



How it started

FabricAID was created when co-founder Omar Itani accidentally discovered that the clothes his family had been donating to their apartment building's concierge was, in fact, going to waste because it didn't fit his family's needs. As he looked for answers, he realized that there was no proper system for collecting and redistributing used clothes in Lebanon, so in December 2016 he started a social media experiment, collecting clothes from friends, sorting through them, and giving disadvantaged families exactly the items they needed and chose. The response was overwhelming and before long, from his house filled with bags of clothing FabricAID was launched.

Our Mission

Our aim at FabricAID is to establish a socially and environmentally conscious value-chain for the apparel industry. We are establishing a socially and environmentally conscious value chain for the apparel industry by optimizing the collection, sorting, upcycling, and resale of second-hand clothes across a wide variety of socially conscious and sustainable brands. All while reducing fabric waste and offering clothes to marginalized communities at extremely affordable prices to provide a dignified shopping experience.

We strive to impact a larger number of people and tackle fashion pollution on a bigger scale. To do so, our focus is on three different methods of expansion:

- Blitzscaling where we increase the volume of our existing brands.
- Vertical expansion where we create new streams addressing the value chain of the apparel industry.
- Geographic expansion where we move into new markets.

The Operation

Clothes at FabricAID are sourced through variable mediums:

- Bins that are distributed all around the country.
- International shipments from corporations or personal initiatives and diaspora.
- Local initiatives and competitions (corporates, schools, clubs).
- NGOs that collect clothes through their operation but are unable to sort or distribute all of them.

The donated clothes end up at our sorting facility that has the capacity to sort 5,000 kg on a daily basis. A talented team sorts the clothes by age, gender, age and category before sending them out to cleaning and processing through our in house laundromat.

Our Brands

80% of our donations are sold at Souk l Khalanj in marginalized areas. The clothes are hung and neatly displayed alongside dressing rooms, mirrors, and personalized advice to create a full retail experience at Micro Prices (2,000 LBP- 10,000 LBP) for men, women, and children. Currently, FabricAID has opened four souk l Khalanj stores in Lebanon (Akkar, Tripoli, Wadi Zayne, and Bourj Hammoud) and one in Jordan (Jabal Al Nathif). Souk L khalanj has resulted in 70,000 beneficiaries to date providing people in marginalized areas with a dignified shopping experience giving them the freedom of choice when it comes to their needs and taste.

5% of the clothes collected are extravagant, hipster, or vintage items that have proved to be unfit for the Souk L khalanj market. These items, and after futile attempts to sell them go to Second Base our vintage store. FabricAID currently has two Second Base stores, one in Beirut (monot Street) and a second in Jordan (Weibdeh Street). Second Base stands out with a one of a kind boutique store experience, and has become one of the lead sellers of vintage clothing in the country. The store caters to men and women incorporating vintage ready wear in addition to evening wear, bags, accessories, and shoes. Second Base also provides a buying service where clients can sell their vintage clothes for 25% cash back or 50% store credit.

Finally, 15% of the clothes received are usually damaged or unfit for resale. These items fall under our newest brand RePLAID that recycles damaged clothes into fashion forward ready wear that will be sold internationally. RePLAID currently employs underprivileged tailors lead by talented fashion designers, and pattern cutters to ensure that this collection revolutionizes the way consumers view upcycled fashion.

As for Souk Okaz, this compelling store concept is completely independent of the donation cycle. Souk Okaz was created in December 2020 to cater to the new middle class that arose after the economic collapse and deterioration of the lebanese pound. Being a company that is interested in closing the value chain, we found that there was a big chunk of society that was capable of affording fast fashion brands before the economic collapse, and is left with very few options when it comes to shopping after the collapse. Souk Okaz is a full fledged thrift megastore with a buy

and sell concept. People can go in, sell their clothes for cashback and enjoy an affordable shopping spree at affordable prices. Souk Okaz only buys items from specific brands in order to maintain high quality and familiarity for consumers who used to shop from fast fashion brands. Souk Okaz is currently operating at three branches in Lebanon (Hamra, Furn EL Chibbek, And Jounieh) with its friendly and fun brand identity that is revolutionizing thrift shopping and increasing its popularity in Lebanon. Souk Okaz will open its doors in Jordan in January 2022.

All revenues of our stores go back to supporting the social enterprise in order to continue to provide a dignified shopping experience for people in marginalized communities.

Accomplishments and Growth

The startup social enterprise's latest round of investment extended from 2020 till the end of 2021, and totaled 1.6 million USD making it one of the biggest seed rounds for a social enterprise in the region. It included equity investment from venture capitals, impact funds, and angel investors; alongside, development grants and financial awards. To date, FabricAID has raised, in total, 2.1 million dollars since its inception, and was able to multiply its sales in 2021 by a factor of five collecting over half a million items of clothing, and selling over 350,000 making it the biggest second hand clothes collector in the region.

FabricAID is currently venturing into a new market in Egypt where like Lebanon and Jordan will be introducing collection, sorting, and sale through socially conscious and sustainable brands.

At Fabric Aid, we relentlessly pursue a future where everyone can afford decent clothing ,and the fashion industry does not harm the environment and society. The startup respects an ethical set of values in the workplace from integrity, radical transparency, teamwork, courage, and purpose, proving that social enterprises can be sustainable, can offer personal growth, create social impact, all while remaining ethical in the way we do business.

The Fabric of Giving.

