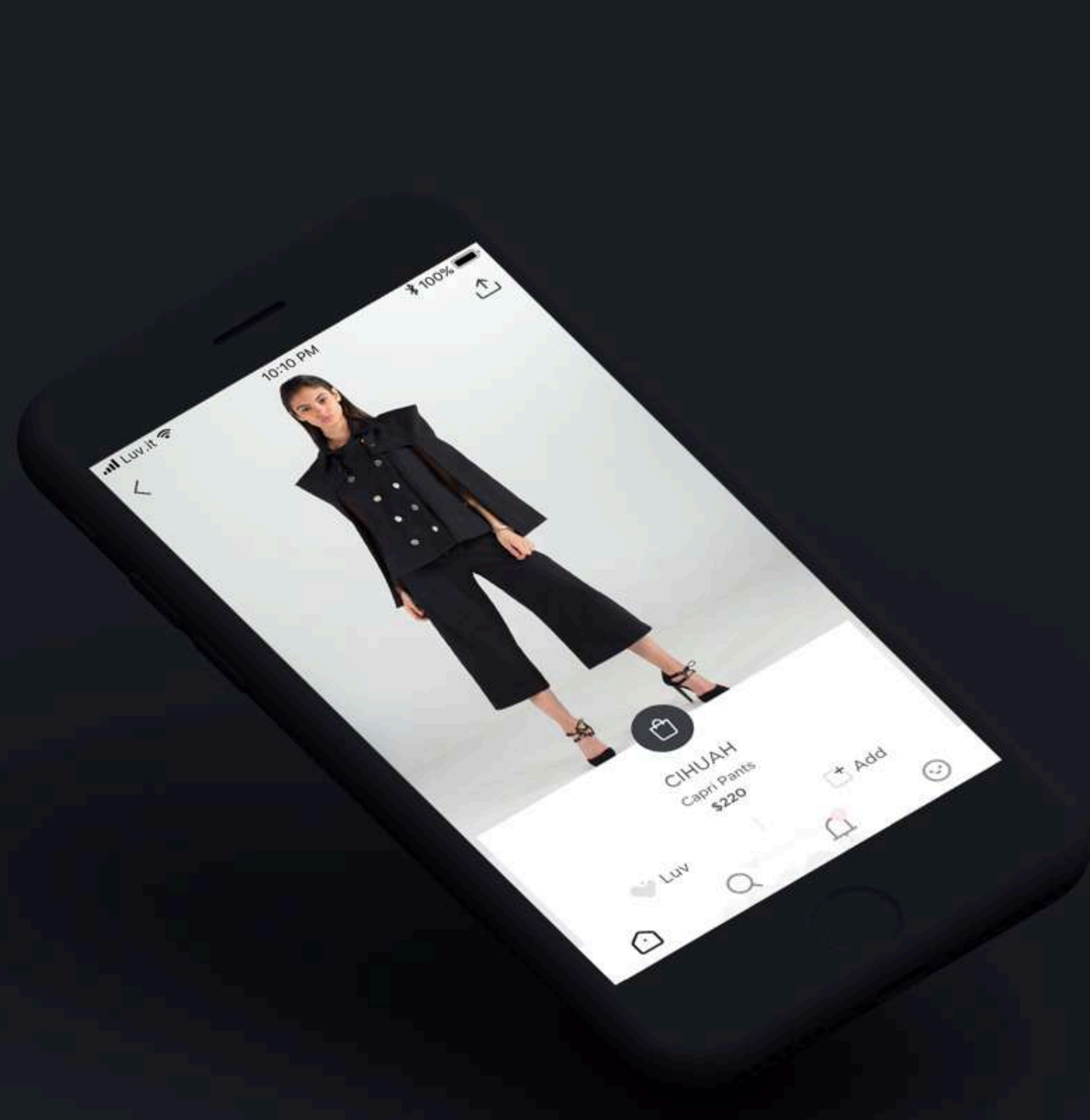


 **LUV.IT**





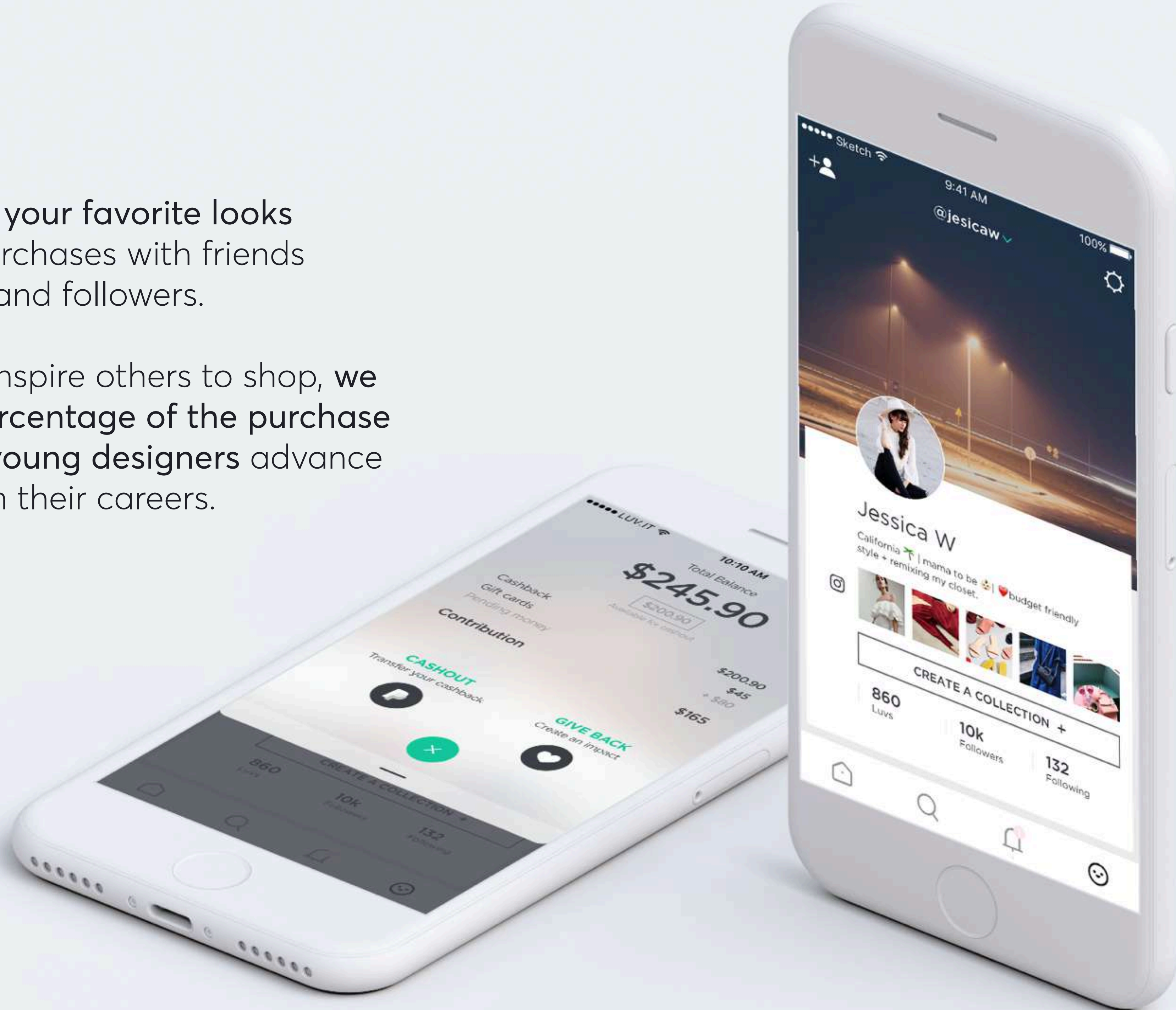
Luv.it rounds up the best independent designers from around the world and brings them to the palm of your hand.

Every time you shop, we give you a percentage of your purchase value back in cash, which you can use any way or anywhere you´d like – on or off the app.



Share your favorite looks
and purchases with friends
and followers.

When you inspire others to shop, we
donate a percentage of the purchase
to support young designers advance
in their careers.



Shoppers Are Going Mobile.

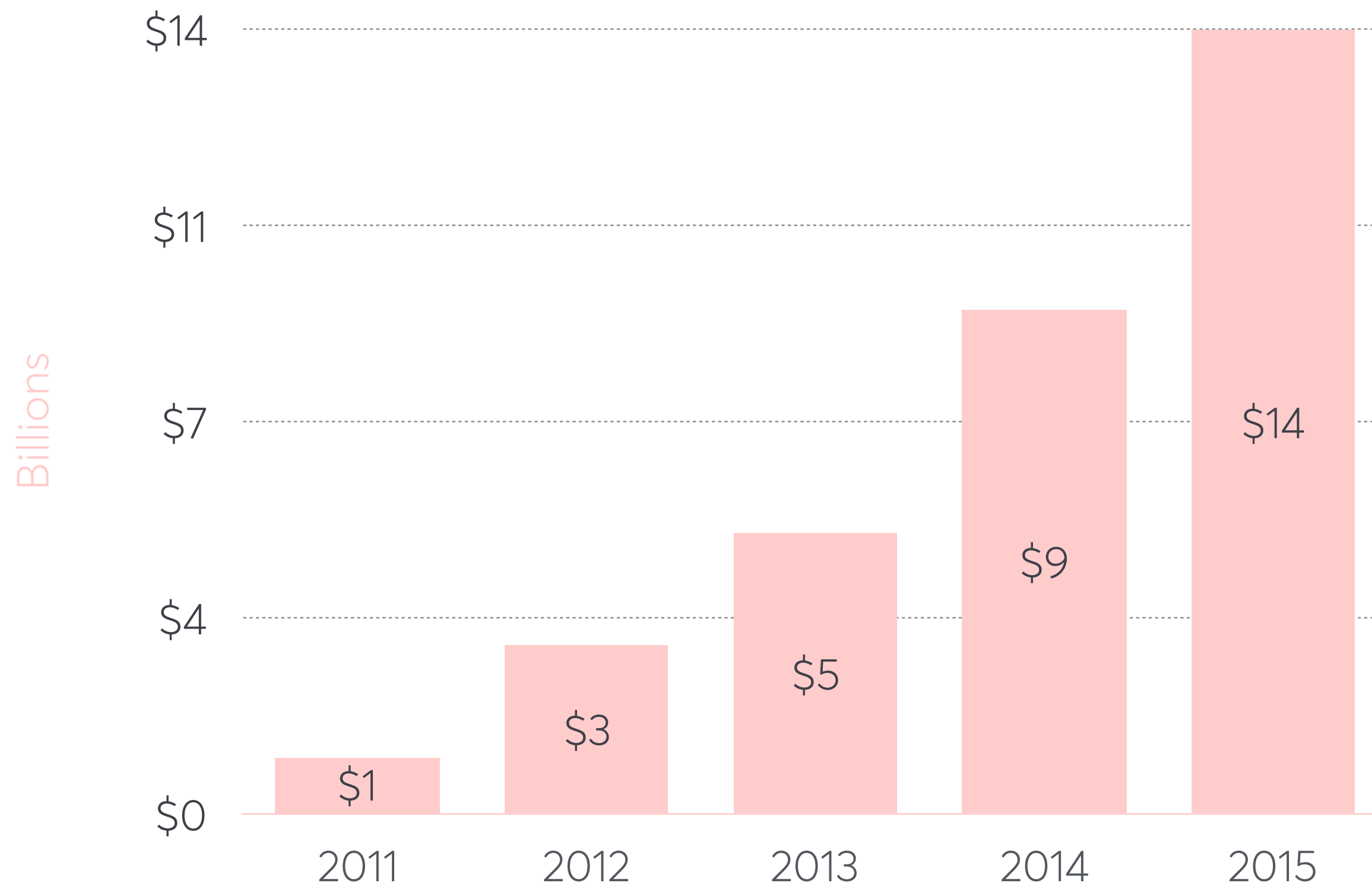
Mobile commerce will reach \$115B in 2017 .

- 207M Smartphones in the US.
- 131M Mobile Buyers (142M expected by 2017).
- 25% of total eCommerce sales in 2016 were made on a mobile device (\$76.4B). Expected to reach \$115B in 2017.
- \$13B Total Mobile Ad spend in 2015.
- Online sales growth is projected to be approximately 10% annually, while overall fashion retail sales are projected to grow 2% annually.



and are discovering new products and brands through their friends and the people they trust.

US Social Commerce Sales



71% of users are more likely to buy a product referred by a friend.

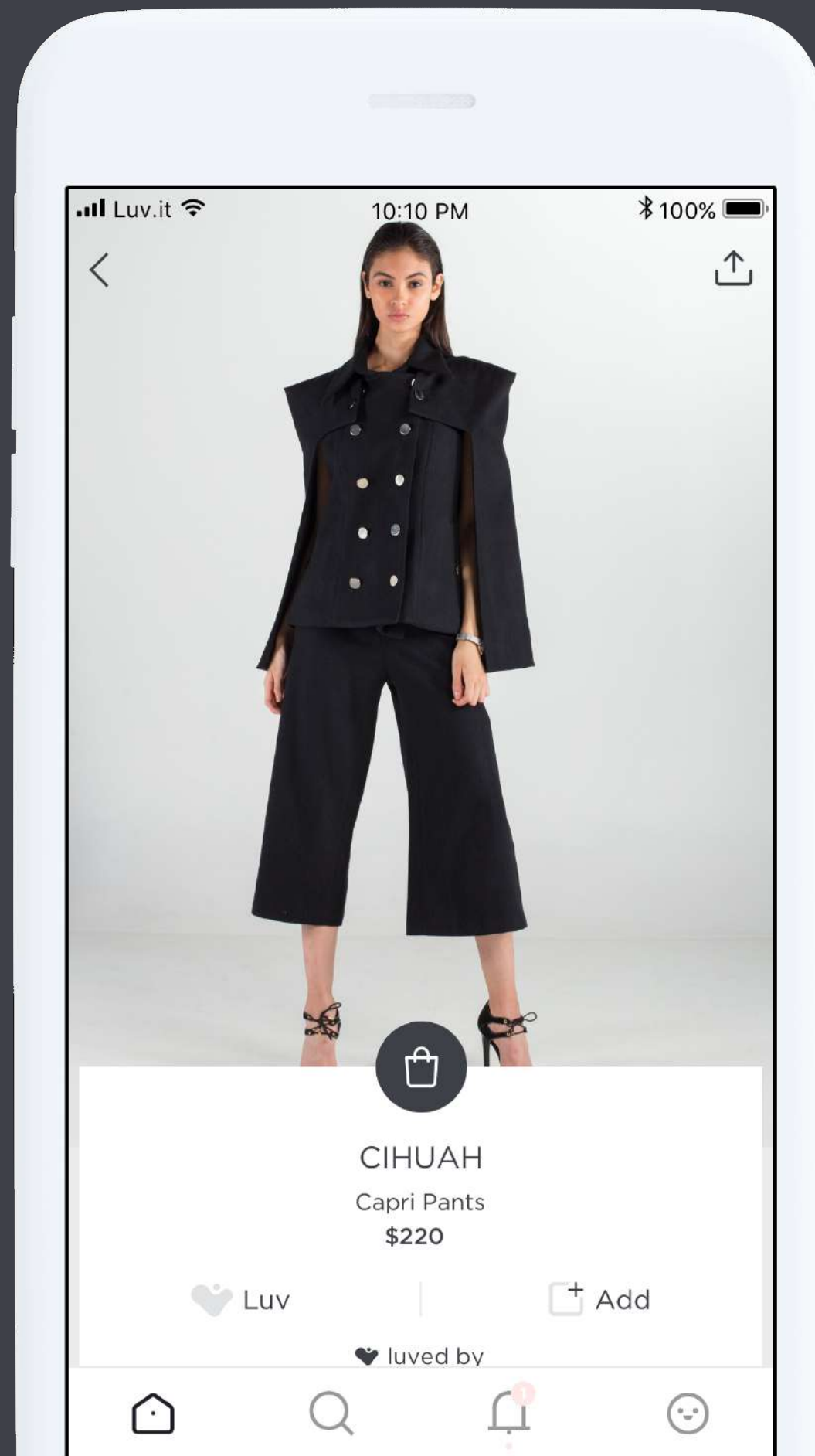
92% of people trust recommendations from individuals, even if they don't know them, over brands.

37% better retention is reported for customers acquired through word of mouth.

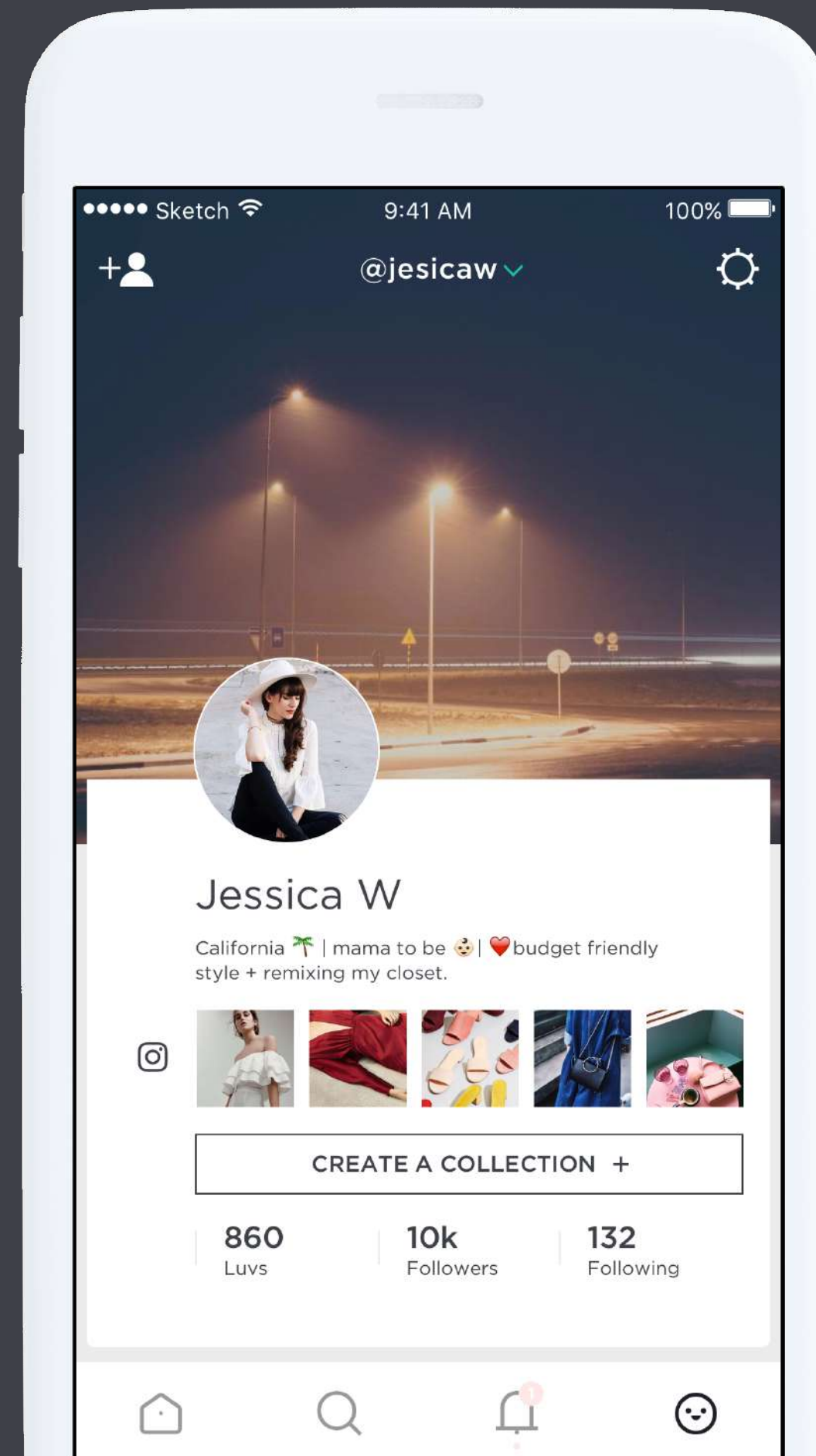
The Experience.

Luv.it aims to offer shoppers the most sociable, customized and intuitive shopping experience that simultaneously allows them to give back to the community.

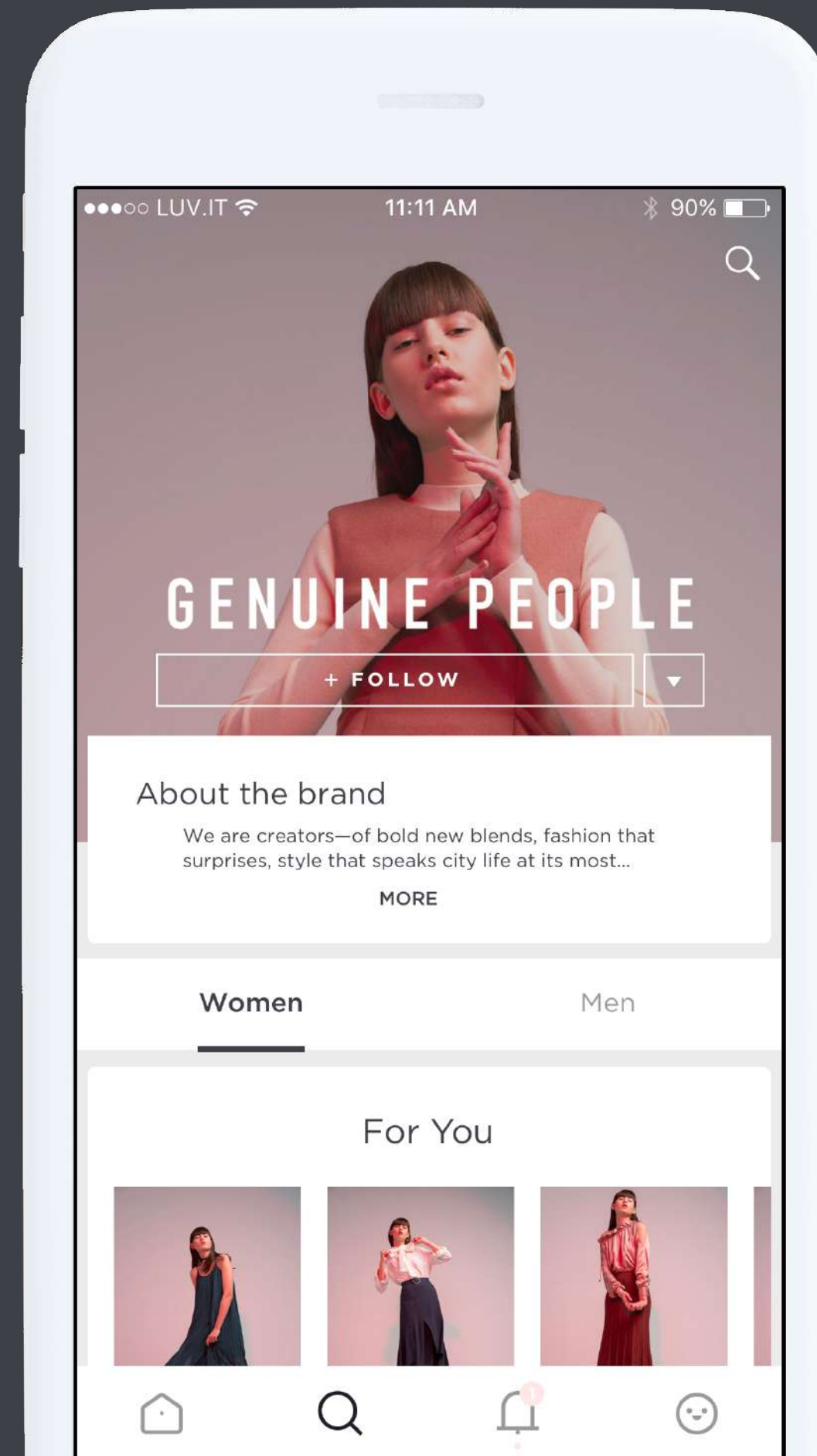
FEED



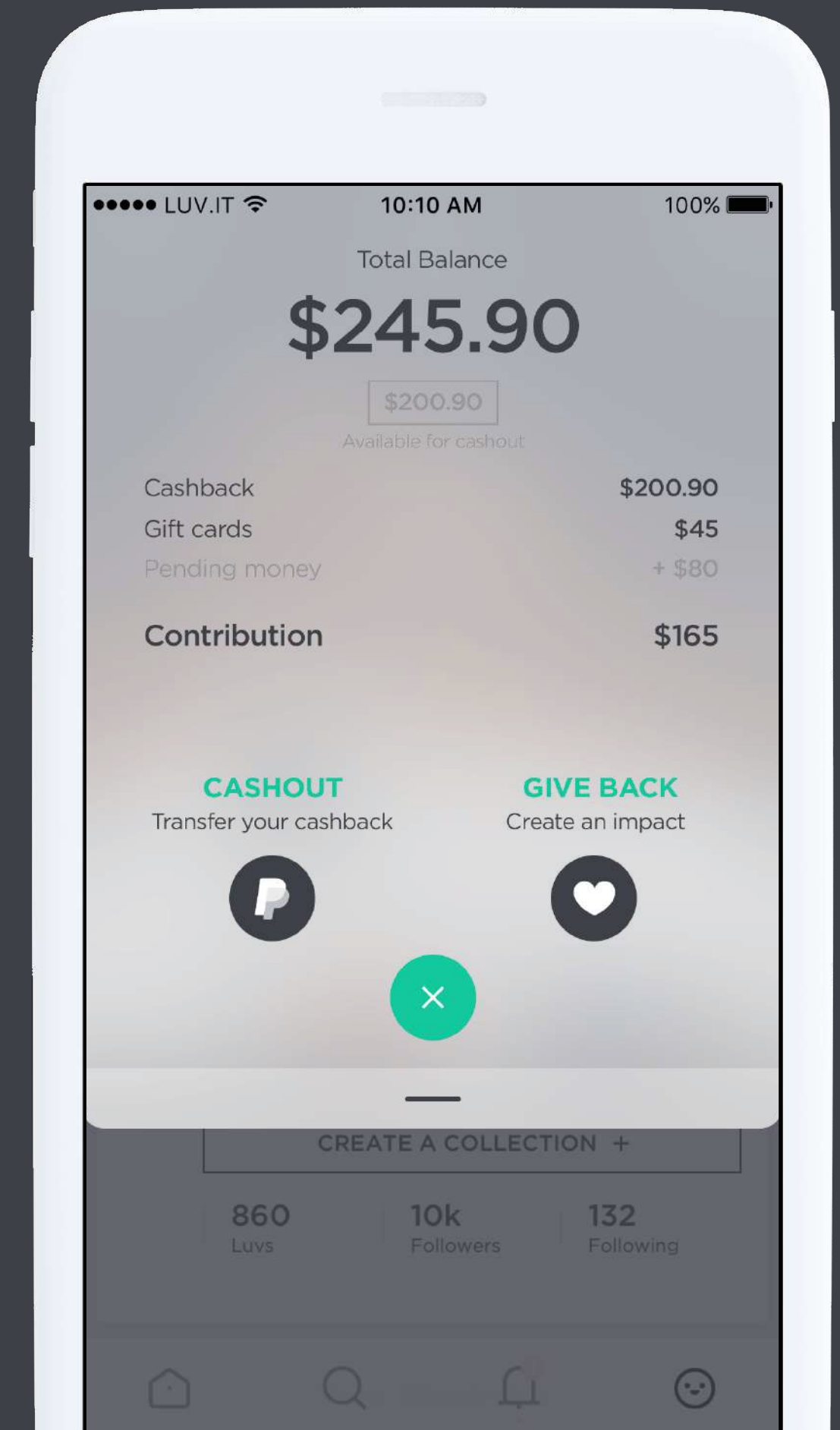
SHOPPABLE WARDROBE



BRAND PROFILE

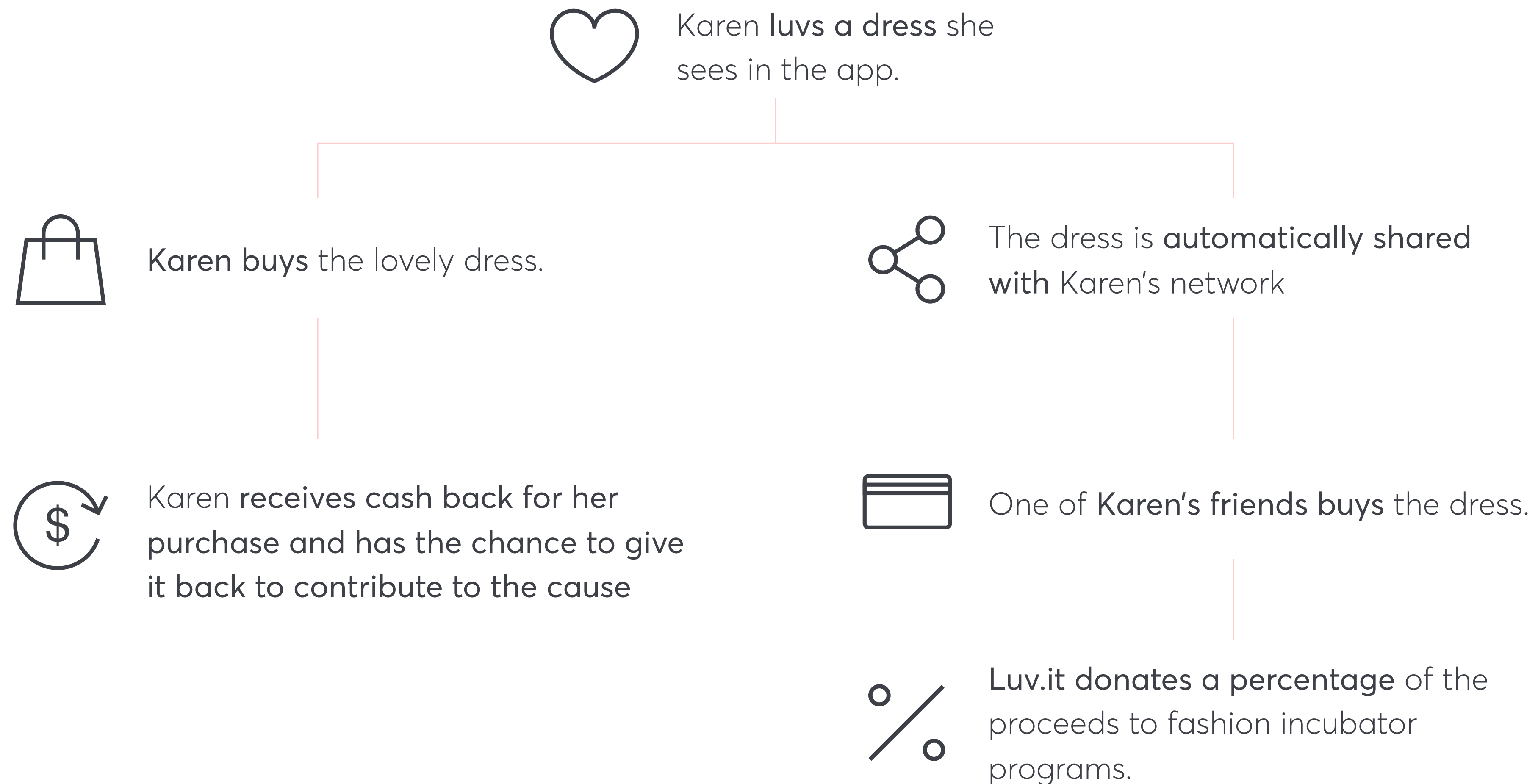


MONEY



How It Works.

Luv.it leverages the power of micro-influencers to help brands maximize their reach while contributing to the formation of young designers around the world.



Our Current Customers

- 50% age 18-24 years
- 61% Female | 39% Male
- 65% Monthly Active
- **Key Drivers:**
 - Quality.
 - Individuality.
 - Customer Service.
 - Design.
 - App Experience.



New Brands Every Week.

A.f. Vandevorst	Carleen	Julia Y Renata	One Six Five	Thaddeus O'neil
Abysse	Chapter	Kin/k Hats	Opening Ceremony	The Lady & the Sailor
Acacia	Charlotte Stone	Kule	Oriana Rodriguez	The Office of Angela Scott
Adriana Degreas	Chloe Rose	Leah Shlaer	Our Legacy	Thousand Ponies
Agua Bendita	Cihuah	Les Filles Du Nord	Pantera	Threadworkshop
Alejandro Carlin	Clare V.	Luciana Balderrama	Pink Magnolia	Thursday Boot Company
Alexia Ulibarri	Cmmn Swdn	Maison Kitsuné	Pixie Won't Play	Tiger of Sweden
Alfredo Martinez	Coldsmoke	Mani Maalai	Plein Sud	Totem
Amore & Sorvete	Commune De Paris	Mikoh	Pluie	Undercover
Amuse Society	Cote & Ciel	Mila Milu	Reverse	United Nude
Apl	Craft Atlantic	Mimi Plange	Rick Owens	Veja
Armando Takeda	dRA Clothing	Minkpink	Robert Clergerie	Velour by Nostalgia
Awl & Sundry	DI1961	Mykita	Rossi Rei	Vero Diaz
Baggu	Drkshdw	Necessary Anywhere	Rue Stiic	Vivian Graf
Band of Gypsies	Eleven Paris	Nick Graham	S/he Studio	Wanda Nylon
Bao Bao Issey Miyake	For Love & Lemons	Nicopanda	Sandra Weil	Water Glamour
Bare Beach	Frankie's Bikinis	Nina Ricci	Saturdays Nyc	Wings + Horns
Beach Riot	Freda Salvador	No Strings Attached	Sessun	Winston White
Bing Bang NYC	Gabriela Artigas	Norma Kamali	Show Me Your Mumu	Won Hundred
Bleached Goods	Genuine People	Norse Projects Woman	Siempre Golden	Wood Wood
Boys and Arrows	Groceries Apparel	Nudie Jeans	Solid & Striped	Woolrich John Rich & Bros
Broome & Mercer	Hacienda Montacristo	Nueuw Denim	Somedays Lovin'	Ymc
Calder Blake	Ilka	Objects Without Meaning	St. Agni	Young Frankk
Caralarga	Isaora	Ocelote	Stay Sunny Chicago	Zanerobe
Carla Fernandez	Jacquemus	Octavia	Tcg	Zespà

This Is Us

We have a well-rounded team with experience in eCommerce, Fashion, and Startups.



German Ahumada Alduncin
CHAIRMAN AND CO-FOUNDER

Founder at ARTHA Capital
Board Member at BBVA & AMEXCAP



Fernando Trueba Gris
CEO AND CO-FOUNDER

eBay, Microsoft



Brenda Diaz de la Vega
CHIEF BRAND OFFICER

Founder at Büro 24/7
Harpers Bazaar & Chanel



German Ahumada Lomelin
CPO AND CO-FOUNDER

LP at Mountain Nazca



Rodrigo Higuera Aguilar
CTO AND CO -FOUNDER

Former CTO at YAXI



www.luv.it

For more information:

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