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*LazyLazy – an online shopping street  
- and you can get your webshop storefront here!*



LazyLazy.com

LazyLazy.com

## *Introduction*

## *Introduction*

LazyLazy is an online shopping street where consumers can socialshop in a number of independent webshops.

LazyLazy offers Fashion brands various solutions from an exclusive web shop platform with outsourced full-service to social shopping features, software and marketing exposure.

LazyLazy is focusing on giving consumers a social shopping experience by:

- Sharing real-time shopping experiences
- Matching styles from different shops
- Keep an online wardrobe
- Inspire and be inspired by other consumers in the community



# Product Product

LazyLazy

History

Favorites

Model View

LazyLazy has developed a number of innovative features that gives consumers a unique shopping experience.

- Dressing room – see the styles on a model and match styles from more shops
- Shop with friends – invite your friends into the dressing room, share the screen and chat with Facebook friends
- Augmented Reality – see the styles on your own body via your webcam
- Share looks by mail, on Facebook and in the LazyLazy community
- Shop in more shops and make a single checkout
- Browse and search styles from many different independent shops

The screenshot displays the LazyLazy website interface. At the top, there are navigation tabs: "1. Step Back", "2. Adjust Garment", and "3. Colors & Photos". Below these is a large video player showing a model wearing a pink asymmetrical tank top. To the right of the video player is a product card for the "Biba Asymmetrical Tank" priced at \$128.00, with a "Start Over" button and a "Help?" link. Below the video player is a "My Photos" section with a Twitter icon and a blue banner that says "SHOP WITH FACEBOOK FRIENDS SCROLL DOWN TO LEARN MORE". Below the banner is a section titled "med kollektionen Girly summer" featuring three models wearing different outfits. At the bottom right, there is a grid of various t-shirts and tank tops, each with a price and an "Add to Dressingroom" button. At the bottom of the page, there are logos for VISA, MasterCard, and American Express.

LazyLazy.com

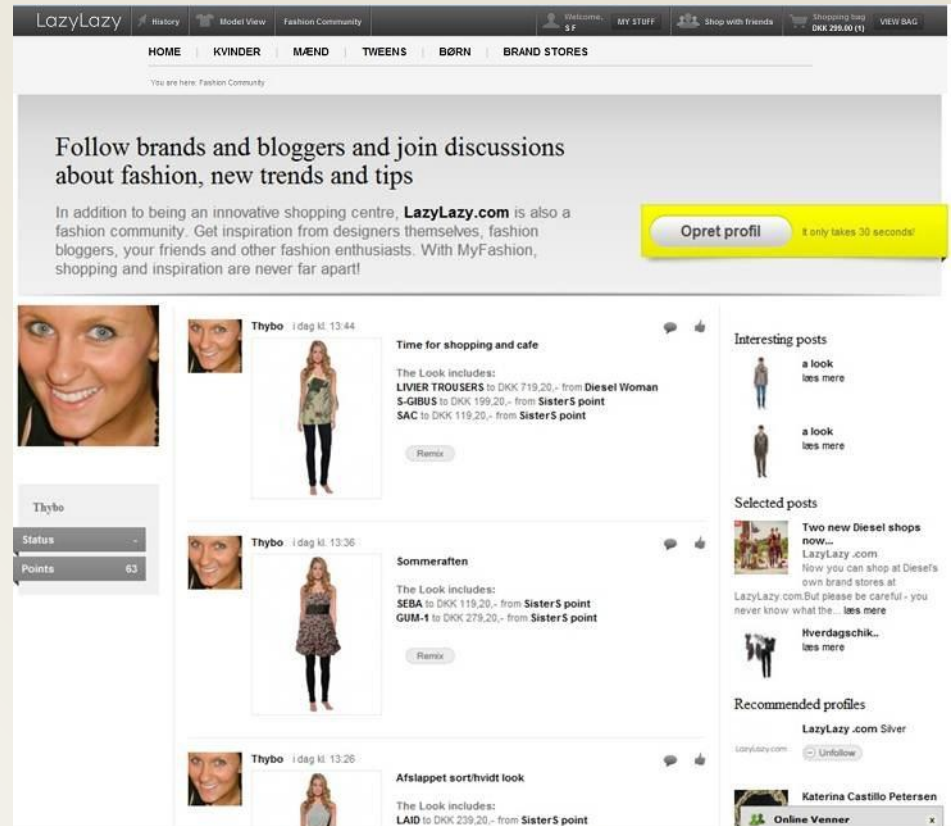
Product

Product - community



Consumers are able to:

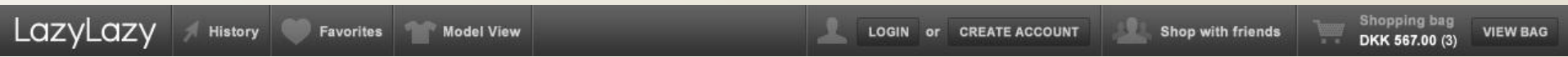
- Post their looks on Facebook and LazyLazy.com's MyFashion to get second opinions and feedback on their looks and styling
- Be inspired by other consumers on how to mix and match the items
- Be inspired by brand blogs and products, how to mix and match, and what to buy
- Easily become a fashion blogger and follow other fashionistas



LazyLazy.com

*Product*

*Product – Toolbar*



*Have your current web shop represented at LazyLazy shopping street*

*Toolbar – Integrate LazyLazy toolbar on your webshop and get:*

- Dressing room
- Shop with you friends
- Community
- Consumers at LazyLazy can go directly to you shop

*Product feed*

- All you styles will be shown at LazyLazy
- Same feed as Google product search



LazyLazy.com

# Product

## Product – Toolbar



### Shop with friends

Your consumers will be able to see which of their friends that are online on Facebook and invite them to join them in to your shop

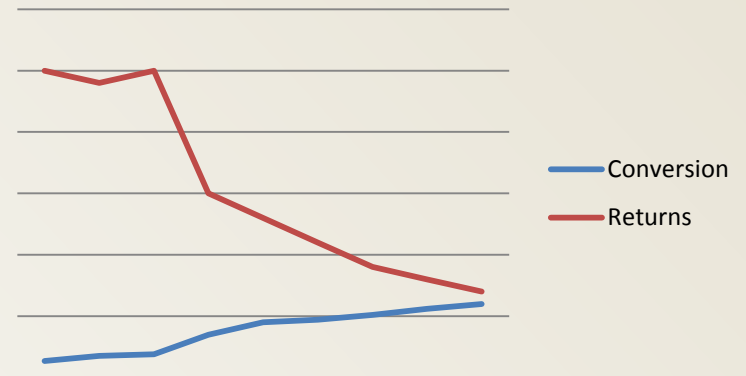
More consumers can then share the screen and live chat about your styles and looks



### Proof of concept

Consumers who use shop with friends, dressing room and community:

- Convert more than double of normal average conversion
- Has a very low return rate. 1/4 of average.



# Product

## Product – Toolbar

Dressing room

SIMILAR PRODUCTS



SisterS Point  
DKK 189.00

VIEW ON MODEL



SisterS Point  
DKK 189.00

VIEW ON MODEL



SisterS Point  
DKK 189.00

VIEW ON MODEL



SisterS Point  
DKK 189.00

VIEW ON MODEL



SisterS Point  
DKK 189.00

VIEW ON MODEL



SisterS Point  
DKK 189.00

VIEW ON MODEL



SisterS Point



SisterS Point



SisterS Point



VIEW BACK

CHANGE MODEL

PRODUCTS ON MODEL

Rapid T-shirt from  
SisterS Point  
DKK 129.00

SELECT SIZE

ADD TO SHOPPING BAG

To product page | Clear

Rapid T-shirt from  
SisterS Point  
DKK 129.00

SELECT COLOR

SELECT SIZE

ADD TO SHOPPING BAG

To product page | Clear

ADD ALL TO SHOPPING BAG

SHARE LOOK ON  
LAZYLAZY AND FACEBOOK



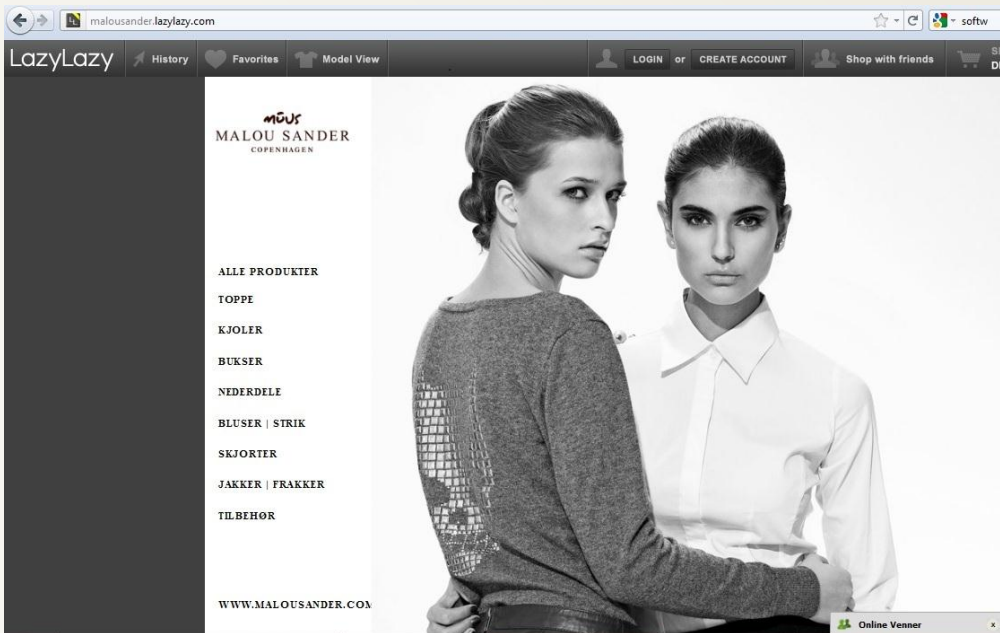
*Product*

*Product – webshop*

*Get your own webshop and connect to LazyLazy shopping street*

If you do not have a branded webshop yet, LazyLazy provide a stable platform with userfriendly backend, on 100% variable costs

Your webshop will include the LazyLazy toolbar and get traffic from the LazyLazy shopping street



LazyLazy.com

# Product

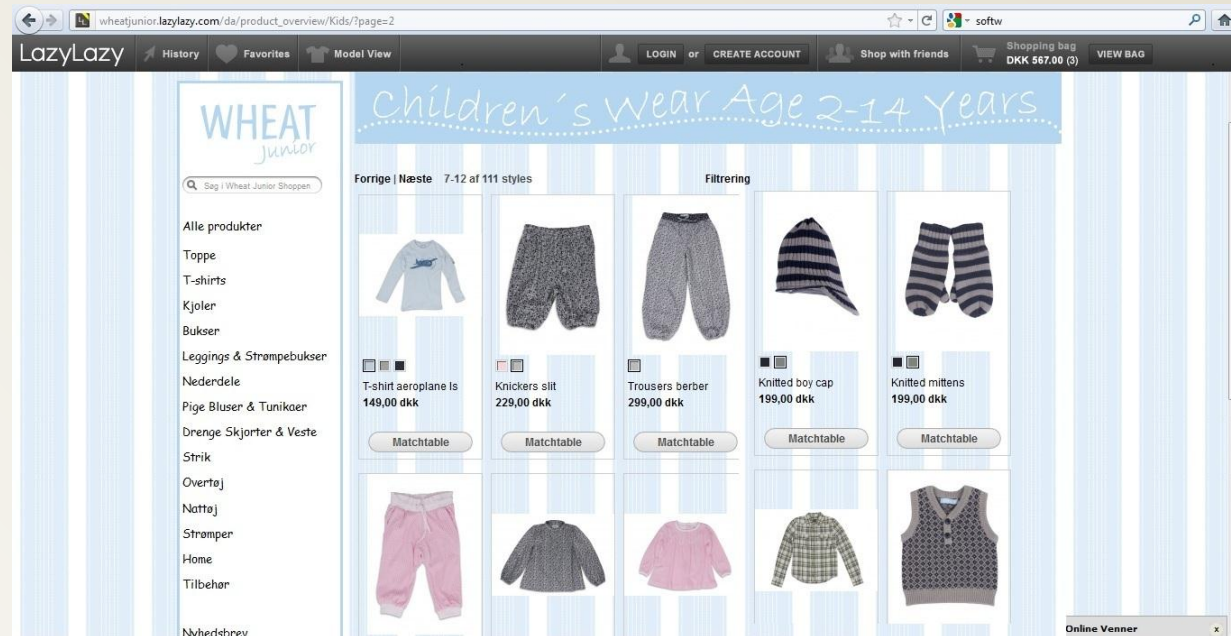
## Product – webshop

A webshop at the LazyLazy platform includes a number of free of charge sales and marketing features:

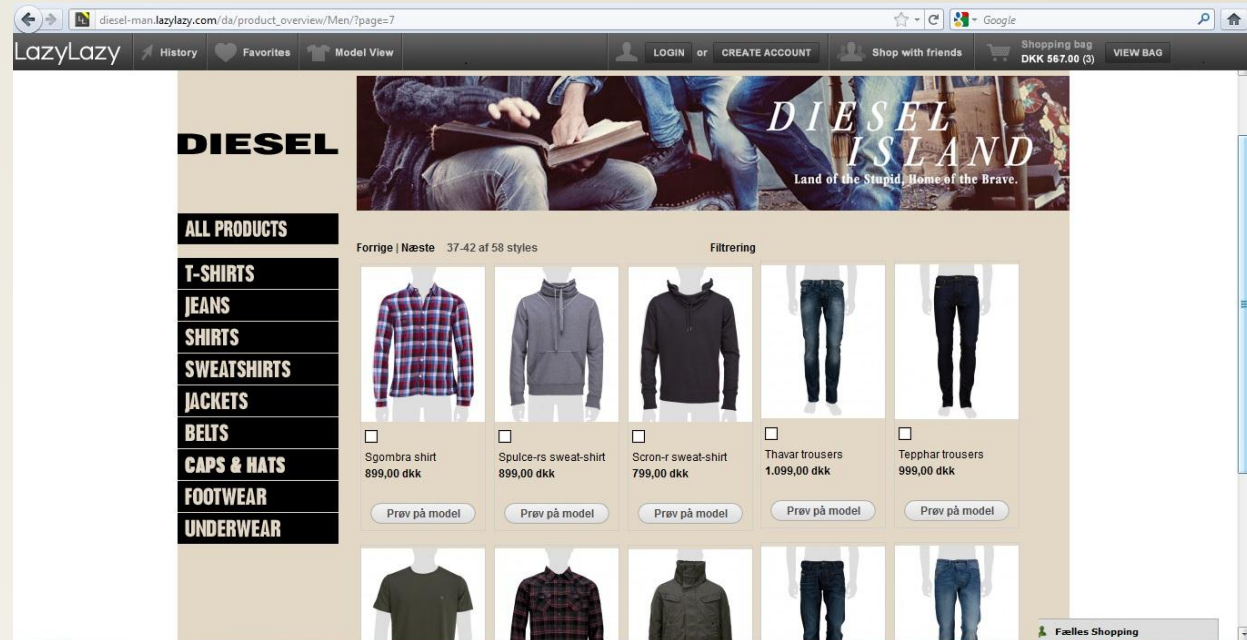
- Dressing room
- Augmented Reality
- VIP customer club
- Combine with other styles
- Fashion blog
- Product feed
- Analytics
- Unique URL
- API to integrate with your ERP

### Marketing:

- Google search campaign
- Banner affiliate campaigns
- On-going campaigns at Facebook and other medias



# Product Product – webshop



*“Having experienced the fashion business globally throughout the last decades via my various branded and retail positions it is fair to say that the level of innovative ambition that LazyLazy has is strong and rare.*

*Diesel, having a continuous tradition of breaking the mold and being first movers, find it natural to join forces with LazyLazy in, yet again, break new ground in the field of e-tailing and social media.*

*From Diesels side the partnership has the potential to drive significant revenue as well as further strengthen our position as an iconic and pioneering global brand.”*

Fredrik Carling  
Managing Director  
Diesel Nordic

LazyLazy.com

# Product

## Product – operation service

LazyLazy can assist in outsourcing most of you daily operation, most of this is operated by external partners:

- Logistic and warehouse, orders and returns
- Add new products to the shop
- Photo pack-shots that can also be used for Magazines etc..
- Translation to more languages
- Shop design
- Additional Marketing:
  - Google search, SEM
  - Newsletters
  - Banners and Affiliates
  - Blog posts



# Value Proposition

## Value Proposition

*LazyLazy.com is an e-commerce shopping community for fashion brands, that offers an easy way to use social shopping communities, while offering a unique shopping experience for end consumers. LazyLazy.com reduces the build cost in setting up an e-commerce store, enhances consumer analytics, and increases penetration and profitability in specialised segments.*

LazyLazy.com is an e-commerce shopping community, where fashion brands meet consumers.

USP – LazyLazy.com is social shopping where you get inspired to create unique looks by leading brands, your friends and fashionistas.



LazyLazy.com

## *Value Proposition*

### *Value Proposition – B2C*

#### LazyLazy.com

- Offers an easy to use social shopping community
- Allows users to shop together in real-time online
- Allows users to mix and match branded merchandise from different shops
- Make consumers able to share their purchases and looks with friends and any other persons in the community
- Offers everyday users the opportunity to become lead-users with followers
- Liberates the online fashion shopping experience
- Eases the flow in e-shopping: Single sign-on > purchase from multiple shops > single checkout

## *Value Proposition*

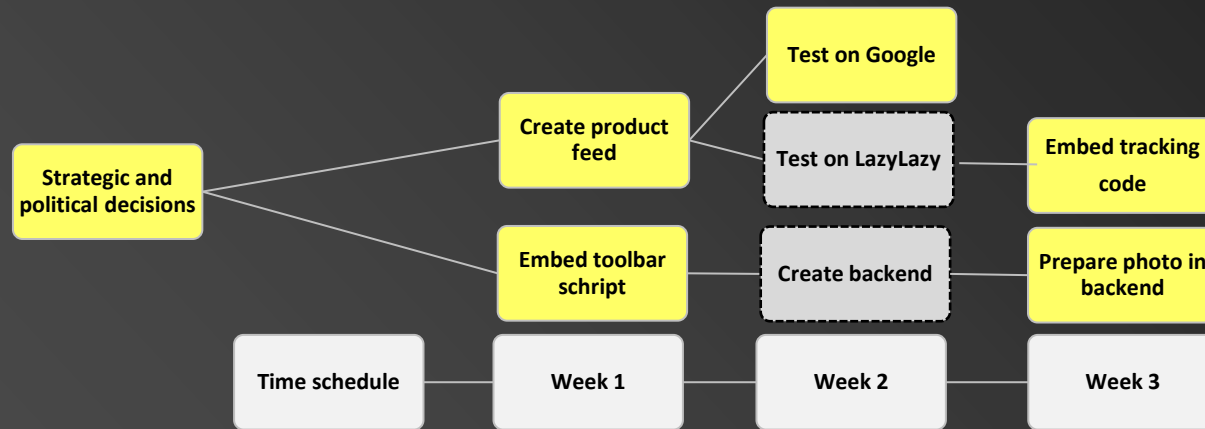
### *Value Proposition – B2B*

#### LazyLazy.com

- Reduces the build cost for the channel
- Features rich/complete solution/robust web shop
- Drives revenue
- Expands brands' brand value online
- Offers Business Intelligence on consumer behaviour
- Enables mixing and matching of branded merchandise from different shops
- Increases penetration and profitability in specialised segments
- Includes broader and segmented marketing. More exposure from LazyLazy marketing service
- Integration to brands' systems

# Time schedule

## Time schedule – toolbar solution

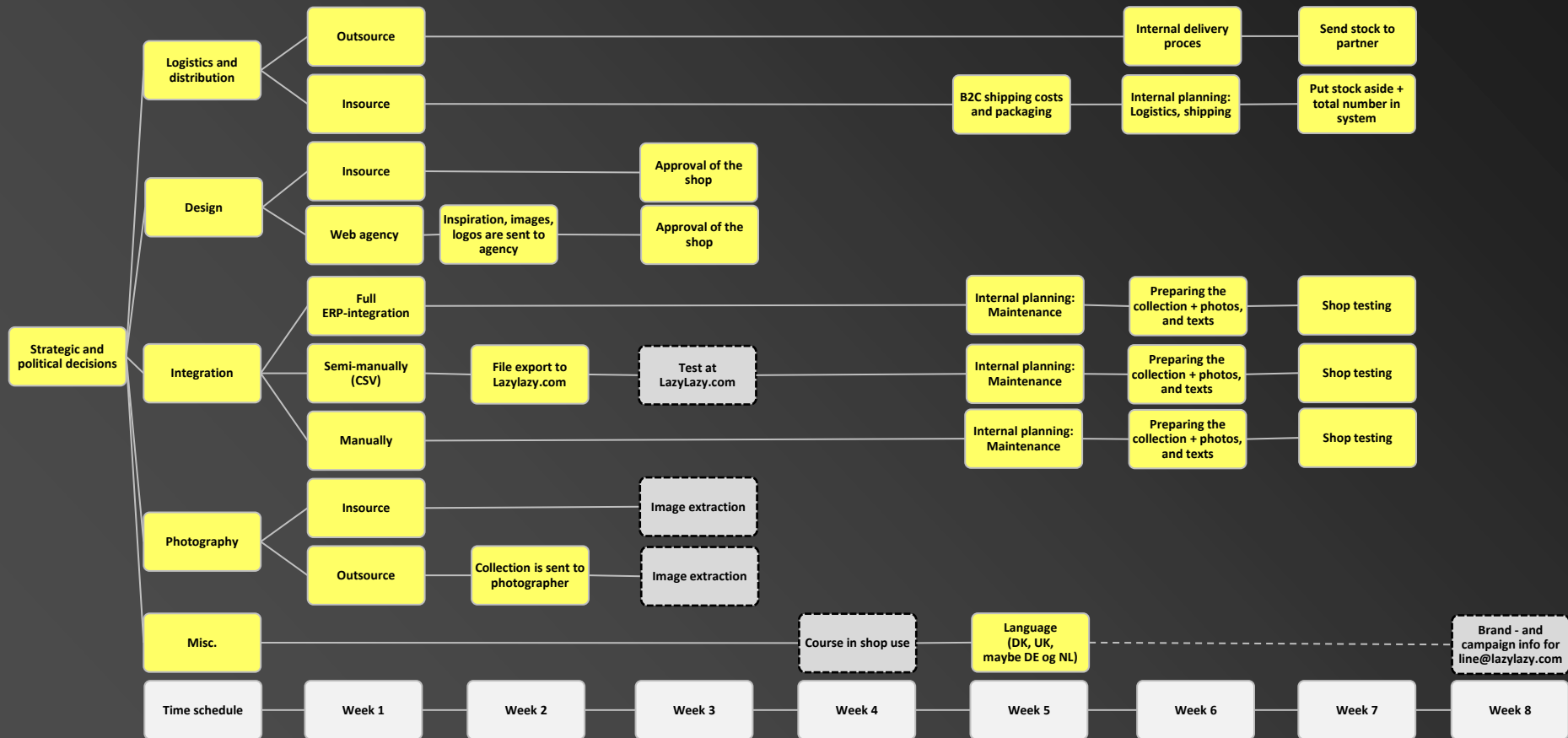




# Time schedule

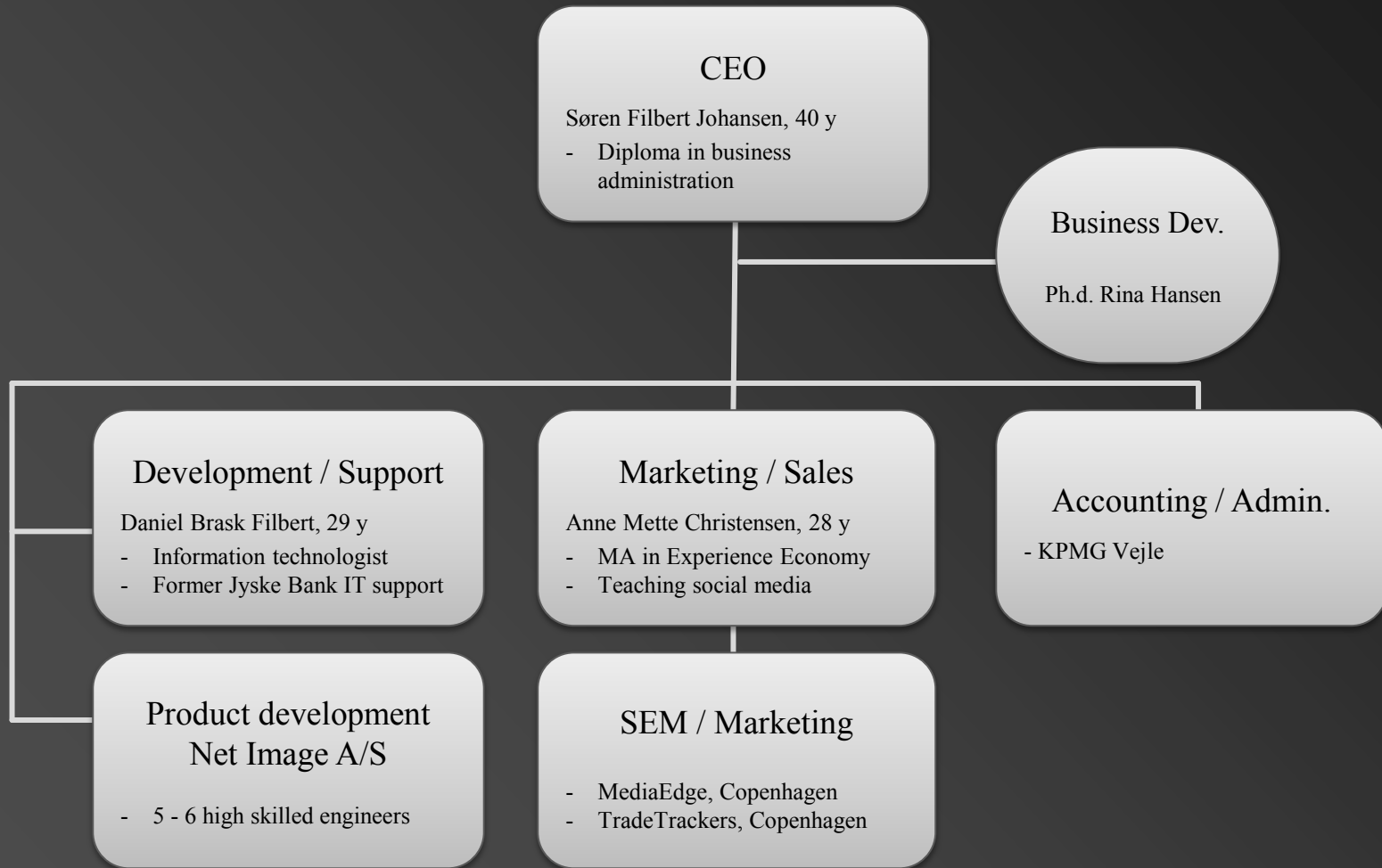
## Time schedule – web shop solution

7 weeks in a easy and controlled process. (One brand managed to set up their shop in 8 days)



# Organisation

## Organisation



# Organisation

## Strategic partners

**NetImage A/S**, Aalborg [www.netimage.dk](http://www.netimage.dk)

Development, encoding of the website

**Media:edge**, Copenhagen [www.mecglobal.dk](http://www.mecglobal.dk)

Marketing strategy

Google search campaign

Partnership & banner ads

**KPMG**, Vejle [www.kpmg.dk](http://www.kpmg.dk)

Accounting until further

Accountancy

**Delacour Dania**, Aarhus/Cph. [www.delacourdania.dk](http://www.delacourdania.dk)

Company law

Online shopping law

**Rina Hansen**. [www.rinahansen.com](http://www.rinahansen.com)

PhD consortium

PhD research

Rina participates in the development of our Social part



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# Organisation

## Board of directors

**Elkær Mathiassen (Chairman)** – *EM-Web ApS - Elkær A/S*

- *IT-solutions for medical business, as well as various investments*

**Jens Find** – *JFI ApS - Unik System Design A/S*

- *IT-solutions for legal adviser business, estate management and graphical business*

**Ole Madsen** – *FSL Trading ApS - Vinding Gruppen A/S*

- *Estate investment and portfolio management on behalf of investors*

**Søren Bruun** – *Developer ApS*

- *Various venture investments, former online business operations*

**Bo Melson** – *Serviceløn A/S*

- *IT-solutions for various businesses venture investments, former online business operations*

**Lars Stigel** – *Østjysk Innovation A/S*

- *Various venture investments, business development*

*Management:*

**Søren Filbert** (*Originator*) *contractual option*

- *21 years in fashion business, CEO and fashion brand owner in 7 years, Diploma in business administration*

# Contact

## LazyLazy A/S

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*Liberating the online fashion shopping experience since 2011*

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