

Trend: Premium fashion ownership is creating new demand for specialized care

Proven Global Playbook

The Laundress (USA)

Model: Premium fabric care. D2C-first, then premium retail.

Success Driver: Dry-clean results at home. Built deep trust for luxury fabrics.

✔ **Outcome:**
Acquired by Unilever (\$100mn)

Dryel (USA)

Model: At-home dry-clean kits. Mass retail distribution.

Success Driver: Solved cost & convenience pain with simple outcome promise

Hero products - Combo pack: Dryer-Activated cleaning cloth + On-the-go stain remover (10K+ units sold in Amazon USA monthly)

✔ **Outcome:**
Acquired by The Summit Brand

The Clean People (USA / Canada)

Model: Modern laundry care. D2C-led
Success Driver: Strong branding + performance. High repeat & basket expansion.

Hero products - Laundry detergent sheets & fabric softener sheets (20K+ units each sold in Amazon USA monthly)

✔ **Outcome:**
Rapid D2C scale since launch in 2020

Broader Market Signals in India

- Premium apparel and sneaker market growing fast in India – care is still underserved
- No trusted home alternative to dry cleaning
- Global leaders like P&G and Unilever also moving into specialized formats like pods, validating long-term category expansion

The Winning Insight

No trusted, performance-led home alternative to dry cleaning in India - a massive white space for Ethiek to own in India.