

PRALENGO

WHERE ART, FASHION & CULTURE MERGE

EVERYONE KNOWS ONE

INVESTOR PRESENTATION 2025



THE FASHION INDUSTRY NEEDS CULTURAL AUTHENTICITY

Mass production without identity

Fashion without cultural context and personal meaning

Lack of artistic vision

Separation between fashion, art and cultural expression

Superficial brand identity

Brands without real stories and authentic roots

Lack of cultural experiences

Fashion is not understood as part of a holistic lifestyle.



PRALENGO: A CULTURAL MOVEMENT IN FASHION

Fashion as an art form

Clothing as a canvas for artistic expression and cultural identity

"PRALENGO my ROOTS"

Authentic storytelling through connection to cultural roots

Diverse product range

From streetwear to luxury – for every expression of personal style.

Events as cultural experiences

Fashion, art, and music merge into holistic experiences.

MORE THAN FASHION - A COMPLETE LIFESTYLE ECOSYSTEM

Underwear, hats, bandanas

€90

Basic Essentials mit Pralengo Branding

TShirts & Pullover

€119-600

Artistic designs, premium materials

tracksuit

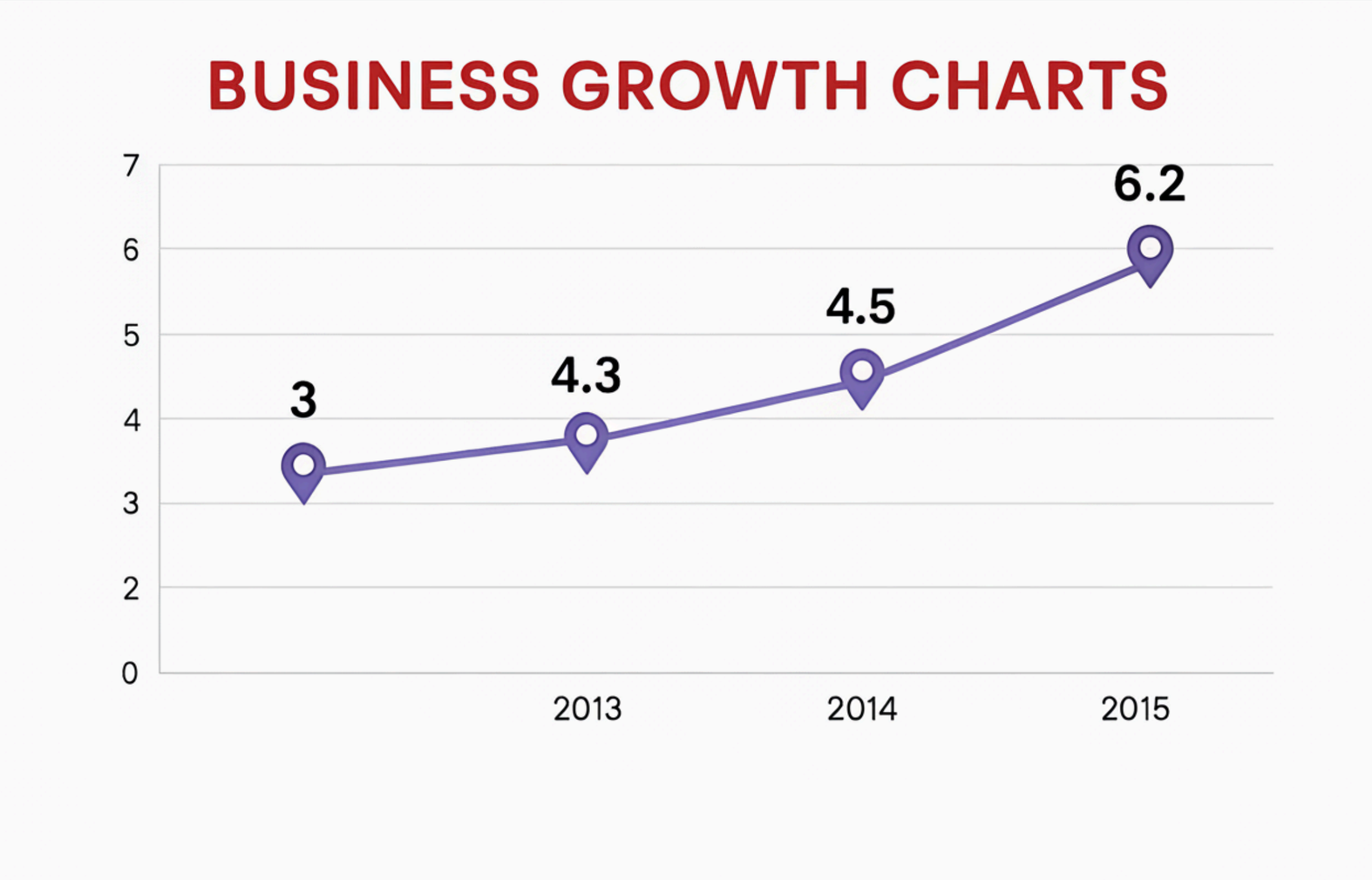
€160-800

Coordinated sets, different quality levels

Luxury items

From €300

Exclusive collections, limited editions



Gross Margin: 65% (vs. 50-60% Industrie-Standard)

AN 80 BILLION EURO MARKET AWAITS CULTURAL INNOVATION

€63 billion

German fashion market (2024)

€15 billion

Arts & Culture Sector

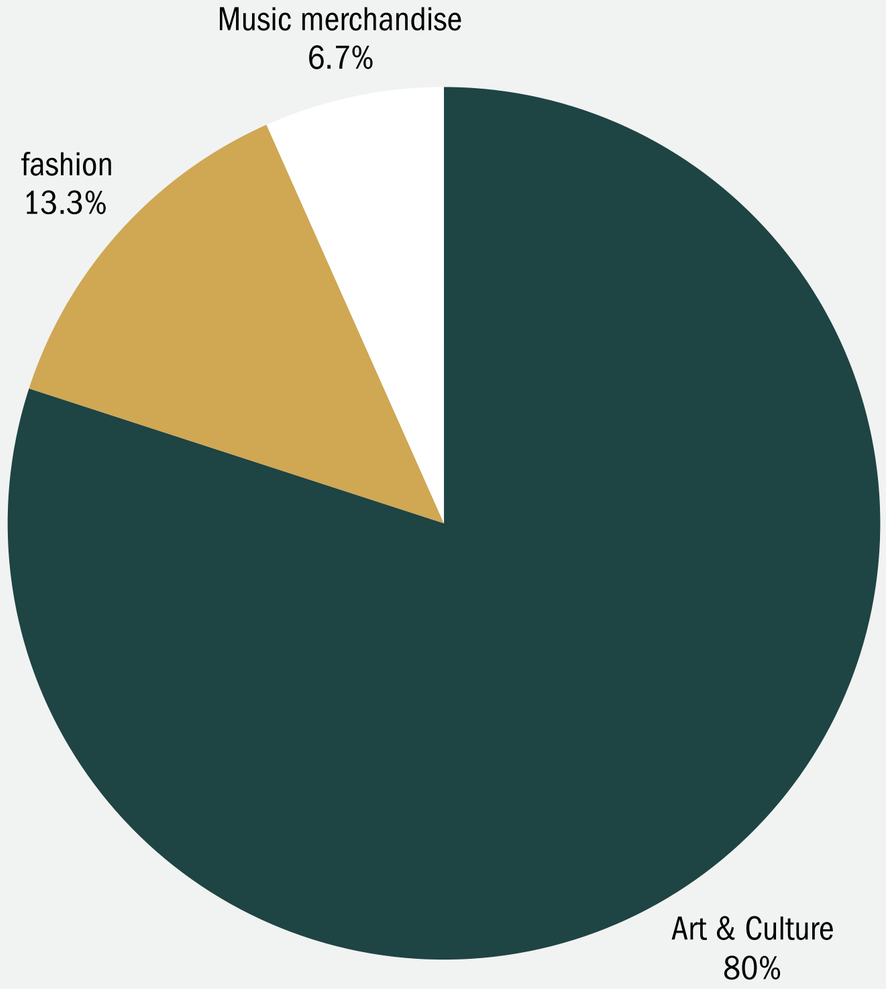
€2 billion

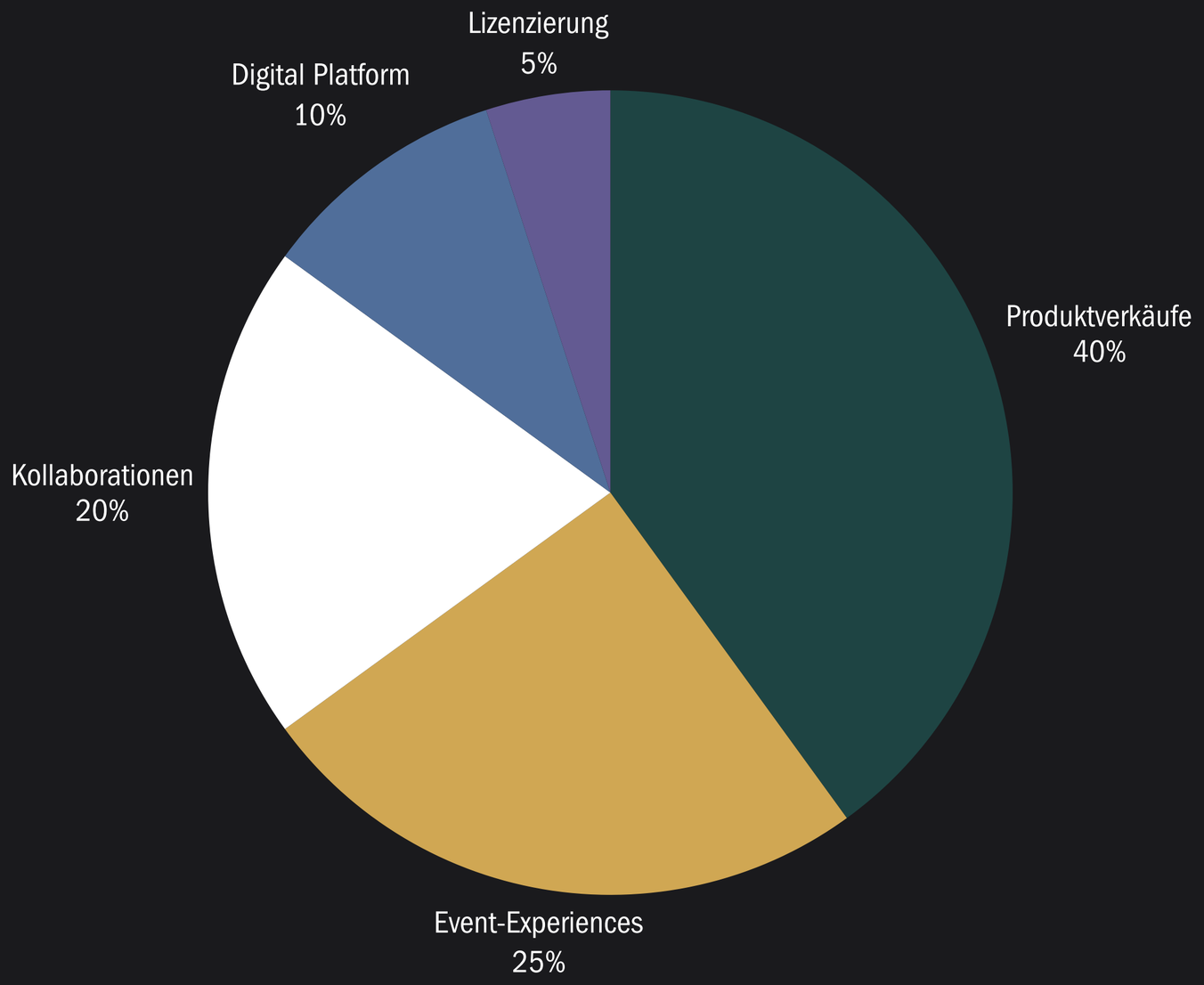
Music merchandise & lifestyle

20 million

Target group: 18-35 years in Germany

Serviceable Market: €24 billion
with annual growth of 8%





DIVERSIFIED REVENUE STREAMS WITH HIGH MARGINS

Product sales (€35-200 per piece)	40%
Event-Experiences & Tickets	25%
Brand & artist collaborations	20%
Digital Platform & E-Commerce	10%
Licensing & Franchising	10%

Gross Margin: 65% (Branchenstandard: 50- 60%)



PROVEN MARKET MATURITY AND PRODUCT QUALITY

March 2024: Trademark application filed with the EUIPO

April 2024: Complete product range developed

May 2024: Artistic logos & designs made available

July 2024: Social media community built

August 2024: Production partner established

September 2024: First Pralengo Night Event planned

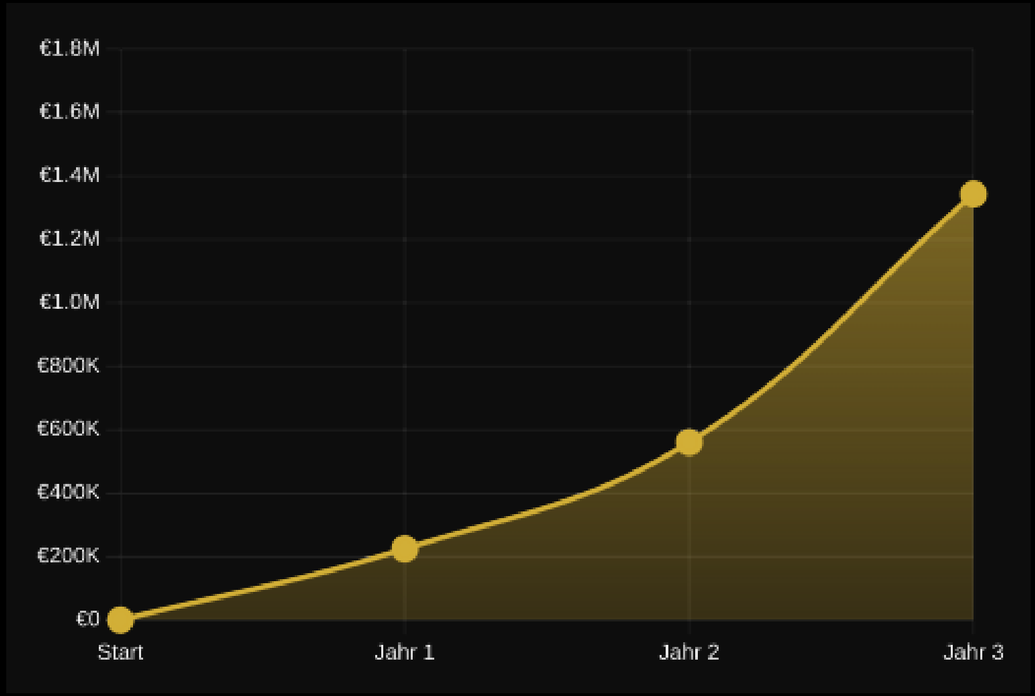
From vision to reality - Pralengo has created all the foundations for market success in a very short time.

PROFITABLE GROWTH WITH HIGH MARGINS

YEAR 1: €300K REVENUE

YEAR 2: €750K REVENUE

YEAR 3: €1.8M REVENUE



ROI-POTENTIAL 15X

BREAK-EVEN MONTH 15

Gross Margin
65%

EBITDA (YEAR3)
30%

VISION TRIFFT EXECUTION

Albert Osmani

Founder & CEO, a visionary with a passion for the intersection of fashion, art, and culture. Drives the creative direction and strategic development of Pralengo.

Product development **Branding** **Artistic vision**

Core team

A diverse team of fashion designers, artists and cultural experts with a strong network in the creative industry.

Mode-Design Art Event-Management E-Commerce

"We are not just creating fashion, but a cultural movement that connects people and tells authentic stories."



INVESTMENT OFFER –
PRALENGO SEED ROUND 2025

Equity stake in a culturally driven streetwear brand.

Bullet points:

- Capital sought: €750,000
- Valuation (pre-money): €3000,000,000
- Equity offered: 20% of the company
- Ticket sizes: €500,000-€750,000 (angel / lead investor)
- Runway: 18-24 months (launch & first scale-up phase)

Use of funds:

- 40% Production & inventory (first collections, restocks)
- 30%-Brand building (content, creators, events, collabs)
- 20% E-commerce & infrastructure (shop, tools, systems)
- 10% Team, operations & buffer

Investor value

- Participation in the value growth of the Pralengo brand
- Upside through future funding rounds and potential exit
- Optional dividends once sustainable profitability is reached





Be the First – Angel & Strategic Partner

We're not just looking for capital - we're looking for co-creators of the brand.

Ideal investor profile:

- Business angel with strong affinity to streetwearsneaker culture
- Network in creators, artists, retail or fashion production

Structure:

- Total: 20% equity in the seed round
- Room for 1 lead investor + 1-2 co-investors

Your impact:

- Strategic sparring on brand positioning & collections
- Opening doors for collabs, pop-ups, retail & media
- Co-building Pralengo as a cultural movement

“Let’s talk – we’ll share the full financial model & details after an initial call.”



Be part of the next big streetwear

PRALENGO

We are looking for investors.

PRALENGO

Everyone knows one.