

From: Gianni Serazzi <[REDACTED]>
To: "jeffrey E." <jeevacation@gmail.com>
Subject: Re: Modeling on iphone
Date: Thu, 13 Aug 2015 13:17:38 +0000

All good here, took back 100% of agency and planning the international expansion

Thx
G

On Thu, Aug 13, 2015 at 2:46 PM, jeffrey E. <jeevacation@gmail.com> wrote:
understood. how are you?

On Thu, Aug 13, 2015 at 7:38 AM, Gianni Serazzi <[REDACTED]> wrote:

<http://www.businessoffashion.com/articles/fashion-tech/modelling-apps-swipecast-feels-instagram>

This idea will not work

- What you buy is not a commodity, every model is different (not like Uber where a car ride is a car ride)
- The model changes value every day (she has a bad skin this week you cannot use her)
- The model is a portion of a much bigger production cost (actually 3-10% of the total no more) thus it's much better to have it reliable rather than saving 30% of the agency fee on it

Thx
G

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please note

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JEE

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