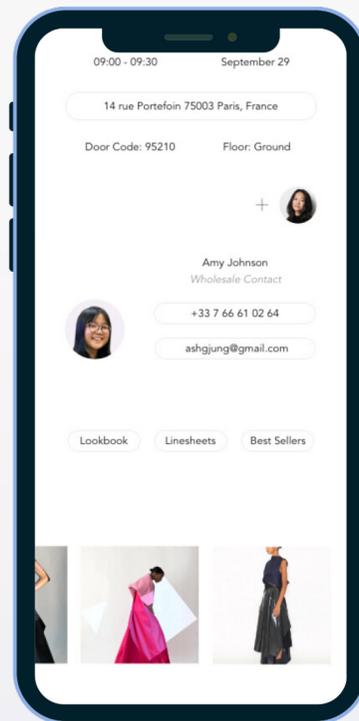
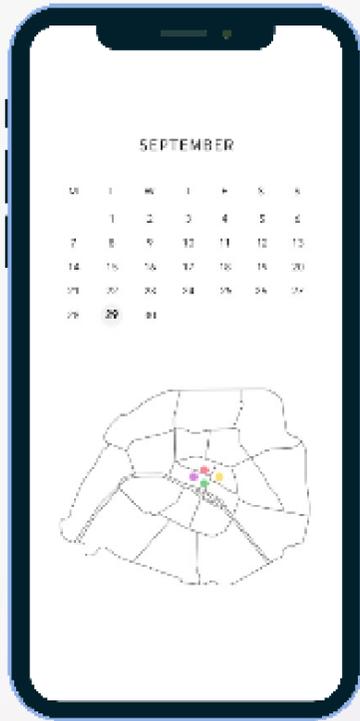
2. TIME CONSUMING

Several important details have to be accounted for when scheduling. Changes are being made by the hour, making it extremely difficult to ensure that all team members and appointment party are collectively organized with accurate information. For in-person showroom appointments, location is a key factor to planning a successful schedule. When appointments can be scattered across town. It's normal to be late or even to cancel last minute - resulting in a loss of sale or a missed connection. Several weeks, even months, of research and preparation has to be done beforehand to ensure a successful schedule is being achieved for both retailer and brand.

3. UNORGANIZED

The problem goes beyond scheduling, to lack of organization and missed opportunity in several areas during appointments. For example, there is not an easy or organized way to share key information that is being exchanged between team members and appointment party during the appointment (photos, notes, collection details, shipment dates etc.) Running late or having to reschedule an appointment (for buyers) takes several emails to resolve and results in a 'domino' like effect for all other appointments. In trade shows, where brand discovery is a key element, information is exchanged via business cards, printed marketing materials, and buyers taking a photo of the brand name and clothing tags to go back to their photos and review at a later time.

OUR SOLUTION



AUTOMATED
SCHEDULING



REAL TIME
UPDATES



SEND + RECEIVE
KEY NOTIFICATIONS



ORGANIZED
APPOINTMENT
FOLDERS



GPS FEATURES +
LOCATION BASED
SCHEDULING



PHOTOS, NOTES +
ALL ESSENTIALS
ORGANIZED



CONTACT + TEAM
MANAGEMENT



DATA
INTEGRATION

MARKET SIZE



16,000 + BRANDS

500,000 + RETAILERS

450 + CITIES WORLDWIDE

Gleu is focused on targeting retailers (buyers) and brands (wholesalers) There's potential to reach an estimated global market of **over 16,000 brands** and **over 500,000 retailers**.

The major fashion weeks hosted in New York City, London, Milan and Paris generate an estimated \$2.5 billion annual economic impact. With over 450 cities worldwide that host smaller, regional fashion and wholesale markets, Gleu will make it easy for international and local buyers to connect with and discover brands - from fashion, beauty, gift and home markets.

Gleu will be a valuable resource for retailers and brands to use at all markets and fashion weeks, worldwide. Gleu can also be used throughout the year as a primary tool in organizing all appointments and simplifying the daily workflow.

Some large retailers have the advantage of using a consulting agency to assist with managing their schedules. These agency fees can add up to be \$35,000 or more per year. Where time equals money, Gleu will save retailers and brands countless hours of chaotic planning, missed connections and lost opportunities for success.

We provide retailers and brands with the connections, clarity and organization they need, so they can direct their focus towards what they do best - enjoying market, building relationships, seeking inspiration and sourcing / selling exceptional products. The recent shift to a combination of digital and in-person appointments has shown an even greater need for simplified communication and organization efforts between retailers and brands.

REVENUE

B2B + SAAS

RETAILER

small: 1 - 2 users
\$99 / MONTH

medium: 3 - 4 users
\$158 / MONTH

large: 5+ users
CUSTOM RATE

BRAND

small: 1 - 2 users
\$99 / MONTH

medium: 3 - 4 users
\$158 / MONTH

large: 5+ users
CUSTOM RATE

TRACTION AND THE FUTURE



MEET OUR TEAM



ALYSSA DEL VALLE BJORÅ
founder, ceo

Alyssa, graduate of Parsons School of Design, is passionate about design and entrepreneurship. She discovered the need for Gleu after observing the pain points first hand while working closely with retailers and brands during New York and Paris fashion weeks.



MAGNUS ØVRE SYGARD
full stack developer



JONATHAN JØRGENSEN
full stack developer



STIAN SELVÅG
full stack developer



FLORENCE CALVET
mentor, fashion consultant

Florence, co-founder at Lux&Bee, has more than 40 years of experience working in fashion, consulting and buying.



AYLA MASHBURN
mentor, consultant, buyer

Ayla has over 7 years of experience in fashion consulting and buying. She's worked as a buyer for retailers like Bergdorf Goodman, Neiman Marcus and JC Penny.



SARAH SEARS
designer, branding coach

Sarah, founder of S Design Inc. has more than 30 years of experience in design, branding and marketing.



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