

WARDROBE

Rent local clothes. Travel without luggage.

THE OPPORTUNITY

Wardrobe is a peer-to-peer clothing rental marketplace for Sri Lanka. International tourists rent local outfits at their destination instead of carrying full luggage, while local customers rent wedding and occasion wear rather than buying it outright. Hosts list clothing they already own and earn passive income; Wardrobe owns no inventory.

1.4M

Sri Lanka tourist arrivals/yr

\$950B

Global P2P rental market by 2030

\$12M

Raised by Pickle, comparable US platform

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Direct competitors in South/SE Asia

THE BUSINESS MODEL

Revenue comes entirely from service fees, not interest or inventory risk: a 20% platform commission per booking, a damage protection fee of \$1.50–2, and a small fixed service fee. At an average booking of \$15 for 3 nights, net platform revenue is approximately \$4.50 per booking. Investment sought is structured as direct equity, with no interest-bearing or speculative terms.

WHY NOW

No peer-to-peer clothing rental platform currently operates anywhere in South or Southeast Asia. Comparable platforms in the US and UK (Rent the Runway, Pickle, By Rotation) have proven the model and attracted significant investor capital, but none have entered this region. Wardrobe is positioned to be the first mover.

TRUST & SAFETY

Every booking includes a 12-point size match (neck, chest, waist, inseam, and more), mandatory cleaning between rentals with proof required from hosts, escrow-held payments released only after safe return, and a damage protection fee. Repeat violations by either hosts or renters result in account suspension.

WHAT WE'RE EXPLORING

Capital to build and launch the product, acquire our first host community in Colombo, and fund operations for 12 months — alongside guidance on early awareness building through content creators and travel-focused marketing channels. We are seeking a long-term strategic partner, not simply a source of funds.