



**SXD**

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### **SXD | Zero Waste. Zero Compromise.**

**We are a tech-powered partner to brands charting a radical new industry standard: to eliminate fabric waste without compromising great design.**

### **Who We Are**

SXD is an award-winning design-tech startup from Harvard with 10+ years of experience in zero waste design and deep learning technologies.

Every second, one garbage truck of fabric is wasted, dumped or burned. We are working to reduce the 92M tons of fabric wasted each year to zero. Our patent-pending technology turns current fabric waste into valuable new apparel products and eliminates future fabric waste through automated zero waste design patterns.

### **How We Work**

We blend proprietary technology with design expertise to

- Turn apparel brands' iconic best-sellers into zero waste products that preserve the beloved style while cutting down on waste and cost
- Create original zero waste designs in collaboration with brands, often using existing materials that the brands have to generate fresh and exciting products for consumers

Our technology recognizes sketches and uses fabric information to output zero fabric waste patterns, bringing vision to reality. Our deep learning algorithm scales zero waste designs across sizes and fabrics.

Sustainability doesn't have to cost more or compromise on style. Our beautiful designs have been invited to open Milan Fashion Week and our software gives designers creative control. Our zero waste design output has about 80% smaller carbon footprint and costs up to 55% less to produce than standard designs.

### **We maximize:**

- **creativity** by starting with a sketch;
- **circularity** by having the capability to incorporate leftover/wasted fabric; and
- **cost savings** by reducing overall fabric consumption, eliminating fabric waste, and minimizing time-consuming seams/cuts.

### **Awards + Press**

SXD has been featured in publications such as *Elle*, *Harper's Bazaar*, *Women's Wear Daily*, *Business of Fashion*, *Yahoo* and *InStyle*. *Harper's Bazaar Japan* named SXD a company Redefining the Fashion Ecosystem. SXD also became the first design oriented startup to win numerous prizes around the world, including Grand Prize at the Harvard Business School New Venture Competition.



SXD zero waste hoodie  
for Allbirds

ELLE **WWD**

The Business of Fashion  
**BOF**

**YD**  
YANKO DESIGN

**InStyle**

Harper's  
**BAZAAR**

**The Boston Globe**