

## ***Fashion is Open Source Now.***

The Renaissance expressed human creativity on walls. Paintings. Sculptures. Frescos. Fashion is our Renaissance except the canvas is the human body. Every single person on earth wears it. Not by choice. By necessity. Clothing is the only thing as universal as food, a second skin, survival, warmth, identity. No one on earth goes without it. That makes fashion the most powerful creative force in human history.

Walk through Venice today. Those extraordinary palazzos once galleries, ministries, places of civic pride are now Hermès boutiques. Céline. Dior. The palazzos remain. What filled them changed.

Somewhere right now, one of fashion's greatest artists is at home. Designing. Creating. Carrying a vision so clear they can see the stitching. They just don't have the Medici.

That is the problem Spark<sup>it</sup> was built to solve.

What if we told you that 1 person could build the next \$1 billion brand, from home? 700 factories. 100 person team.

1 download away.

## ***A \$3Trillion industry. Engineered to Keep You Out.***

Fashion is a \$3 trillion industry. Influential. Big. Powerful. The most commercially successful art form in history. But it belongs to a few. A system engineered so that the young and talented eventually give up, and end up working for the industry instead of reshaping it. A system that produces 100 billion items of clothing every year, half of which ends up in a landfill. Half a trillion dollars in dead stock. Every year. Not because anyone wanted it, but because the system was built around one catastrophic assumption: make first, sell later. Commit to thousands of units before a single customer raises their hand. The waste is not an accident. It is by design. They make us pay 20 times the cost of production for a brand label. They call it luxury. We call it unfair.

## ***This is not a creative industry. It is a closed one wearing a creative costume.***

As Li Edelkoort declared in her Anti-Fashion Manifesto in 2015 — 11 years ago — fashion is dead as we know it. The system is broken. And we will have to invent a new one. And we couldn't agree more.

In 2018, I had a dream. To bring the most innovative materials science out of the labs and into people's lives. To make responsible innovation feel normal. To make the world, quietly, a healthier place.

A t-shirt made from seaweed, treated with peppermint oil so you could wash it less. Wrapped in packaging that would disappear in 24 weeks. Not 1,000 years, like the plastic it replaced. A brand that wouldn't just do less harm that would give back more than it took.

Where every single product was measurably better for the planet than if it had never existed at all. We called this dream earth positive. We launched Pangaia in 2019. And slowly, then all at once, the world responded. We proved that flower down could replace goose feathers. That spider silk was possible. That mushroom leather was real. That a seaweed t-shirt could sell out. We were grateful for every bit of that love and support.

And then we realized we couldn't keep this knowledge to ourselves. The breakthroughs, the failures, the infrastructure, the lessons learned the hard way. It needed to belong to everyone.

The creative industry should be run by creative people. Not by the systems built to exploit them.

## ***The talent was always there. The infrastructure wasn't.***

Her name is Amara. She's 23. She grew up in Lagos, studied textiles in London, and has been dreaming of her own brand since she was a small child. She has the eye. The talent. A small, loyal, growing community that believes in her before she has made a single thing.

What she doesn't have is a factory relationship that took a decade to build. A sourcing agent who returns her emails. Someone who will explain what GSM means without charging her \$400 an hour. A production partner willing to run 50 units. So she almost gives up.

Then she downloads Spark<sup>it</sup> and gets her super team. Agents working around the clock, cheering for her, genuinely wanting her to succeed. 3 months later, Amara is selling to her community. From her bedroom. On her own terms.

## ***Fashion has an operating system. Now it's yours.***

The hoodie has no patent. No one owns it. Not Nike. Not Champion. Not the luxury group charging \$700 for a printed logo on cotton. Which means it should belong to everyone.

Spark<sup>it</sup> is not a fashion brand. We are building the operating system for human creativity, and opening it to everyone on earth. For almost 10 years, we have been building what no independent creator has ever had access to — the best factory network in the world, the deepest materials science library, the infrastructure the biggest groups spent decades accumulating. The factories that produce for the biggest names in fashion now produce for you. The materials science is yours. The knowledge, the tools, the entire infrastructure — now available for you.

Gabi is your AI agent. 17 specialists, working in parallel, built for one thing: to make you unstoppable. Because Gabi is everything else. Your supply chain director. Your head of production. Your financial modeller. Your sourcing strategist. Your marketing director. She tracks your margins before you make a mistake. She flags problems before they become crises. The dream team that would have cost you \$1 million a year — one download away.

The fashion industry does not have a creativity problem. It has an overproduction problem. A structural one, built in on purpose. On Spark<sup>it</sup>, you show the product first. Demand comes back. Then you produce — exactly what was ordered, nothing more. Nothing sitting in a warehouse in a colour nobody chose. Nothing destroyed because the season turned. This is not a sustainability feature.

It is a fundamentally better economic model. Waste is not offset. It is structurally removed. Because nothing is made until it is already wanted.

This is how we scaled Pangaia in our first year. The industry spent 50 years optimising for volume. We are optimising for precision.

## ***This is not someday. This is Now.***

Imagine. Year 2035. A musician in Seoul. 200 jackets, carbon nanotube shell, sells out in 11 minutes. A student in Accra. 1 dress made from captured CO<sub>2</sub>, better for the planet than if it had never existed. A grandmother in Milan. Her first collection at 68. A waitlist of 4,000.

As William Gibson said: the future is already here, it's just not evenly distributed. We are here to change that. This is the dream we are building. Not someday. Now. If this is how you see the future too, join us.

Because flying was too once just a crazy idea.