

CONCEPT ·

CONCEPT

*Africa is the new **luxury**.
We built the front door.*

A PRE-SEED
PROSPECTUS

FOR THE AFRICAN FASHION TECHNOLOGY COMPANY

A NOTE FROM THE FOUNDERS

A Tuesday, not a *miracle*.

Last year, a tailor in Aba shipped a hand-stitched agbada to a wedding in Atlanta. The buyer had never been to Nigeria. The tailor had never been to Georgia. Three middlemen took forty seven percent of the sale.

That sale should not have been a miracle. It should have been a Tuesday.

African fashion is producing the most consequential cultural exports in the world right now. Burna Boy walked an entire press run in Mowalola. Tyla wore Bloke at the Met. Beyoncé staged Black Is King in Lookslike Avido and Christie Brown. Thebe Magugu became the first African designer to win the LVMH Prize.

— *The Founders*

Wales Bonner is reshaping menswear from a Nigerian Jamaican imagination. Lagos Fashion Week now sits on the same calendar pages as Milan and Copenhagen.

The audience exists. The product exists. The infrastructure does not.

Concept is the infrastructure. We are a fashion technology company building the AI, the measurement systems, and the consumer surfaces that make African fashion legible to the world. One app for the customer. A licensable engine for everyone else.

This issue is what we are building. The pages that follow are also an invitation. We hope you'll find your way in.

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A FEATURE

The world is finally *listening*.

We are building the loudspeaker.

In the last twenty four months, African fashion crossed an invisible line. Thebe Magugu of Johannesburg became the first African designer to win the LVMH Prize €300,000 and a Dior mentorship. Laduma Ngxokolo's MaXhosa Africa moved from craft project to a Woolworths strategic partnership and standalone stores in the V&A Waterfront. Mowalola Ogunlesi dressed Kanye's Yeezy era and now sits on Dover Street Market shelves. Orange Culture is stocked at Selfridges, Browns, and ASOS. Lisa Folawiyo's brand is valued at fifteen million dollars. Andrea Iyamah opened a flagship in the West Village.

Beyoncé staged Black Is King in Christie Brown of Accra and Lookslake Avido of Kibera. Tyla wore Bloke at the Met. Burna Boy ran an entire press cycle in Mowalola.

Wales Bonner's Adidas collaborations sell out in minutes. Vogue Business named Christie Brown to its 100 Innovators in Sustainability. Lagos Fashion Week now sits on the same calendar pages as Milan and Copenhagen.

Search interest for "agbada," "ankara," and "kente" has grown triple digits on a twenty four month rolling basis. The Nigerian fashion market alone is projected to reach ten billion dollars by 2025. Twenty million Africans living abroad spend an estimated 4.7 billion dollars a year trying to wear home.

The audience exists. The product exists. The capital is moving.

The infrastructure to connect them does not.

"The most underbuilt growth surface of the next decade."

— MCKINSEY, STATE OF FASHION 2025

THE PROBLEM

Three broken *bridges.*

Why the world's fastest growing fashion economy still feels invisible.

01.

DISCOVERY IS FRAGMENTED

A shopper in Lagos cannot easily buy MaXhosa from Cape Town. A buyer in Accra cannot find Mai Atafo without flying. A Nairobi customer hears about Christie Brown of Ghana through Beyoncé, not through a marketplace. Each country runs its own fragmented Instagram economy, its own WhatsApp orders, its own localized payment workarounds. There is no Farfetch for Africa. There is no Cettire for Africa.

02.

THE WORLD WANTS IN

Twenty million Africans live abroad. They spend an average of \$2,400 a year sending fashion home, asking home to send fashion back, and paying double in shipping. They have no consolidated way to shop the continent so they settle for what they can find on Etsy, or wait for a relative to fly.

And the diaspora is not alone. American, European, and Asian shoppers many with no African roots at all increasingly want to wear what they see on Tyla, on Beyoncé, on the Met carpet. A buyer in Dallas who wants a Lisa Folawiyo gown after seeing one on Instagram has even fewer ways to find one than a Nigerian in London. The cultural appetite is global. The supply chain is not.

03.

THE WORLD CANNOT VISUALIZE IT

A buyer in Texas wants to know how a Lisa Folawiyo embellished kaftan will fall on her body before she pays four hundred and eighty dollars for it. A stylist in Tokyo wants to commission a tailored ATAFO suit but cannot fly to Lagos for measurements. The current answer to both is: don't bother. A buyer wants the question "would this look good on me?" answered before buying.

OVERVIEW

A fashion technology company.

Five surfaces. One engine.

SURFACE 01 — DISCOVERY

Curated discovery of African brands and boutiques. Location-aware. Borderless.

SURFACE 02 — THE TWIN

A digital AI twin with your exact face and body, you can try anything on, photoreal garment realism and drape.

SURFACE 03 — THE ATELIER

AI Powered 3D body scan with 80+ measurements for bespoke from any tailor on the continent.

SURFACE 04 — THE WARDROBE

Import what you already own. See how new pieces pair before you spend.

STANDALONE VERTICAL — CONCEPT BEAUTY

A separate, clinical-grade beauty intelligence engine. Independent of the fashion stack.

*One company. Two businesses. Five surfaces. The engine
that powers them we will get to that.*

THE ARCHITECTURE

How it *connects*.



All fashion surfaces compound on each other. A user finds a Kikoromeo outfit through Discovery and never worries about fit. The Atelier's AI-powered scan to measure model extracts eighty plus measurements from two photos and sends them to the brand to tailor a piece to her exact proportions. She sees herself wearing it through the Twin, then pairs it against the Bushprincess bag already saved in her Wardrobe. Concept Beauty operates alongside as its own intelligence vertical independent, advisory, separately monetized

SURFACE NO. 01

Discovery.

Curated. Editorial. Borderless.

Discovery is Concept's editorial layer a curated feed of African brands, boutiques, and ateliers, surfaced by location first but never gated by it. A shopper in Nairobi opens the app and sees Vivo and Lookslike Avido first. One swipe later, she is in MaXhosa from Cape Town. Another, Orange Culture from Lagos. Another, Christie Brown from Accra.

Designer labels ATAFO, Lisa Folawiyo, Andrea Iyamah, Thebe Magugu, Rich Mnisi, Mowalola sit alongside local boutiques, resellers, and emerging ateliers in a single editorial feed. Curated, not crowdsourced. Edited by people, surfaced by intelligence.

For brands: zero fee onboarding for the first six months. Concept handles payments, multi currency, fulfillment partners, and customer service.

For shoppers: one cart, one checkout, one tracking number across various countries.

*"Location-first.
Never location locked."*



SURFACE NO. 02

The *Twin*.

A digital likeness. Your exact face. Your exact body.

The Twin is the version of you you have been trying to see rendered photographically, dressed in anything, posed anywhere. Not an avatar. Not a generic mannequin. Not a slimmed-down idealization of you.

On signup, every user is guided through a private capture flow: a series of face frames, a body sweep, a posture sequence. From this, Concept builds a private digital twin with your exact face and your exact body shape your shoulders, your hips, your proportions, your skin tone. The Twin is not a guess. It is a trained likeness.

When you tap "Try on" on a piece a Lisa Folawiyo embellished kaftan, an ATAFO suit, a MaXhosa knit the engine composes the Twin wearing it, in a white-seamless studio, in a Marrakech doorway, on a Lagos balcony at golden hour. The result is photoreal. You can save it. You can post it. You can decide.

It is a fitting room that travels with you. It is the becoming, before the buying.

*"An avatar is a guess.
The Twin is a likeness."*



SURFACE NO. 03

The *Atelier*.

A 3D body scan from your phone. Bespoke from anywhere on the continent.

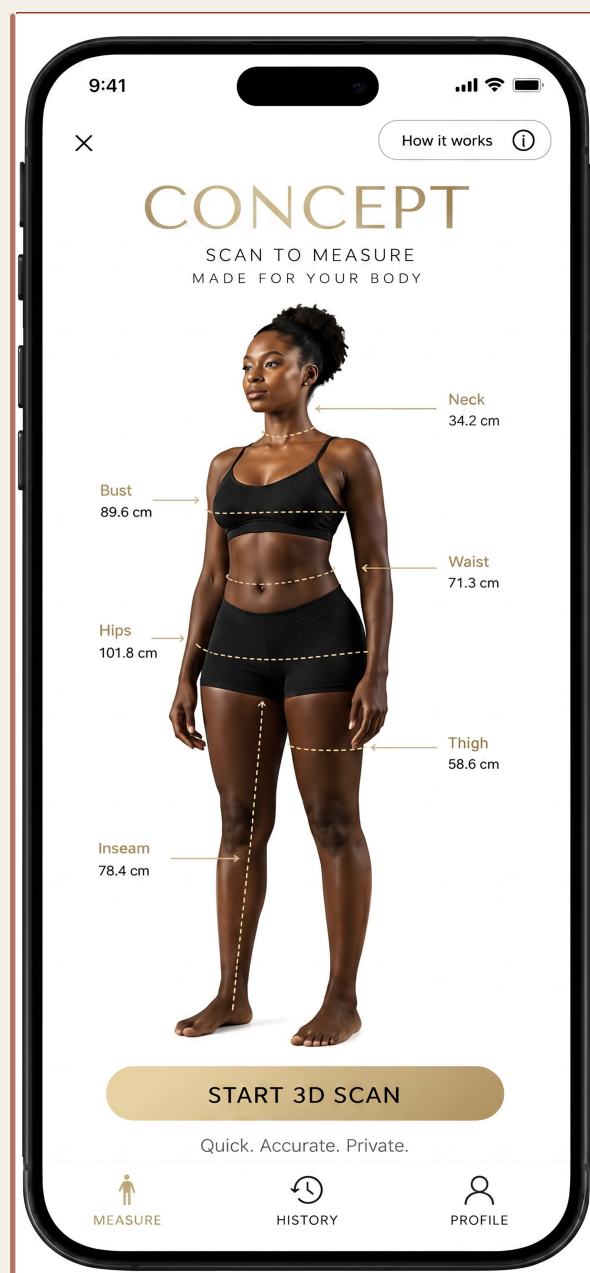
The Atelier begins with the scan. From your phone, in your bedroom, in under three minutes Concept captures eighty-plus standardized body measurements at a precision benchmarked against dedicated platforms like 3DLook and TrueToForm.

The scan is the foundational measurement layer of the entire app. It feeds every fit recommendation, every Twin rendering, every size suggestion across Discovery. And it unlocks the highest-margin business in fashion: bespoke, ordered from a phone, crafted by a master tailor on the other side of a continent.

When you commission a piece a Mai Atafo bespoke suit, an ATAFO agbada, a Kola Kuddus kaftan, a Christie Brown gown the measurements ship to the atelier in a clean, standardized format. The garment is crafted. It ships to your door. Anywhere in the world.

For centuries, African bespoke has been a geographically locked craft. The Atelier breaks the lock and turns one of fashion's most defensible margin pools into a global product.

*"80+ measurements.
Three minutes.
One phone."*



SURFACE NO. 04

The *Wardrobe.*

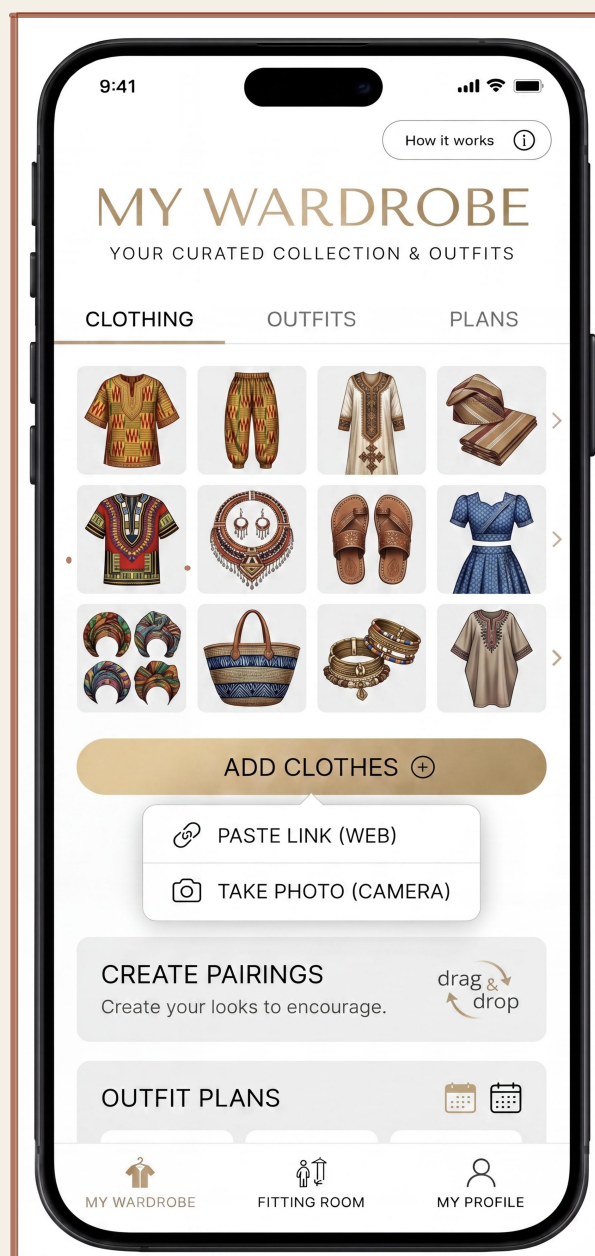
Your closet, in the room.

The Wardrobe lets you upload pieces you already own a vintage denim jacket, the cream slip, the trousers you live in and pair them against anything Concept surfaces.

Want to know if the MaXhosa knit you have been eyeing works with your existing wide-leg jeans? Upload the jeans. The Twin renders both pieces together on your exact body. You see the fit. You see the proportion. You see the color story before you spend.

Don't know what to wear? "Click Style Me" Concept's AI-powered styling model is fine tuned on millions of fashion outfits, color combinations, and editorial silhouettes. It reads what's already in your Wardrobe, curates the strongest combinations, and recommends new pieces from the brands on Discovery then renders the result on your Twin. Outfit planning, photoreal, in one click

*"Nobody dresses in isolation.
Everything you wear, you wear with
something else."*



A SEPARATE BUSINESS

Concept *Beauty.*

*A clinical-grade beauty intelligence engine.
Independent of fashion. Its own vertical, its own
audience, its own economics.*

Concept Beauty is the second business inside Concept a standalone consumer surface and a standalone revenue line. It does not exist to close the fashion loop. It exists because the same machine learning capability we built for fashion turns out to be the most credible beauty advisor on the market.

The engine runs on a custom fine tuned vision language model, trained on thousands of peer-reviewed dermatology and cosmetic studies. It reads texture, tone, structure, undertone, and asymmetry. It returns guided, evidence-backed recommendations: serums, routines, treatments, and makeup palettes that work with your actual face not a generic skin type.

It serves users who came for the skincare, not for the kaftan. It routes them to its own curated network of skincare and beauty brands, and to vetted estheticians and dermatologists in their city.

A separate audience. A separate brand network. A separate revenue line affiliate driven, recurring, and entirely independent of marketplace transaction volume.



*"Every recommendation cited.
Every product accountable."*

A REVEAL

The try on *problem.*

Why the current state of virtual fashion fails and what Concept does about it.

The first twelve pages of this issue described what Concept feels like to use. The next four describe why it works and why no one else has built it yet.

Today's "try on with AI" experiences fall into three broken camps. There are general-purpose image models; Google's Gemini Nano Banana, OpenAI's GPT Image repurposed for fashion through prompt gymnastics. There are big-retailer avatar systems Zara's in app generator built for one catalog with no portability. And there are mid-market diffusion APIs FASHN.ai and peers that map garments onto generic stock models with no concept of *you*.

Each fails the same customer in three ways:

IDENTITY DRIFT. The face shifts between generations. The body subtly changes. Even with explicit "keep my face the same" instructions, generative models drift across attempts, even if it succeeds ones you can rely on them to produce consistent result on multiple outputs.

THE THINNESS BIAS. A 2025 peer reviewed study in *AI and Ethics* tested nine generative models and found that 40% of generated humans depicted unrealistic body types. The default human, when no body type is specified, is slim. The word "fat" in a prompt sometimes refuses to generate at all. Customers see themselves erased. What is the point of a try on AI model when the body is not yours.

GARMENT HALLUCINATION. Color shifts. Cut wanders. A MaXhosa knit pattern blurs into something adjacent. Customers cannot trust what they are seeing and so they do not buy.

"Forty percent of all AI-generated images depicted unrealistic body types. When 'fat' was in the prompt, the model refused to generate at all."

— THE THINNESS OF GENAI · AI AND ETHICS JOURNAL · 2025

THE FIELD, IN ONE TABLE

Where everyone
stands.

CAPABILITY	ZARA TRY-ON	FASHN.AI API	GOOGLE NANO BANANA	GPT IMAGE (DALL-E)	CONCEPT THE TWIN
Fashion-specific fine-tune	No	Partial	No (general purpose)	No (general purpose)	Yes fully fashion fine-tuned
Trained on user's actual face	No	No	No	No	Yes per-user face trained adapter
Trained on user's actual body	Approx. (photo composite)	No (generic models)	No defaults slim	No defaults slim	Yes per-user body trained adapter
Eliminates AI thinness bias	Unknown	No	No documented bias	No documented bias	Yes by design
Garment fidelity (color, cut, microstructure)	Catalog- locked	Mid (garment overlay)	Low hallucinates	Low hallucinates	High per-item trained adapters
Multi-brand catalog	No Zara only	Yes (brand-by- brand)	n/a	n/a	Yes 54-country catalog
Bespoke + measurement integration	No	No	No	No	Yes 80+ measurement points
Inference time	~120 sec	5-17 sec	15-60 sec (unstable)	10-30 sec	~14 sec
Licensable to other brands	No	Yes (generic API)	Public API	Public API	Yes fashion- specialized API

SOURCES: SPRINGER AI & ETHICS 2025 · GOOGLE DEEPMIND GEMINI DOCS · OPENAI COOKBOOK · FASHN.AI
PRICING · ZARA FUTURE STORES

INSIDE THE ENGINE

How the *Twin* works.

The proprietary stack our machine learning engineers built end to end.

Concept does not stitch together off the shelf models. The fashion experience is built on a proprietary stack designed by our in-house machine learning engineers and trained for one job: looking honestly at clothes and at people.

THE BASE MODEL. A full fine tune of a state of the art diffusion model on millions of commercial grade fashion lookbook images. Where Google Nano Banana sees a generic person in clothing, our model sees fabric weight, drape direction, lookbook lighting, editorial composition. This is what beats Nano Banana on fashion realism specialization.

USER FACE ADAPTER. Each customer receives a private face adapter trained from their onboarding capture. This is what eliminates the identity drift that haunts every prompt based try on. The face does not change between generations because the model was trained on that exact face.

USER BODY ADAPTER. The differentiator. While general models default to slim, idealized proportions the documented "thinness bias" Concept trains a body adapter on the user's actual silhouette. The body in the Twin is the body in the room. No false beautification. No phantom slimming.

MATERIAL ADAPTERS. A library of cloth-specific adapters denim, cashmere, linen, leather, ankara, aso oke, lace, silk that enforce material truth at inference. Drape behaves like fabric, not like a guess at fabric.

PER-ITEM ADAPTERS. The most defensible piece. For high volume brand pieces, we train item specific adapters that preserve exact color, microstructure, and silhouette. A MaXhosa knit pattern stays a MaXhosa knit pattern. A Lisa Folawiyo bead motif renders bead by bead.

*"Generic models render an avatar.
The Twin renders a likeness."*

THE ENGINE, LICENSABLE

Built for Concept. *Sellable to everyone else.*

A second business hides inside the first.

The Twin was built to power Concept's consumer app. But the same engine the fashion fine tuned base model, the user-personalization adapters, the per item adapters is precisely what global retailers, luxury houses, and independent boutiques have been trying to build internally for two years and failing.

Concept will license the engine.

CONCEPT FOR BRANDS — WHITE-LABEL API

A drop in try on API for any luxury house, retailer, or D2C brand. Embed the Twin into any brand's site, app, or in-store display. Per call pricing for SMB; volume contracts for enterprise.

CONCEPT FOR BOUTIQUES — PLUG-IN WIDGET

For independent boutiques on Shopify, WooCommerce, Squarespace: a single line widget install that adds the Twin to any product page. Subscription tiers from \$99/month.

CONCEPT FOR ENTERPRISE — CUSTOM DEPLOYMENTS

For large retailers Net a Porter, Selfridges, Farfetch class full custom deployments including catalog-specific item adapters and on prem options. Six figure annual contracts.

REVENUE PROFILE

Recurring. High margin. Independent of consumer app volume. Year 2 onward, projected to match and eventually exceed direct consumer revenue.

CONCEPT

THE ENGINE, LICENSABLE

*The consumer app¹⁶ is the customer facing wedge.
The licensable engine is the long compounding business.*

THE OPPORTUNITY

By the *numbers.*

\$31B

GLOBAL AFRICAN FASHION MARKET
(EUROMONITOR, 2024)

20M

AFRICANS LIVING ABROAD
PRIMARY DIASPORA SEGMENT

\$4.7B

ANNUAL DIASPORA SPEND ON
HOME-COUNTRY FASHION

54

AFRICAN NATIONS CONNECTED
AT FULL LAUNCH

\$843M

GHANA FASHION MARKET
PROJECTED BY END-2025

\$2,400

AVERAGE ANNUAL FASHION SPEND
PER DIASPORA HOUSEHOLD

312%

24 MONTHS GROWTH IN
GLOBAL SEARCH
INTEREST, "AGBADA"

3-5×

MARGIN EXPANSION ON BESPOKE
VS. READY-TO-WEAR

SOURCES: MCKINSEY STATE OF FASHION 2025 · STATISTA FASHION FORECASTS · AFREXIMBANK CREATIVE INDUSTRIES REPORT · WORLD BANK DIASPORA DATA 2024

BUSINESS MODEL

Six lines. One *company*.

An infrastructure business with a consumer surface not the other way around.

01.

ENGINE LICENSING · RECURRING, HIGH-MARGIN

The Twin engine licensed to global brands, retailers, and boutiques as a white label API and embeddable widget. Per call SMB pricing, subscription tiers, six figure enterprise contracts. The compounding business projected to lead revenue from year 2.

02.

ATELIER BESPOKE · 18-23% BLENDED TAKE

Standard commission plus a bespoke premium reflecting concierge orchestration and the proprietary 80 measurement scan infrastructure. The highest per order margin in the consumer app.

03.

DISCOVERY COMMERCE · 15%

Take rate on transactions through Discovery. Benchmark: Farfetch 30%, Cettire 22%, Etsy 6.5%. Concept sits below luxury platforms while offering more services.

04.

CONCEPT BEAUTY AFFILIATE · ~12%

Affiliate commission on Concept Beauty product recommendations. A standalone vertical with its own brand network, its own audience, and revenue independent of the fashion stack.

05.

BRAND SUBSCRIPTIONS · \$99-\$799/MO

Tiered featured placement, analytics, and editorial promotion for brands on Discovery. Recurring, predictable, separate from transaction volume.

06.

TRENDS & DATA · YEAR 2+

18

Anonymized trend reports licensed to brands, agencies, and forecasting platforms. A SaaS line that does not depend on transactional throughput.

ROADMAP

Twelve *months* from today.

NOV 2026

Public launch

Discovery live in Nigeria, Kenya, South Africa, Ghana. Fifty founding brands. The Twin in beta release.

JAN 2027

Diaspora expansion

Localized checkout for the U.S., U.K., Canada, France, and U.A.E. The Wardrobe enters public release.

MAR 2027

The Atelier opens

3D body scan rolls out to all users. Bespoke commissioning launches with thirty vetted ateliers across the continent.

JUN 2027

Concept Beauty & first license deals

Concept Beauty rolls out as a standalone vertical. First white label engine deals signed with launch partner brands.

OCT 2027

Tier-2 expansion

Tanzania, Rwanda, Senegal, Côte d'Ivoire, Egypt. International capital cities outside the launch corridors.

TODAY

\$50,000 raised from family and friends. Product 80% built. Founding team in place. Pre seed open.

TEAM

The *founders.*



Divine Innocent-Sunday

CO-FOUNDER

Fashion-focused product designer and AI systems builder with a background spanning digital fashion, generative AI, and consumer product development. Previously worked across creative tech, visual identity systems and AI driven personalization tools with a focus on building product at the intersection of fashion, culture and computation.



[Victor A. Ntugba]

CO-FOUNDER

Medical Doctor, CS student at Goldsmith University of London specializing in AI & Machine Learning and an active contributor to AI model fine-tuning in the Huggingface and Github communities.

THE TEAM

A bench of operators across machine learning engineering, product design, brand operations, and consumer growth. Backgrounds spanning AI research, computational imaging, fashion-focused product design and creative technology united by shared vision to redefine how people experience fashion, identity and self-expression through generative system. Hiring through Q4 2026 against the pre-seed round.

WHAT WE ARE RAISING

\$1M – \$2M pre-seed.

Open now. Eighteen-month runway. Built to launch in November.

40%**ENGINEERING & MACHINE LEARNING INFRASTRUCTURE**

Production training pipeline, GPU compute, model monitoring, and the engineers who maintain the proprietary stack.

25%**BRAND & ATELIER ACQUISITION**

Recruiting and onboarding the first two hundred designers, ateliers, and boutiques across launch markets. Plus the first white label license partners.

20%**GROWTH & DIASPORA MARKETING**

Content, partnerships, influencer seeding in the U.S. and U.K. corridors. Diaspora is the wedge.

10%**OPERATIONS & LOGISTICS PARTNERSHIPS**

Cross-border shipping, payments infrastructure, and customs partnerships across the launch corridors.

5%**RESERVE**

Optionality. Hiring contingency. Opportunistic.

*"We are not asking for permission to build this.
We are inviting you to be early."*

End of *issue.*

FOUNDERS

Divine Innocent-Sunday
Victor A. Ntugba

GET IN TOUCH

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