

The
Smart Mall 



**WHERE
STYLE
EMBRACES
*SMARTNESS.***

Our ambition

Since we started, The Smart Mall has aimed to be a pioneer in the online world of second-hand fashion. Our vision is to create a community that values elegance, sustainability and environmental awareness.

Drawing on our expertise in the world of high-end retail, distribution networks and outlet performance management, we have designed a marketplace synonymous with high standards and quality, in collaboration with our integrated teams of digital marketing specialists.



Intro

At TSM, our mission is clear and unwavering, we aspire to revolutionise the way the world perceives and consumes fashion. We are committed to :

PROMOTE SUSTAINABILITY

We believe in fashion that respects the planet. By giving new life to existing clothes, we are helping to reduce the environmental impact of the fashion industry.

ACCESS TO QUALITY

We want everyone to have access to quality clothing without having to sacrifice their budget. Our second-hand items are carefully selected for their perfect condition.

ENCOURAGING SELF-EXPRESSION

Fashion is a form of personal expression. We offer a wide range of styles so that everyone can find unique pieces that reflect their personality.

SUPPORTING LOCAL COMMUNITIES

We work with local teams and encourage local promotion. By working together, we build stronger communities.

INSPIRING CHANGE

We want to inspire brands and people to join the journey for more responsible fashion.



The
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OUR
SUBST
ANTIAL
MISSION.



Benefits

We at The Smart Mall put quality and service at the heart of our mission. Our teams will carry out a rigorous selection process to ensure that each item is authentic and in top condition.

Mix of styles : Whether it's vintage, designer or the latest trends, TSM offers a variety of choices that customers can easily access on one platform.

Affordable Luxury : Our Marketplace allows customers to purchase quality fashion items at accessible prices.

Sustainability : At TSM we emphasise the positive impact of second-hand fashion on the environment. Every purchase helps to reduce overproduction and textile waste, making our customers agents of change for a more sustainable future.

Unique shopping experience : A fluid and user-friendly shopping experience thanks to special features such as collection searches, personalised recommendations and style tutorials.



Our target market

Expanding into the online second-hand fashion market in the Middle East represents a conscious opportunity given the global awareness of the environmental impact of fast fashion.

In addition, the Middle East has a thriving luxury fashion market, making it a prime destination for high-end second-hand fashion items.

By entering this market, The Smart Mall aims to reduce the carbon footprint associated with fashion production through its expertise and experience in the industry.



The
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ere style embraces smartness



**OUR
MASTERY
*EXPERTISE.***

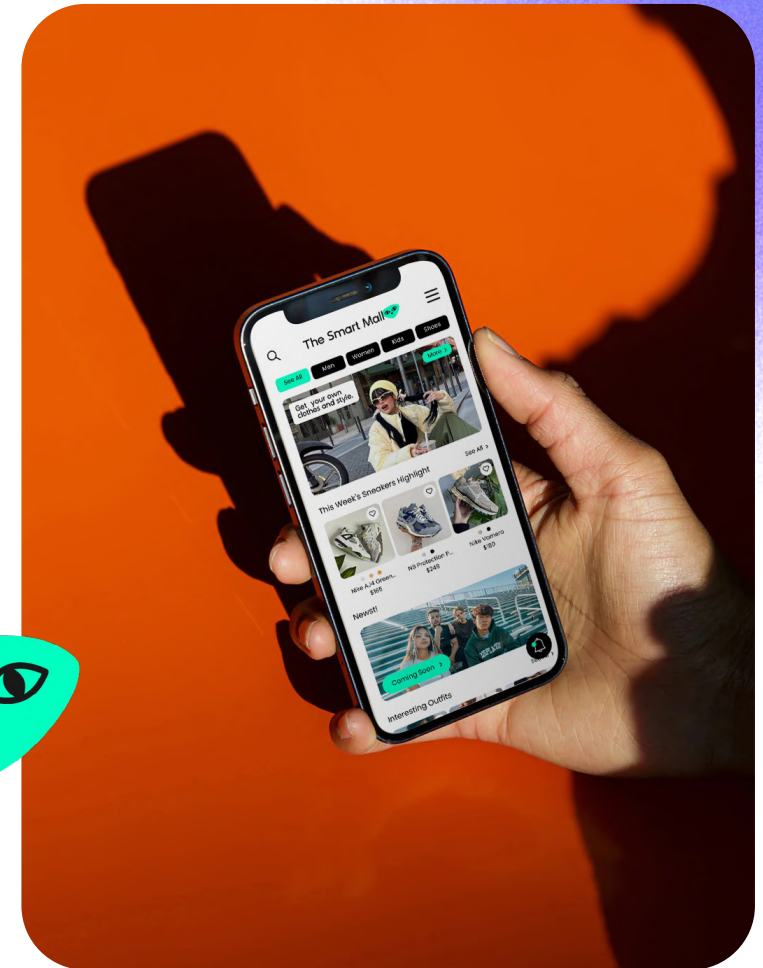
Skills

Our organisation's ability to successfully complete the most prestigious projects is based on the quality and expertise of our staff in managing assets and boosting performance.

The strategy of developing a Marketplace for second-hand luxury fashion items is perfectly in line with the DNA of our parent company, whose day-to-day business is based on its proven success in meeting the challenges of the retail world.

Our major skills :

- Performance enhancement skills
- Marketplace development capability
- Quality management expertise
- Knowledge of luxury fashion industry
- Retail market experience
- Proven track record in meeting challenges
- Alignment with parent company's strategy and values



The
Smart Mall 

HOW
WE
DO IT.



The foundations of our online development



TAILOR-MADE DESIGN

A unique, aesthetically appealing website that reflects the personality of our marketplace.



CUSTOMER EXPERIENCE

Fluid navigation and a user-friendly interface to maximise conversions.



MOBILE-FIRST

A platform optimised for a perfect user experience on all devices.

A high-performance digital marketing strategy



ENGAGING CONTENT

Creation of network and press optimised content to attract and retain customers.



SEO AND SEA OPTIMISATION

Maximising visibility in search engines to drive traffic.



NETWORKING CAMPAIGNS

A sponsorship strategy to effectively promote our marketplace.





Inventory Management and Logistics



SECURE PAYMENT OPTIONS

Integration of reliable
online payment
solutions.



SUPPLY CHAIN MANAGEMENT

Implementation of
efficient stock control
and delivery options.



ORDER TRACKING

Real-time order tracking
to ensure a seamless
customer experience.

Training and Customer Support



CUSTOMISED TRAINING OPTIONS

Training for local teams to achieve operational autonomy and optimise platform maintenance.



RESPONSIVE CUSTOMER SUPPORT

Dedicated customer support to answer all your questions and ensure the long-term future of the platform.



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**WE
WORKED
FOR
*THE BEST.***



Background

The Smart Mall relies on the know-how of a team of experts from the retail and communications worlds. Their professional backgrounds, within multinationals, major retailers and start-ups, are the cornerstone of our platform's development.





We are the future

We remain attentive to the planet and offer customised solutions.
We keep up with the latest trends to offer industry best practice.
We are committed to delivering concrete, measurable results.

We are The Smart Mall.