



## Shana Chu

STYL.wrap

Shana Chu is the CEO and founder of STYL.wrap, an innovative cloud-based platform that is using artificial intelligence to reduce waste and over-production from the fashion supply chain, while reducing high returns from e-commerce by reverse engineering sizing and fit issues.

STYL.wrap was conceived from big ideas to overhaul and change the fashion industry. With over 10 years' experience working in clothing design and manufacturing, Shana is a big believer in leveraging technology to bridge gaps between designers and factories to support consistent sizing, production, and sustainability.

STYL.wrap's ambitious plan is to streamline the fashion industry's excessively manual production, reducing timelines, removing waste, ensuring consistent sizing, and cutting through fashion's environmental problems. Through solving sizing issues and slashing the environmental impact, STYL.wrap aims to remove the guilt of enjoying fashion for shoppers, while making positive impacts to retailers' bottom lines. Looking at sizing across the complete supply chain, from initial design and production right to the front door of online shoppers, STYL.wrap ensures that online shoppers get the right fit that looks good and feels great. The beta platform is currently invite-only and will be launching later in 2021.

In early 2020, Shana was chosen by Farfetch to attend a pitch and boot camp in the New York Stock Exchange and was awarded a place on the competitive and prestigious Climate KIC, funded by the European Institute of Innovation and Technology. Shana champions diversity in entrepreneurship and loved being a part of the community in Starting Strong, gaining key learnings and a powerful network.

[www.stylwrap.com](http://www.stylwrap.com)



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