



Tokyo Touch

• Reb Moore •

1911842

• EBSC6021: Degree Project 25/26 •



Contents

Positioning Statement....3

Market Research.....4

Primary Insights.....5,6

Frameworks.....7,8

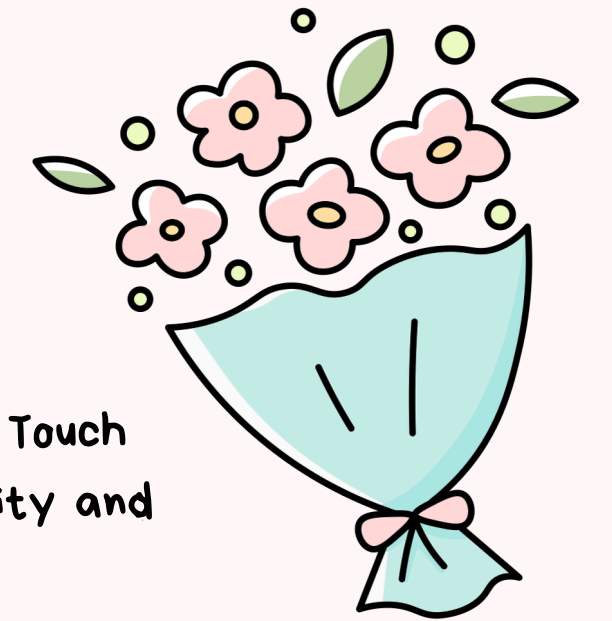
Final Logo....9

Promotional Materials...10

Tokyo Touch UI....11,12,13,14



Positioning Statement



Tokyo Touch is a dedicated marketplace platform designed with the UK J-fashion community in mind. Tokyo Touch explores the concept of an online marketplace with a dedicated social space, inspiring connection, creativity and self expression.

Tokyo Touch was heavily inspired by the globalisation of Japanese street fashion and subculture, particularly Lolita, Decora and Gyarū. Tokyo Touch provides users with a third space to acquire j-fashion pieces, while providing opportunities to share their aesthetic identities and subcultural interests with others in the community.

Tokyo Touch differentiates from traditional marketplaces by positioning itself as a community first platform. Users can buy, swap, sell clothing, accessories and handmade items from users, and sort by J-fashion brands. In addition to partaking in discussion boards, events and meet ups. Tokyo Touch fosters interaction over traditional e-commerce, by building a virtual sanctuary for those who may not have the support of a local j-fashion community, creating a sense of belonging.

Tokyo Touch nurtures historical links between J-fashion subcultures and connection, by creating an online space that is inclusive, community focused and accessible, where all styles are celebrated. Tokyo Touch achieves this through creativity and community, reimagining e-commerce as a social experience, rooted in creativity, self expression, and a passion for Japanese fashion subculture.

Market Research

UK: purchasing of fashion online* in last 12 months, 2022 and 2024

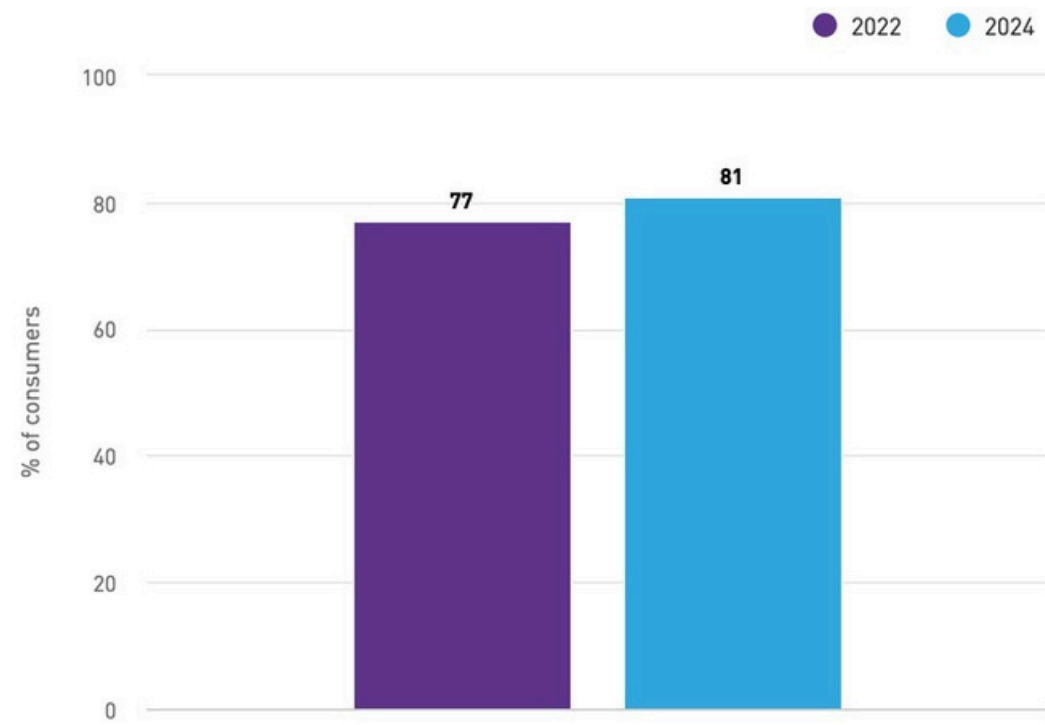


Fig.1 UK e-commerce

UK: second-hand online fashion shoppers, by gender and age, 2024

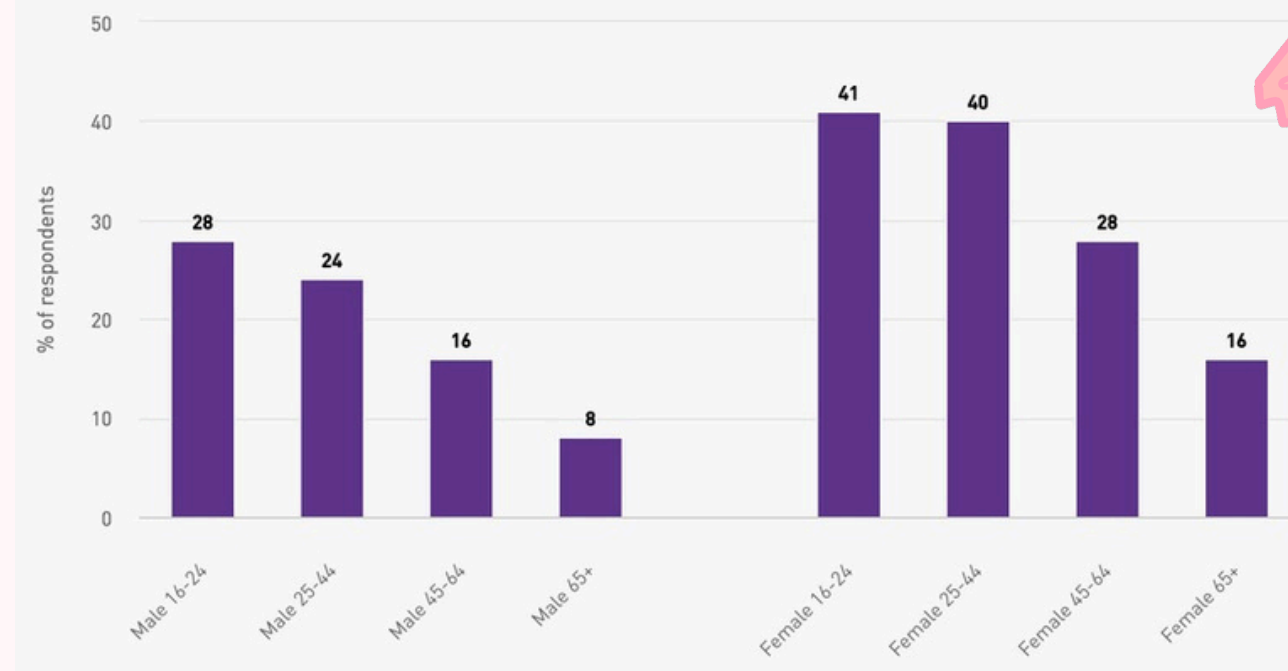


Fig.2 Second-hand e-commerce..

E-commerce continues to play an important role in the fashion industry, with Mintel stating '81% of consumers had shopped online for fashion in 2024, up from 77% in 2022.' (Mintel 2024)

E-commerce has a primarily Gen Z and Millennial audience, with Mintel stating 'Buying used items online is most prevalent among younger shoppers, with 34% of Gen Z and 35% of Younger Millennials buying this way, and as high as 41% amongst Women aged 16-24.' (Mintel, 2024)

'Vinted leads UK online resale usage and is scaling fastest. Among UK consumers who bought second-hand fashion online, 55% used Vinted in 2024 and 53% in 2025.' (Mintel, 2025)

The steady rise of e-commerce indicates that this is a trend that is unlikely to disappear anytime soon, due to drivers such as the pandemic and growth of eco-conscious consumers.

This popularity of e-commerce shows that Tokyo Touch is a fruitful concept, however the market is quite competitive due to the number of e-commerce apps available. Tokyo Touch can differentiate through in-app offerings and a niche focus.

Gen Z and Millennial audiences are the most responsive to second-hand items, which validates Tokyo Touch's target audience and concept.

UK: retailers used for shopping online for second-hand fashion items, 2024

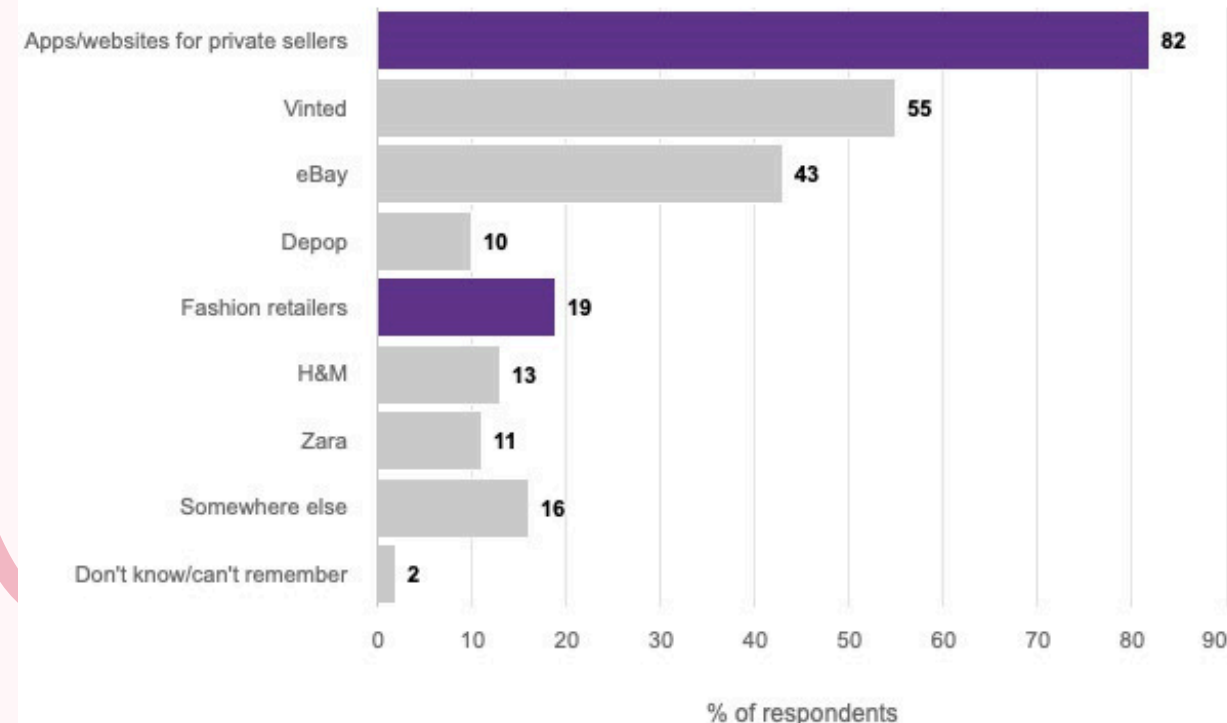


Fig. 3 UK Second-hand retailers 2024

UK: where second-hand fashion items are purchased online, 2025

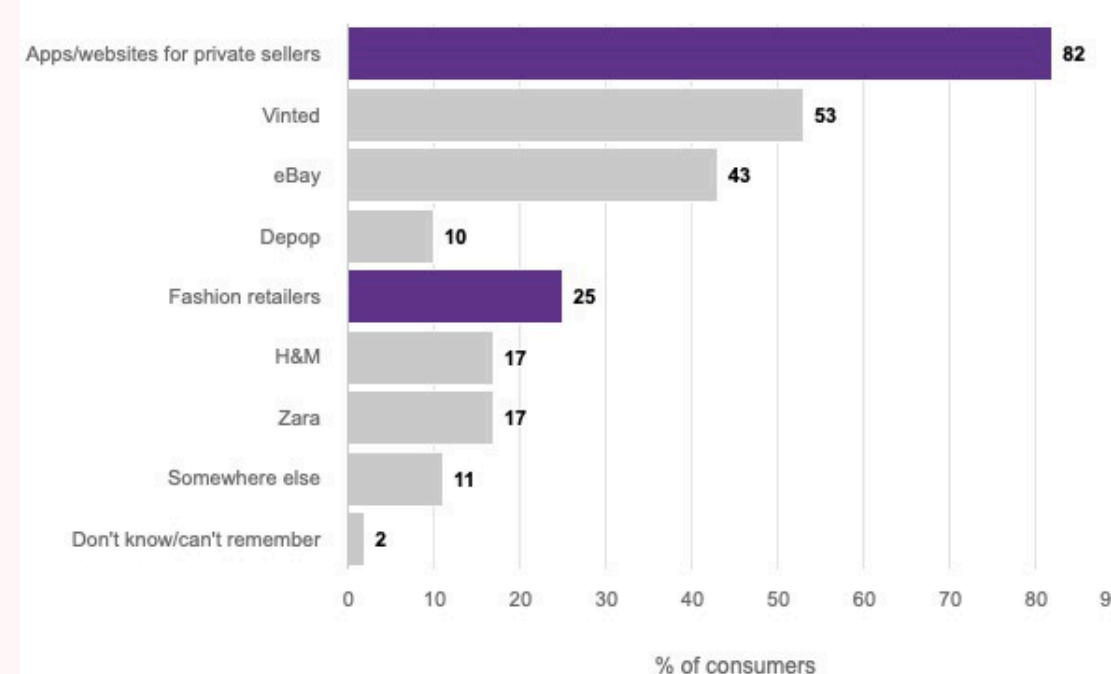
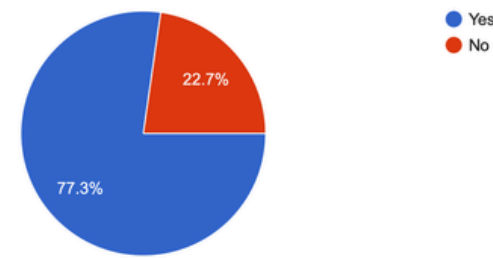


Fig. 4 UK Second-hand retailers 2025

Primary Insights

Are you currently based in the UK?
22 responses



How familiar are you with Japanese Fashion (J-fashion)?
22 responses

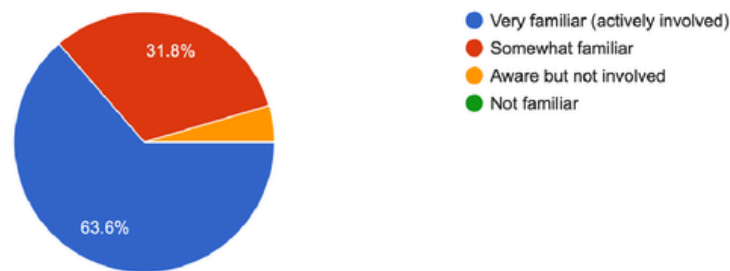
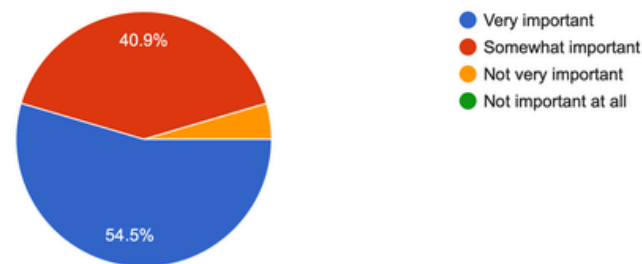


Fig 5. Pie chart for Audience familiarity and location.

How important is a strong community in a j-fashion app?
22 responses



Would you feel more comfortable buying/selling within a niche j-fashion community rather than general platforms?
22 responses

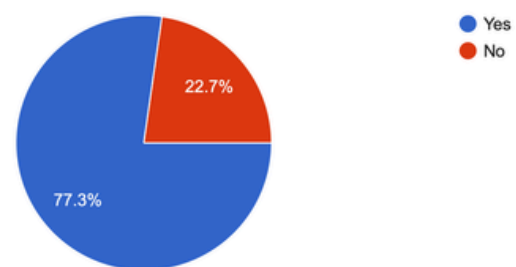
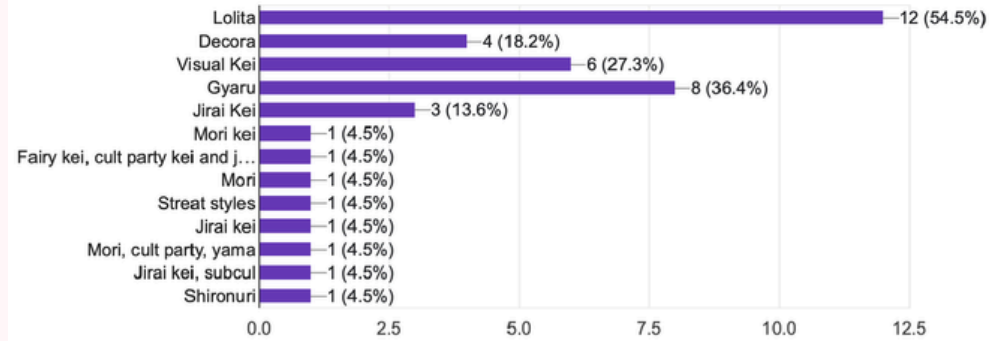


Fig. 6 Pie chart for Community and user trust.

Which j-fashion style are you most interested in? (Select all that apply)
22 responses



How do you currently buy or sell J-fashion items? (Select all that apply)
22 responses

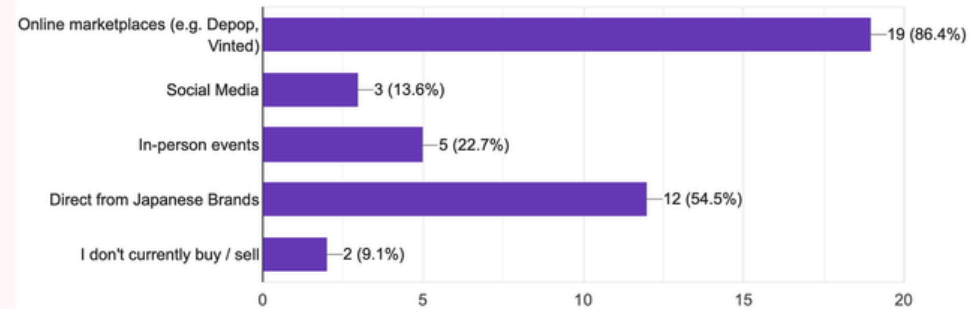


Fig 7. J-fashion styles.

What would encourage you to trust and use a new platform?
22 responses

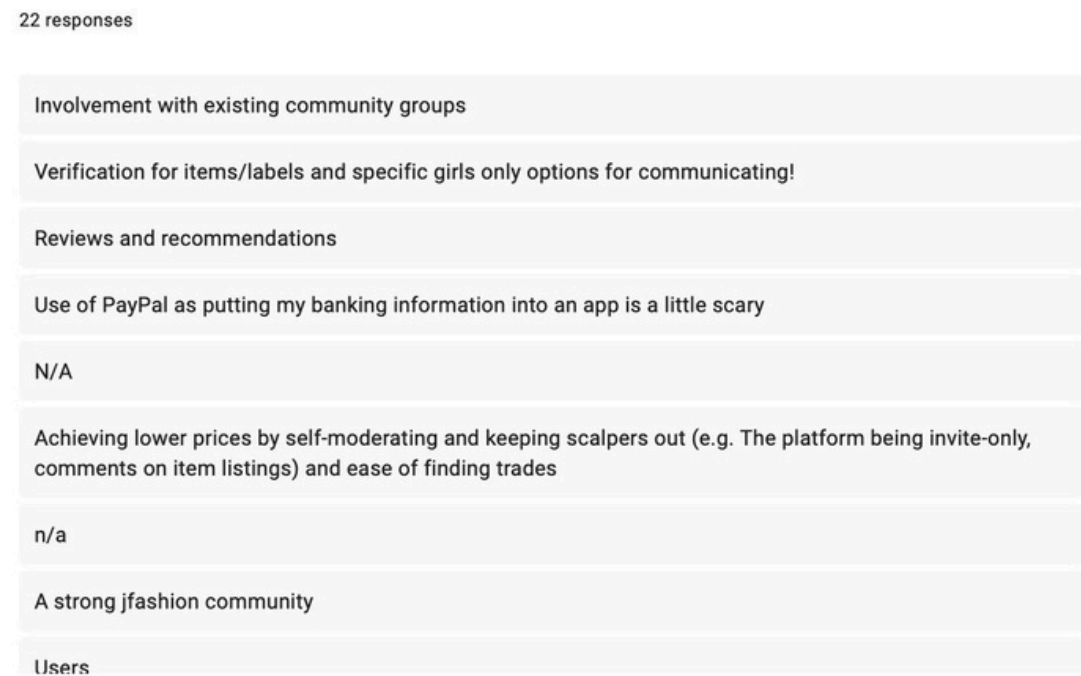


Fig 8. User motivations..

Would you be interested in a marketplace app specifically for j-fashion in the UK?
22 responses

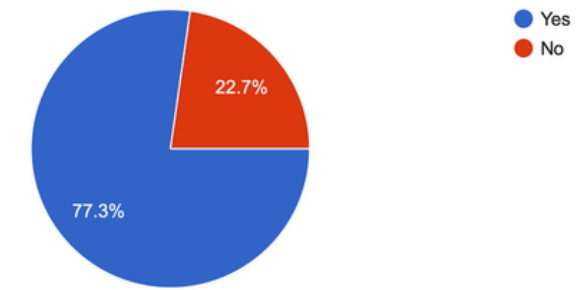


Fig 9. Pie chart on app interest..

What features would you find the most useful? (Select all that apply)
22 responses



Fig.11. App features pie chart..

What would encourage you to trust and use a new platform?
22 responses

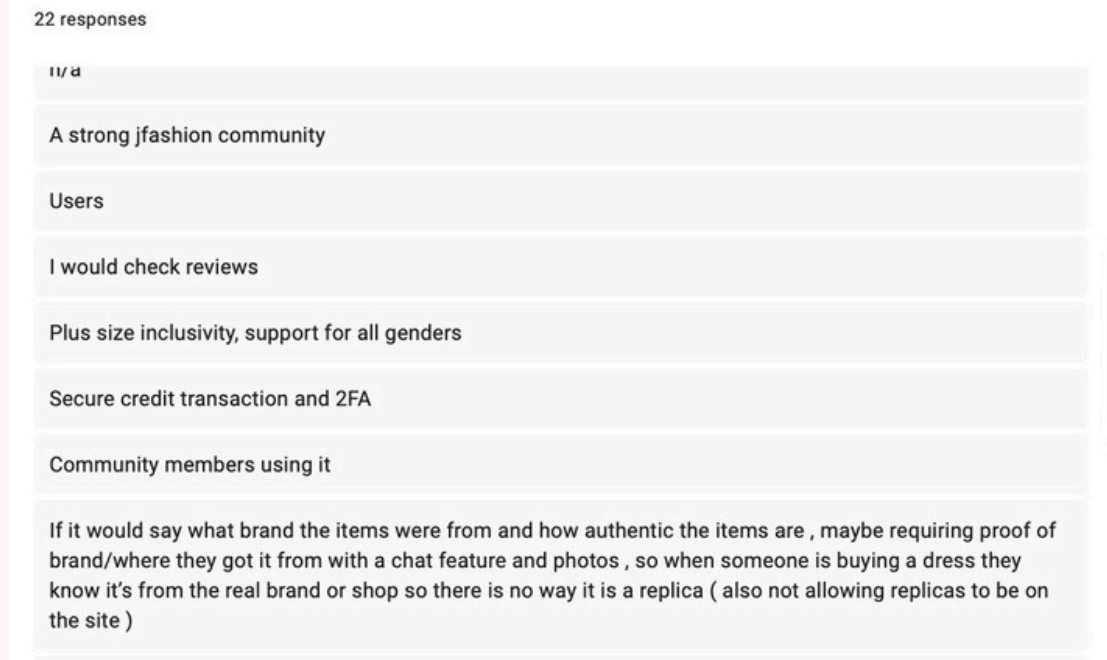


Fig.11 User motivations.

Primary Insights

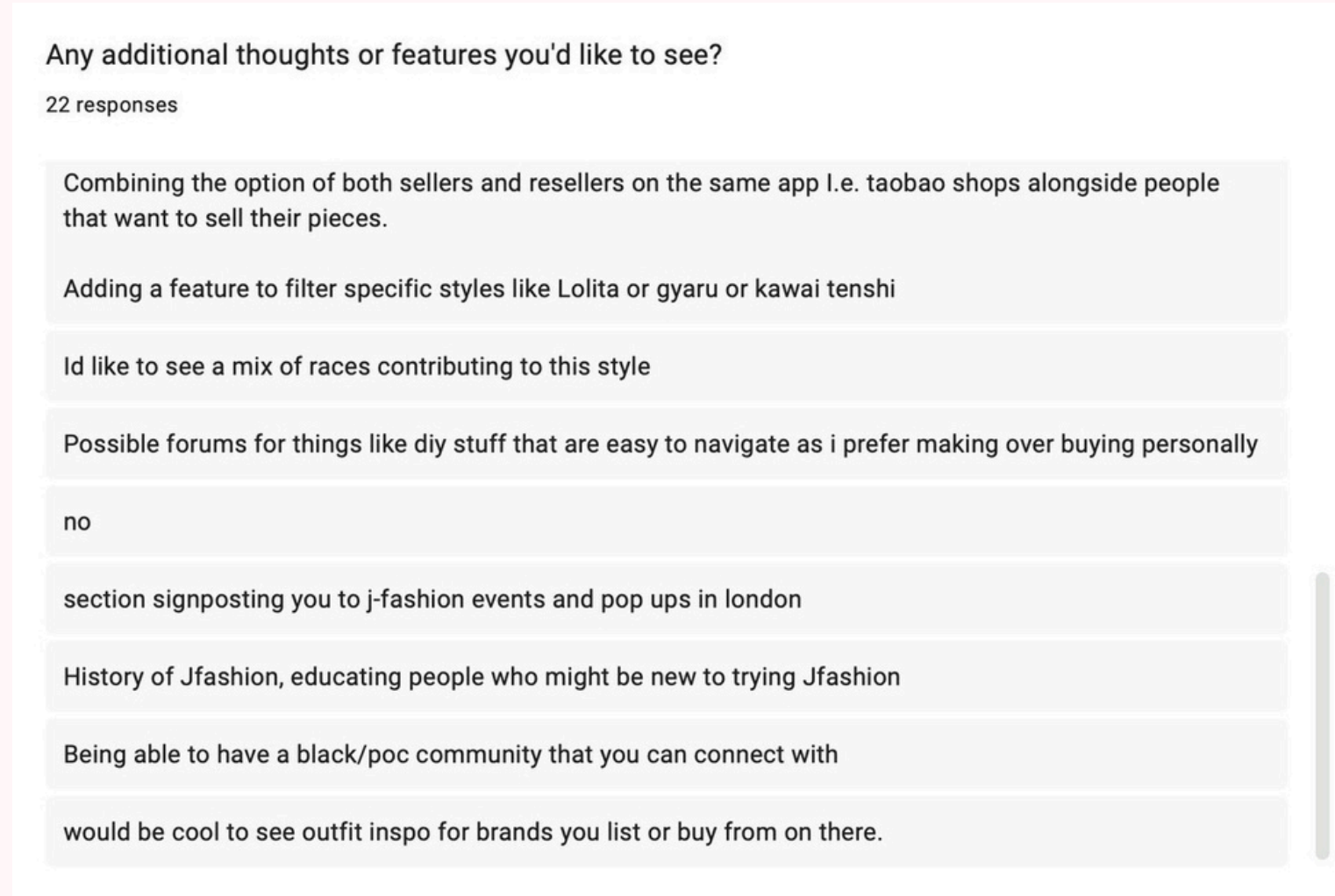


fig 12. User motivations.

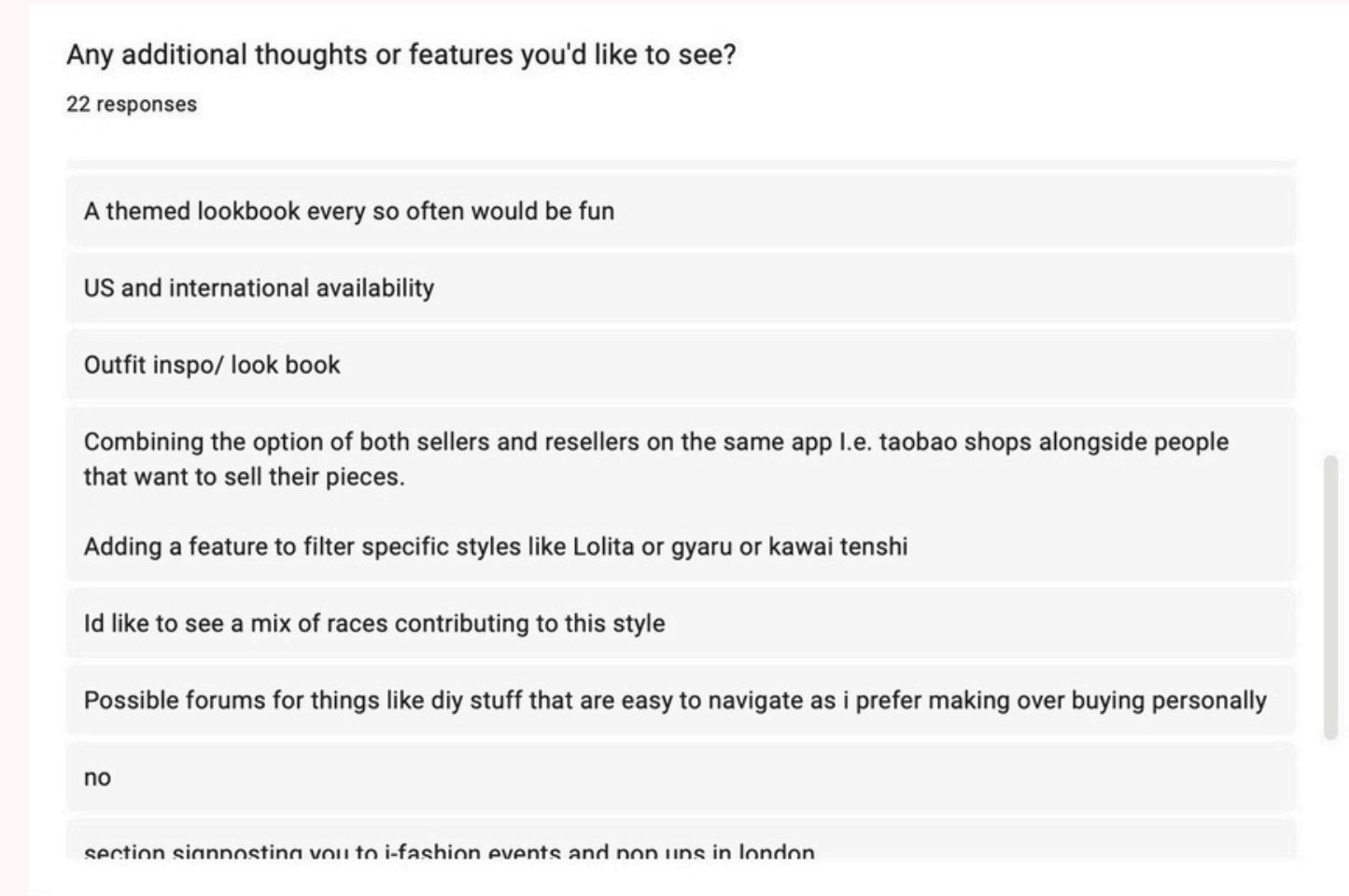


fig 13. User motivations.

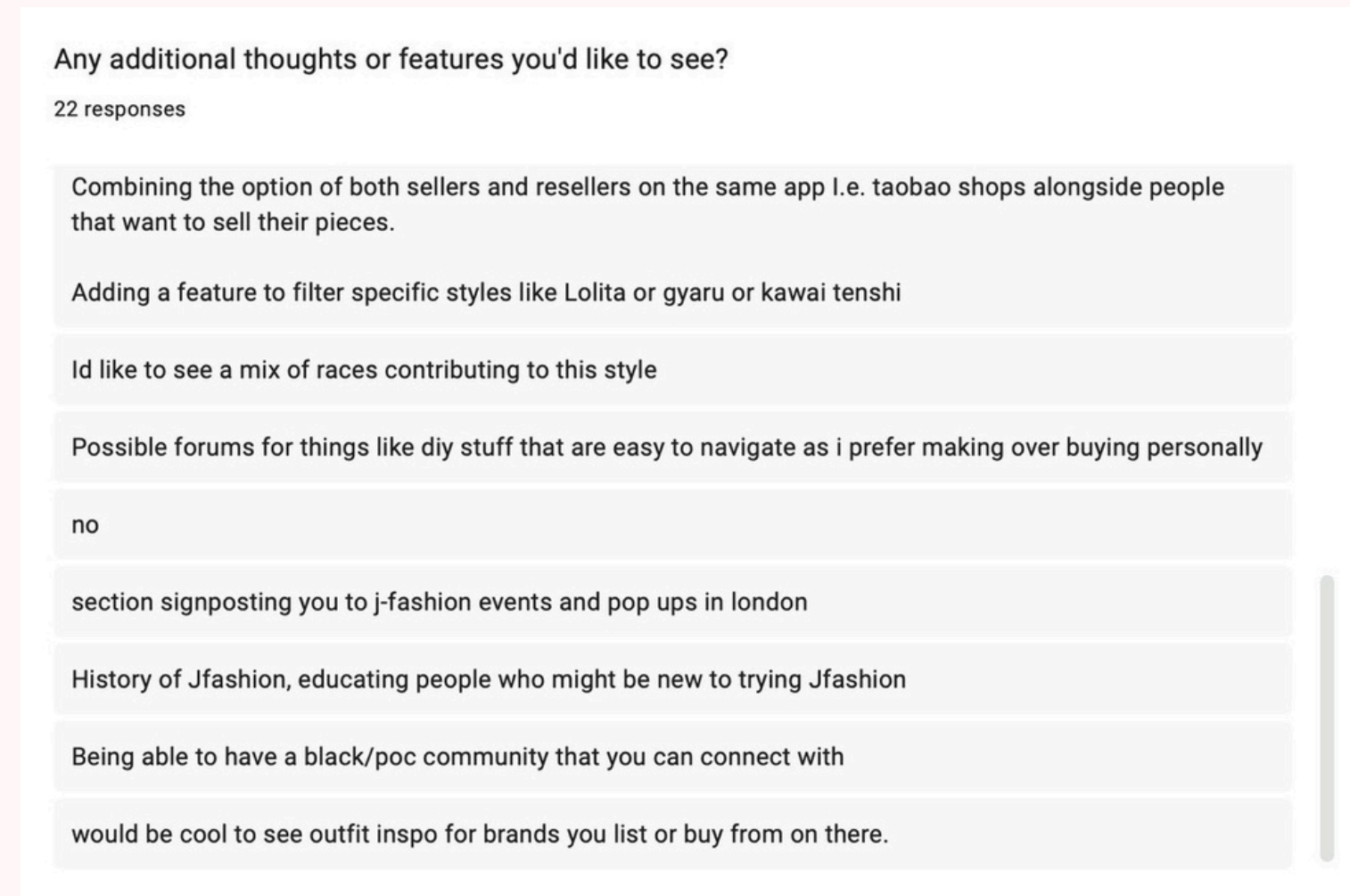


fig 14. User motivations.

Competitor Matrix

- Specialises in Niche Resale
- Targets Designer Brands exclusively

High curation / Community



- Specialises in Designer Resale
- Streamlined categories
- Community Aspects, i.e. We Love....

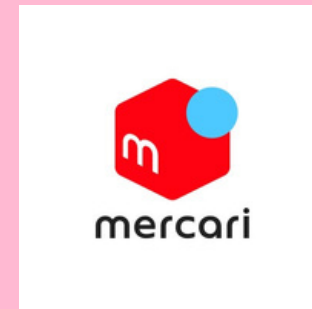
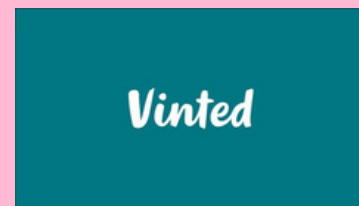
- Specialises in UK J-fashion resale
- Competitive Pricing
- J-fashion Community Focused

- Focus on curation and styling inspiration
- Community presence
- Strong branding

- Some niche community presence
- Social features i.e chat
- Strong brand identity

General Fashion

Niche / Subculture



- Dominates UK resale market
- Competitive Price points
- Little to no community

- Based in the Japanese resale market
- Requires imports
- various listings and price points

- Inexpensive Price Points
- Fast Fashion and trend orientated
- No solid identity



- Focuses on Niche subculture
- Counterfeit / dupes of popular j-fashion brands
- Inexpensive Price Points
- Weak identity, follows trend culture
- Fast fashion

- No Community or solid identity
- Global Reach
- Various listings and price points



Low curation / Community

Product

Tokyo Touch is a virtual J-fashion marketplace that combines e-commerce with social features. Creating a unique community hub where users can buy, sell, swap and connect with other J-fashion enthusiasts.

- Second-hand Marketplace for Japanese Fashion (J-fashion)
- Buy, swap and sell Functionality
- Community hub for upcoming events, meet ups and conventions
- User profiles and J-fashion focused networking
- Style groups for various J-fashion subcultures
- Safe transactions and in-app messaging

Tokyo Touch bridges a gap in the UK j-fashion market, by offering a niche resale marketplace that puts the community first.

Tokyo Touch delivers a freemium business model.

- Free to download and create an account
- Low seller transaction fees
- Authentic J-fashion listings at face value.
- Optional seller subscriptions, for boosted visibility and analytics

We want Tokyo Touch to remain accessible for all users, especially as scalpers are an identified pain point.. Therefore our business model focuses on both affordability and accessibility.

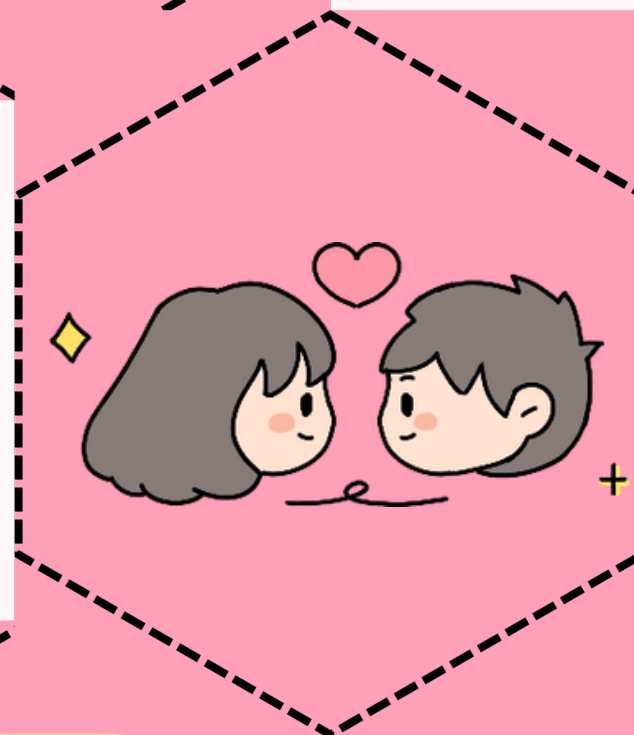
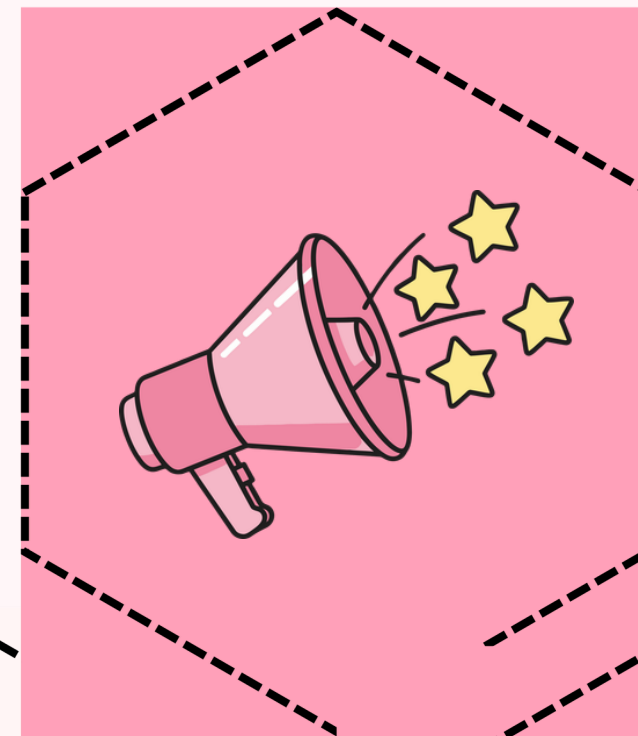
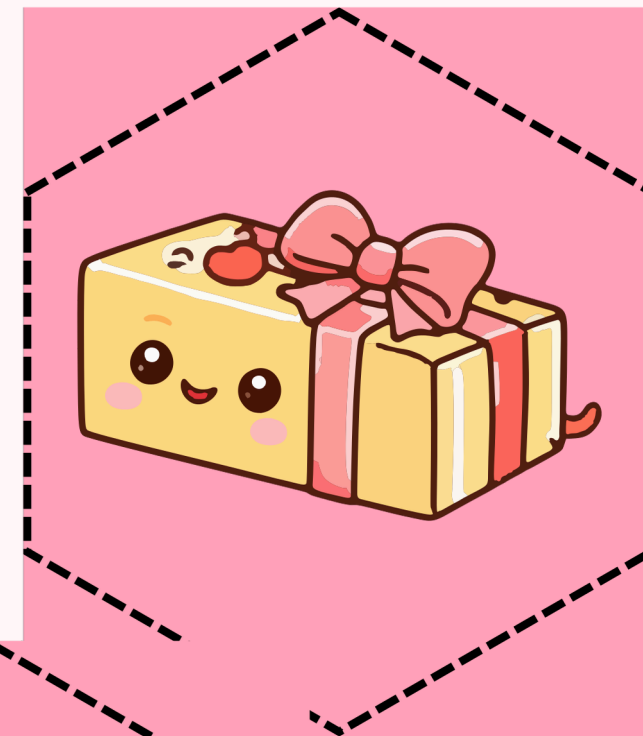
Place

Tokyo Touch will be accessible as a digital platform through:

- A website marketplace hosted by Lovable.
- App stores (ios and Android).
- Social Media platforms, i.e. Instagram.

Tokyo Touch will expand into physical spaces through:

- Advertised Conventions and meet ups.
- Partnerships with UK based events and J-fashion creators.



Promotion

Tokyo Touch will promote through digital marketing channels that align with our audience. Featuring the 'as seen on Instagram' feature on Tokyo Touch's community feed for recent purchases.

Featured sellers of the month.

Collaborations with UK j-fashion creators.

Partnerships with conventions and events.

A dedicated discord for Tokyo Touch, where users and moderators can interact or troubleshoot.

Email and SMS marketing for new listings and events.

People

Tokyo Touch is a j-fashion marketplace built for the community, by the community. People are central to our brand identity as a community-driven app.

People involved in Tokyo Touch would be:

- J-fashion enthusiasts
- J-fashion sellers and brands
- J-fashion influencers and creators
- Event organisers.
- Moderators to ensure quality listings and user safety.

Tokyo Touch aims to expand upon traditional e-commerce by encouraging user interaction outside of it via community focused features, such as style groups and feeds.. We want to provide a space for users to feel connected to a larger subculture.

Persuasion

Tokyo Touch persuades users by prioritising community, authenticity and self-expression.

Tokyo Touch implements strategies such as:

- Emotional connectivity through community focused branding.
- Featuring User generated content, such as lookbooks.
- Promoting sustainability through circulation of second-hand fashion.
- Focusing on niche subcultural identities within the UK fashion space.
- Profile customisation features, such as backgrounds, icons and pronouns.
- Building hype around events, and conventions.

Tokyo Touch's brand voice is creative, inclusive and playful. We want all users to feel accepted, with a sense of belonging.


Final Logo



Promotional materials



Why download Tokyo Touch?



- Community.**
Join style groups, discover local meet ups and connect with people who share your j-fashion vibe.
- Inclusive**
Created for J-fashion lovers of all styles, sizes and identities.
- Swap, Shop and Sell.**
Buy, Swap and sell authentic J-fashion for affordable prices, all within the UK community.
- Self expression**
Show off your unique style through profile customisation, and outfit posts.



Shop Swap Community Events Sign Up

UK's #1 J-Fashion Community

Buy, Sell & Swap J-Fashion

The UK's dedicated marketplace for Lolita, Gyaru, Decora and more. Connect with fellow enthusiasts, find your dream pieces, and express your style.

Start Shopping →

Explore Community

List an Item

2,500+ Listings 800+ Members Free Swaps

Shop by Style

Explore your favourite J-fashion substyles and find pieces that match your aesthetic

- Lolita**
Elegant & frilly
- Gyaru**
Bold & glamorous
- Decora**
Colourful & layered
- Visual Kei**
Dramatic & gothic
- Fairy Kei**
Pastel & dreamy
- Mori Kei**
Natural & earthy

Shop Swap Community Events Sign Up

Fresh Drops

Newly listed pieces from the community

- Lolita** Like New
Angelic Pretty JSK
£120
- Gyaru** Good
MA*RS Gyaru Dress
£65
- Decora** New
Decora Hair Clips Set
£15

Shop Swap Community Events Sign Up

More Than a Marketplace

Tokyo Touch is built for the community, by the community. It's not just about buying and selling — it's about connecting, inspiring, and celebrating J-fashion together.

- Style Groups**
Join groups for your favourite substyles and connect with like-minded fashionistas across the UK.
- Outfit Inspiration**
Share your coords, get feedback, and discover new outfit ideas from the community.
- Events & Meetups**
Find local meetups, swap events, and conventions happening near you.

Visit the Community →

sakura_lolita
London • Sweet Lolita
Just listed my AP Milky Planet JSK! Looking for trades in Classic Lolita if anyone's interested-

Shop Swap Community Events Sign Up

How It Works

Getting started is super easy — join the community in minutes

- Step 1: List Your Pieces**
Snap photos and create a listing in seconds
- Step 2: Find Your Style**
Browse by substyle, size, brand or price
- Step 3: Buy, Sell or Swap**
Trade directly with other UK enthusiasts
- Step 4: Ship & Enjoy**
UK-only shipping means lower costs & faster delivery

More Than a Marketplace

Tokyo Touch is built for the community, by the community. It's not

Shop Swap Community Events Sign Up

Ready to Join the Community?

Sign up free and start buying, selling, and swapping J-fashion with enthusiasts across the UK.

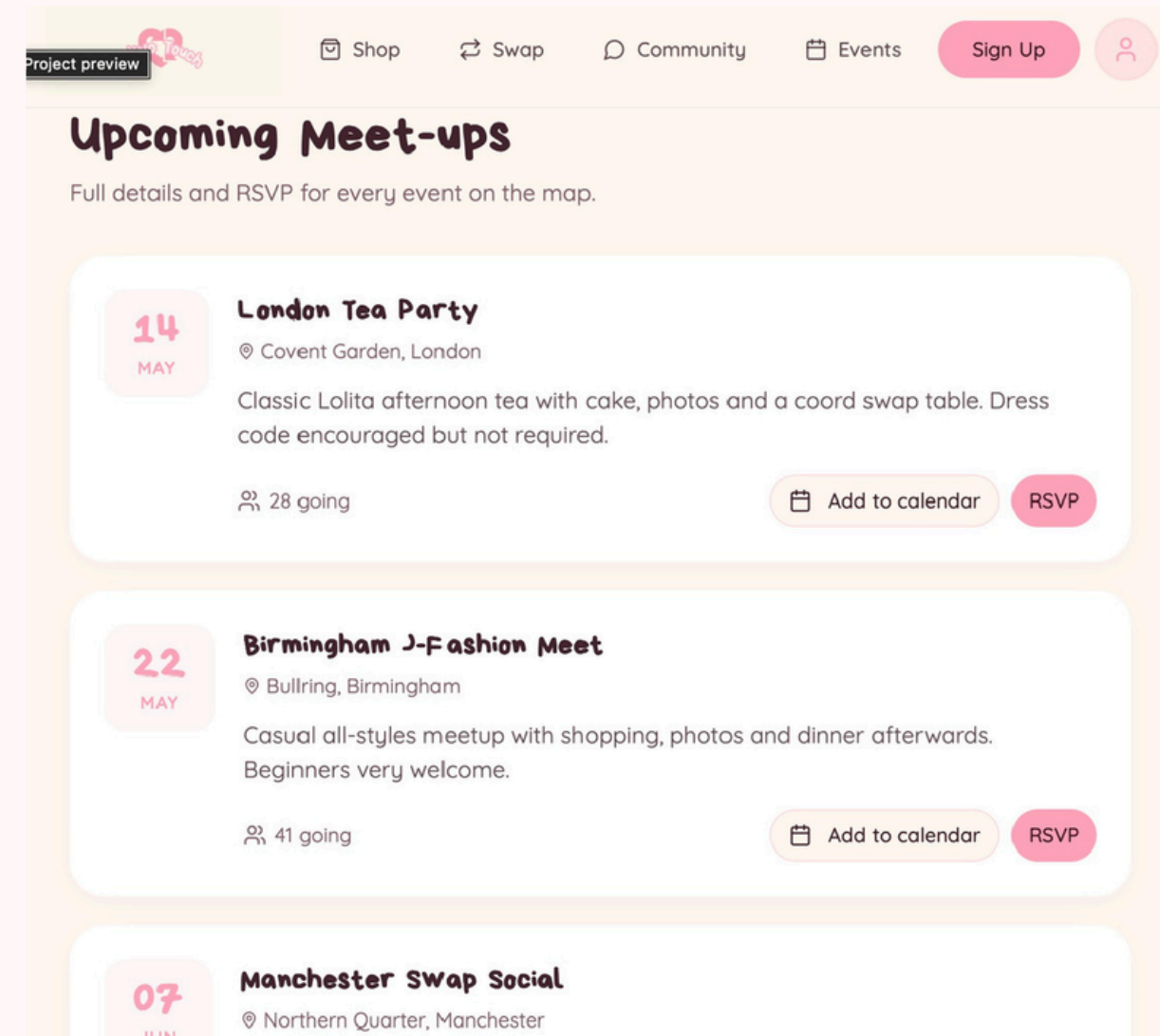
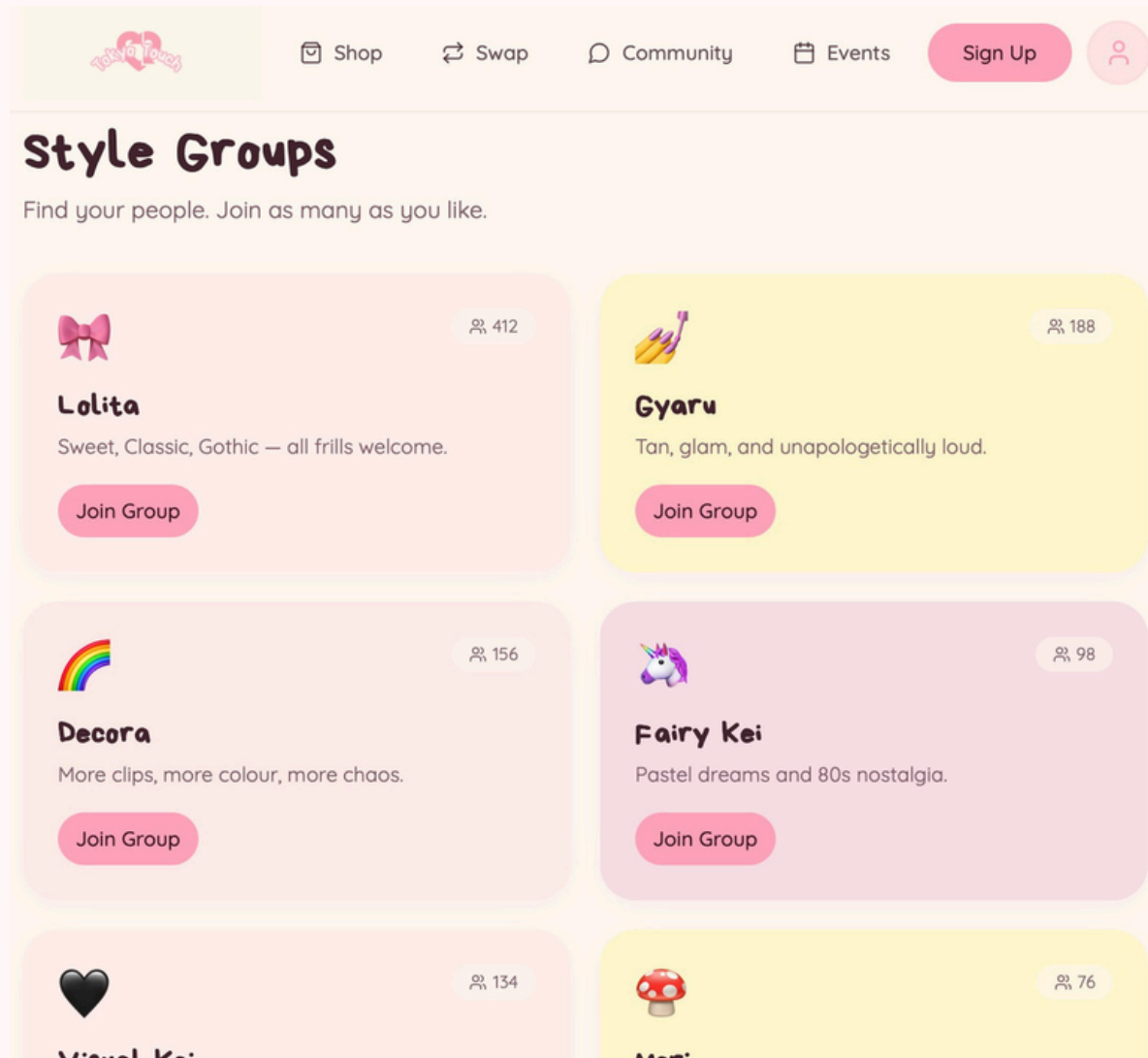
Create Account Browse Listings

Homepage



Style Groups

Find your people. Join as many as you like.




Community Page

Profile Page

Shop Swap Community Events

Your profile Settings

 **Strawrebbi**
@strawrebbi_shortcake
London

Display name
Strawrebbi

Username
strawrebbi_shortcake

Pronouns
she/her

Location
London

Date of birth

Shop Swap Community Events


London

Date of birth
11/11/98
Used to show your age. Manage visibility in Settings.

Bio
Founder of Tokyo Touch. <3
In love with a multitude of styles, let's connect! <3


Profile customization
Make your profile your own — pick a full-page background and a cute frame around your avatar.

Live preview



Shop Swap Community Events

Your profile

 **Strawrebbi**
@strawrebbi_shortcake · she/her
Age 27 · birthday 11 Nov
London
Joined May 2026


Edit profile Find friends


About
Founder of Tokyo Touch. <3
In love with a multitude of styles, let's connect! <3


Favourite styles
Lolita Fairy Kei


Messages (4)

Leave a note for yourself...
0/500 Post message

 **fairykeikira** 2 May 2026 at 19:31
your fairy kei inspo is everything 🙌 do you have any UK shop recs for pastel socks?? been hunting forever


 **decoradreams** 2 May 2026 at 14:16
hey! just dropped a Decora coord on the marketplace, thought you might like it 💖 lmk what you think!

 **lolitaluna** 1 May 2026 at 16:16
OMG saw you at the London tea party last weekend! Your bonnet was the cutest thing ever 🎀 we should swap accessories sometime~


 **pastelpeachy** 30 Apr 2026 at 20:16
Welcome to your wall, Strawrebbi! 🌸 Your coords are absolutely

Make your profile your own — pick a full-page background and a cute frame around your avatar.

Live preview



Your profile

 **Strawrebbi**
@strawrebbi_shortcake
London
Founder of Tokyo Touch. <3
...
Lolita Fairy Kei

Change cover Remove JPG/PNG, up to 10MB. Crop before saving.

Background
Sakura Sunshine Mint Lavender Peach Midnight

Custom background image · active (overrides preset)

Change background Remove JPG/PNG, up to 10MB.

Avatar frame
None Sakura Bow Stars Heart Rainbow Cloud

Favourite styles
Lolita Gyarū Decora Fairy Kei Visual Kei Mori

Add your own style... + Add

Change cover Remove JPG/PNG, up to 10MB. Crop before saving.

Background
Sakura Sunshine Mint Lavender Peach Midnight

Custom background image · active (overrides preset)

Change background Remove JPG/PNG, up to 10MB.

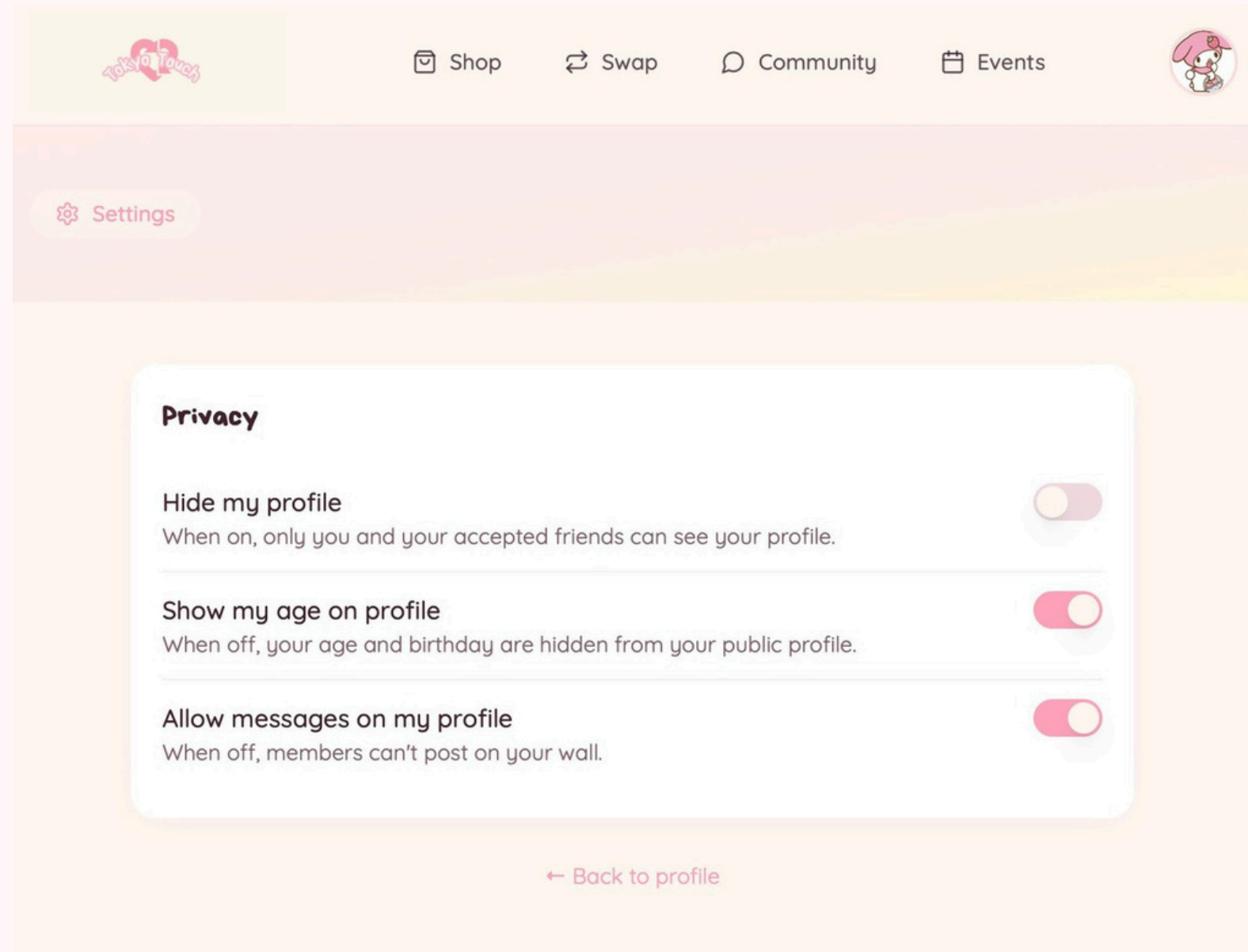
Avatar frame
None Sakura Bow Stars Heart Rainbow Cloud

Favourite styles
Lolita Gyarū Decora Fairy Kei Visual Kei Mori

Add your own style... + Add

Edit Profile Page

Settings



Tokyo Touch Start up Budget: Year 1

Expense	Estimated Cost
App Design and Development	£18,000
UI/UX Design and Branding	£3,000
Website Development & Hosting	£1,500
App store registration & Launch Fees	£250
Marketing & Social Media campaigns	£4,000
Influencer Collaborations	£2,500
Event Sponsorships & Pop ups	£2,000
Promotional Content	£1,200
Legal Fees & Business registration	£1,000
Payment Processing & Security	£1,500
Customer Support & Moderation	£2,500
Emergency / Contingency Fund	£2,000

Total estimated start up cost = £37,450