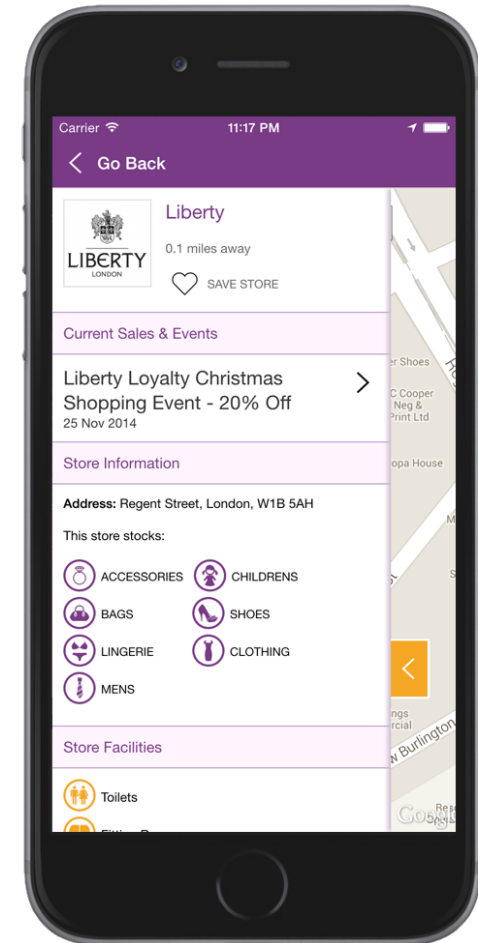




The Fashion Finder App

# What is Chicmi?

- **A free app to** organise and inspire your fashion calendar.
- Receive daily updates on everything from high end **in-store events** to **sample sales**.
- Explore **original and unique local designers** wherever you are.



# Why Chicmi?

- Takes the **stress out of fashion hunting** and brings back the fun to shopping.
- Keeps you **updated with fashion trends** and events, without needing to check hundreds of brand emails each day.
- Lets savvy shoppers have their say about store culture by **sharing in-store experiences** with the Chicmi community.

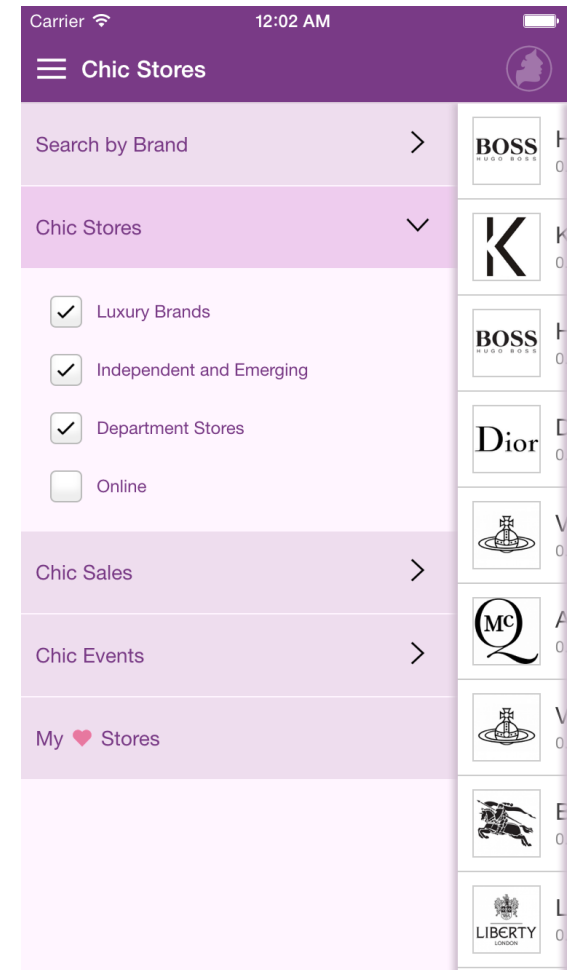
# Our Mission

To create a **communication platform** where **fashion brands** and **fashion lovers** share mutual respect and influence.

To build a **fashion meritocracy** where new designers and retailers can be **discovered and grow**, based on the views of fashion lovers.

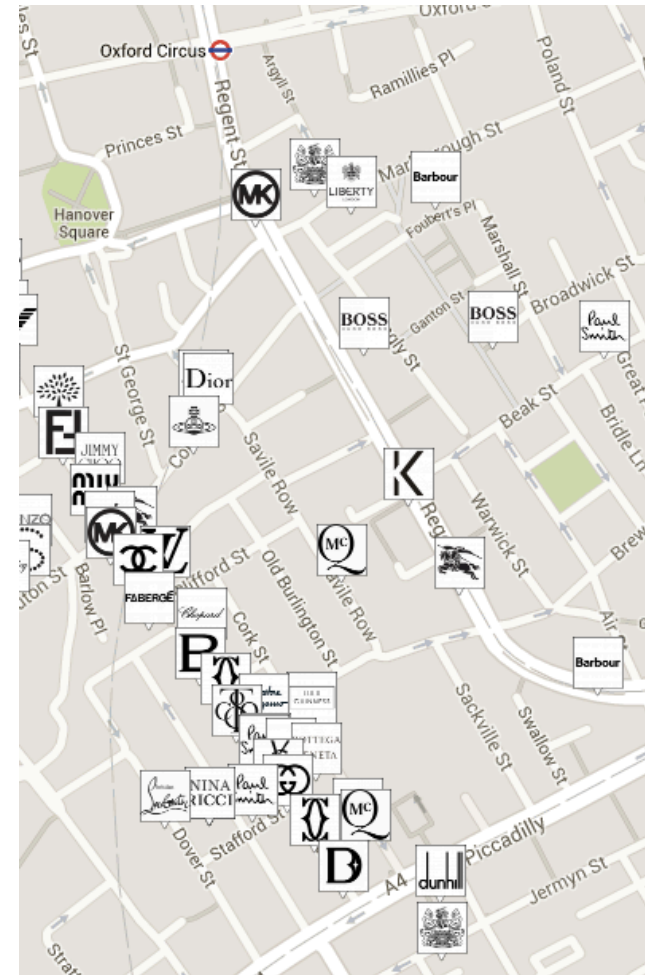
# Who is it for?

- For people who crave the shopping experience, it is a **calendar of fashion events**, ranging from in-store champagne parties to catwalk shows.
- For people looking for a bargain, it takes just one tap to satisfy those shopping itches and get **daily updates on popup sales**, sample sales and exclusive offers.
- For global travellers – its fantastic way to discover **hidden fashion gems** in foreign cities, and enjoy ethical shopping.



# Why start in London?

- London is the fashion capital of the world. There are more overseas shoppers here than any other city on the planet, especially people from China, Russia and the Middle East.
- Being the most diverse city on the planet, London's liberal attitude constantly inspires original and experimental designs that have fascinated the fashion industry.



# The Company

- Chicmi is an Anglo-Chinese joint venture. With its unique combination of tech and fashion, it is one of the **first cross-cultural ventures of its kind**.
- After starting in London, Chicmi will grow to cover **all global shopping destinations** - from East Asia to America.
- Chicmi is currently in English and Mandarin Chinese, but will soon grow into a multilingual product, **satisfying all of the major developing markets**.

# The Management Team



**Jamie Brown,  
Managing Director**

A young and visionary tech entrepreneur, Jamie has launched and sold a number of highly successful British tech startups. Jamie oversees the business and technology platform.



**Aowen Jin,  
Head of Product**

A renowned British-Chinese visual artist, social commentator and international investment consultant, Aowen brings vision to the product, along with market insight and creative expertise.



**Junmei Zhang,  
Head of Business, China**

A former navy scientist, Junmei's businesses span education to investment. Influential in commerce and government, she manages investments, relationships and product marketing in China.



# What the team says



**Jamie Brown**

“I really believe that Chicmi will have a resounding impact on the fashion industry.

By giving shoppers a central place where they can discover what’s going on around them; by letting them share their experiences with other fashion lovers; and by providing an even playing field for all brands; Chicmi will change the way people shop.

We’re determined to create a fashion meritocracy that makes shopping better for everyone.”

# What the team says



Aowen Jin

“The fashion industry has always been hungry for tech. However tech in fashion often misses the mark on how to engage with female audiences. At Chicmi, we are putting female consumers at the heart of our business.

As a female tech entrepreneur, for me, this is an opportunity for women in tech to prove our strength in the technology world.

I want to show that a company built by women, building a product to empower women, will thrive and become an amazing business.”

# What the team says

“In Britain alone there are now more Chinese students in postgraduate courses than there are British students. This influx has brought unprecedented numbers of Chinese consumers into the country, and the Chinese are now the biggest luxury fashion spenders in the UK.

But Chinese shoppers are changing. They’re less interested in hard goods, and more interested in the cultural value of what they are buying. Chicmi helps them to understand and enjoy these cultural experiences and adds value to each purchase. That’s one of the reasons our Chinese investors are excited about Chicmi’s future.”



**Junmei Zhang**

# Find out more!

See more information at [www.chicmi.com](http://www.chicmi.com). Get the apps for free on the [Apple](#) or [Android](#) app stores. Simply search for Chicmi.

Get in touch with the management team directly at [jamie@chicmi.com](mailto:jamie@chicmi.com), [aowen@chicmi.com](mailto:aowen@chicmi.com) and [junmei@chicmi.com](mailto:junmei@chicmi.com).