

# HACK YOUR CLOSET

## Our Story

Future Closets AB was founded by Lisa Gautier in June 2019. An initial pilot was launched on the 6th of June, which kicked off the company and started us on a path to grow our community by over 60% month-on-month. Today (1st of January 2020), we're managing Sweden's biggest shared closet, with over 500 closet hackers sharing and discovering second-hand items on a monthly basis.

But first, let's take a couple of steps back to understand how Future Closets AB came to be. The service Hack Your Closet is the combined result of many things: years of research, countless of business and customer relations, failed ventures and even more so the results of one big common vision: to change the clothing industry for good.

Lisa Gautier was the art director behind the rebranding of Outfittery GmbH from 2013 to 2015, a personal shopping experience for men. Outfittery dresses men across Europe through a combination of artificial intelligence and human judgement. With over 1 million customers to date, they are leading the personal shopping experience in Europe.

In 2016 after moving to Stockholm and working for a fast growing local marketplace, she started her own marketplace and software company to help second-hand stores with their digitalisation. After spending 2 years developing the marketplace, it gave her a deeper understanding of the resale market from an e-commerce perspective as well as from the traditional brick and mortar shops side.

Buying second-hand clothes can be quite difficult for many consumers, however, it remains as one of the best alternatives for saving our environment and creating a sustainable future.

Stockholm's startup ecosystem has an amazing gathering of entrepreneurs, investors and great people. Although the service Hackyourcloset.com was a natural extension of Lisa's career, it is also the result of many hours of sharing ideas within this same ecosystem.

Now back to June 2019, Hackyourcloset.com is launched and quickly welcome its first customers, it took only a couple of weeks before Lisa's living room couldn't take it anymore. Hackyourcloset.com went from a small pilot to becoming a business.

Mikaela and Lisa met over their passion for change, entrepreneurship, and their knowledge about sustainability and circular economy.

Their collaboration was key to grow the company to what it became today, a passionate team of engineers, stylists and business developers but most importantly, hundreds of customers sharing the same closet and extending the life of otherwise wasted items by 2 to 3 years.