

- NTU X SOGNI

Pitch deck by Vibe Coders

Introducing Sogni Wardrobe

Your closet. Upgraded.

- **Sogni Wardrobe**

Me: “I have nothing to wear!”

Also me:



The Problem

Closets are full. Mind is blank

- “I have nothing to wear” - A closet full of clothes, but nothing feels right
- Too much inspo, no direction - Endless scroll on Tiktok/ Pinterest with zero results.
- Stylists are exclusive = Great if you can afford them but \$\$\$ + not scalable.
- Fast fashion = meh, everyone looks the same

💡 **“We don’t need more clothes. We need smarter ways to wear them.”**

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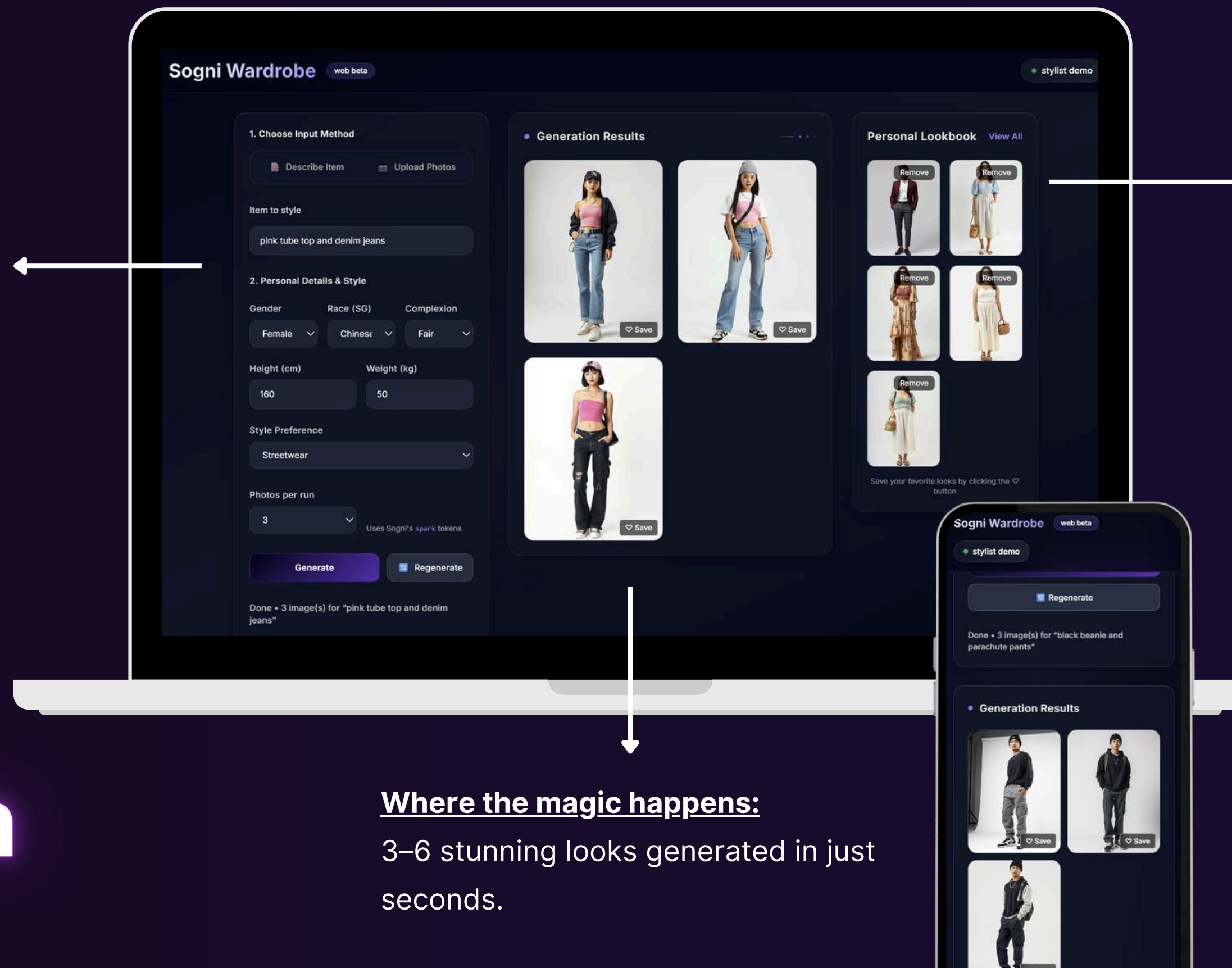
**Fret No
More.**

Meet Sogni Wardrobe.

Your AI Stylist, Anytime, Anywhere.

Personalised Profiling

Hyper-personalised styling for unmatched realism tuned for Singaporean features



Smart lookbook

One-tap lookbook to save and curate your favourites

Our solution

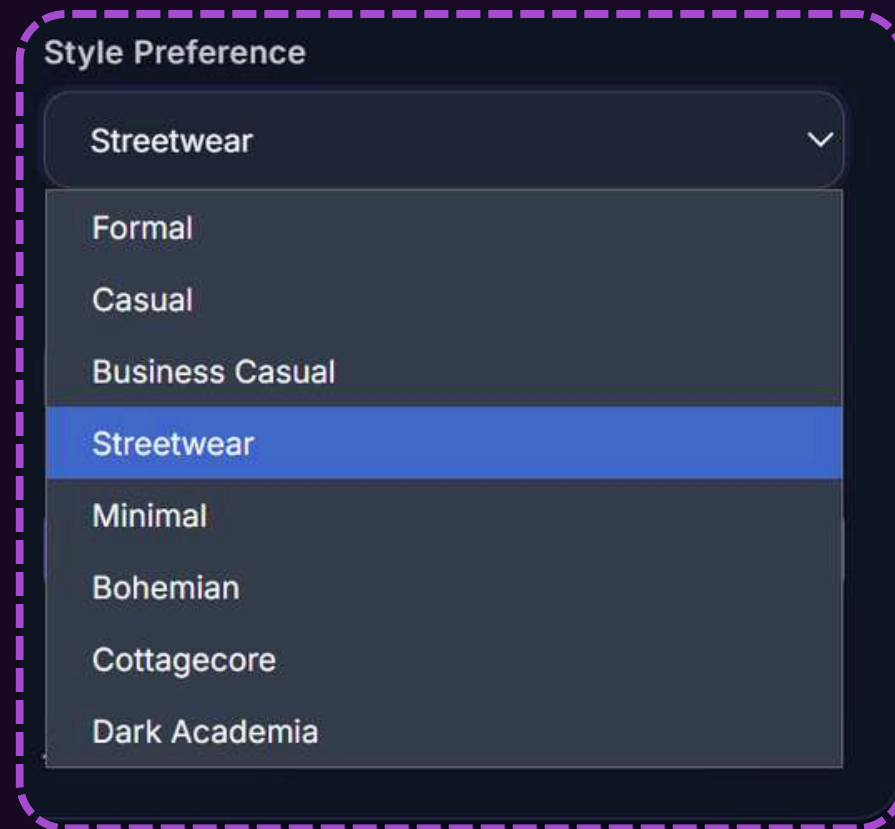
Where the magic happens:

3–6 stunning looks generated in just seconds.

Effortless to use.
Stunning by design.

Features

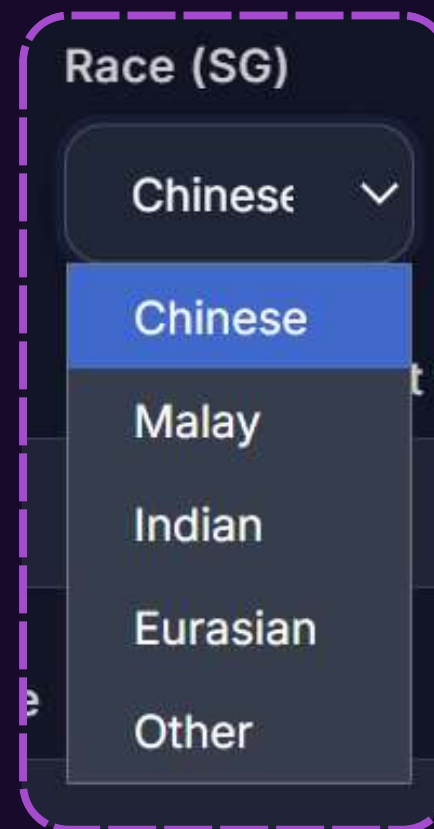
1 7 Curated Styles



A screenshot of a 'Style Preference' dropdown menu. The menu is open, showing a list of seven fashion styles: Streetwear, Formal, Casual, Business Casual, Streetwear (highlighted in blue), Minimal, Bohemian, Cottagecore, and Dark Academia. The 'Streetwear' option is selected at the top of the list.

From Streetwear to Dark Academia, instantly generate outfits across diverse fashion aesthetics.

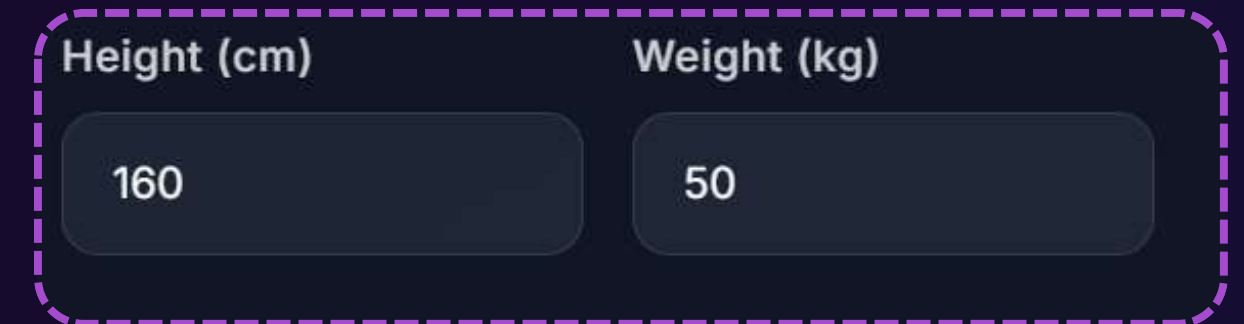
2 Localised Race Selection



A screenshot of a 'Race (SG)' dropdown menu. The menu is open, showing a list of racial and ethnic groups: Chinese (highlighted in blue), Malay, Indian, Eurasian, and Other. The 'Chinese' option is selected at the top of the list.

Choose race for authentic, relatable looks tailored to Singaporean diversity.

3 True-to-You Fit

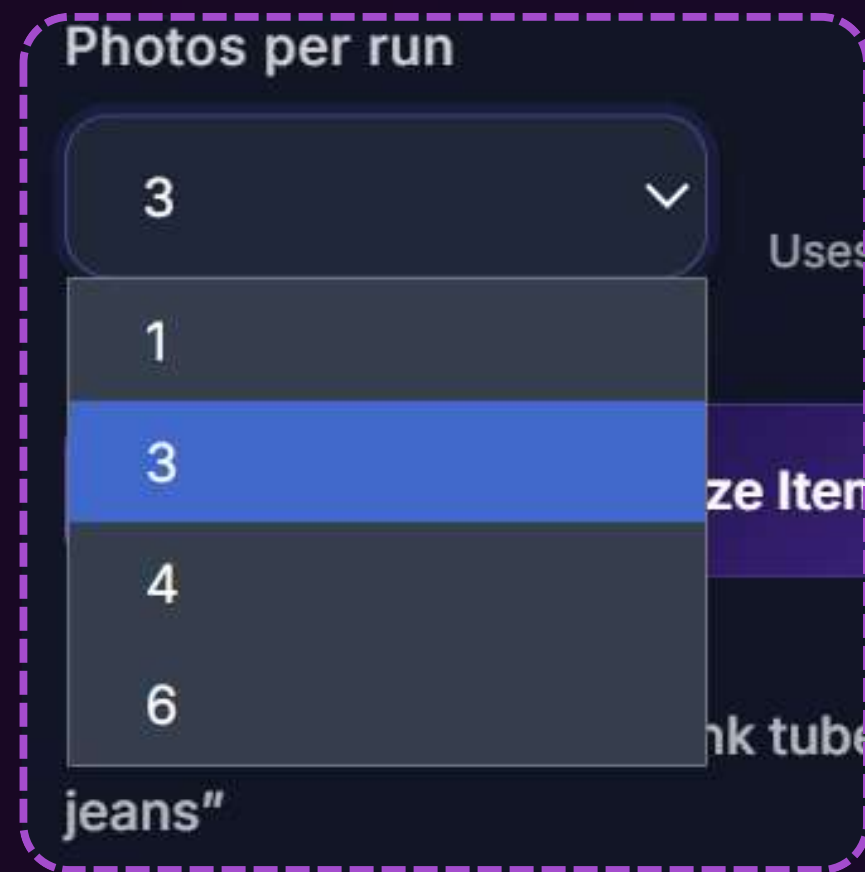


A screenshot of the 'True-to-You Fit' section, showing two input fields: 'Height (cm)' and 'Weight (kg)'. The 'Height (cm)' field contains the value '160' and the 'Weight (kg)' field contains the value '50'.

Customise height and weight for the most realistic body type matching.

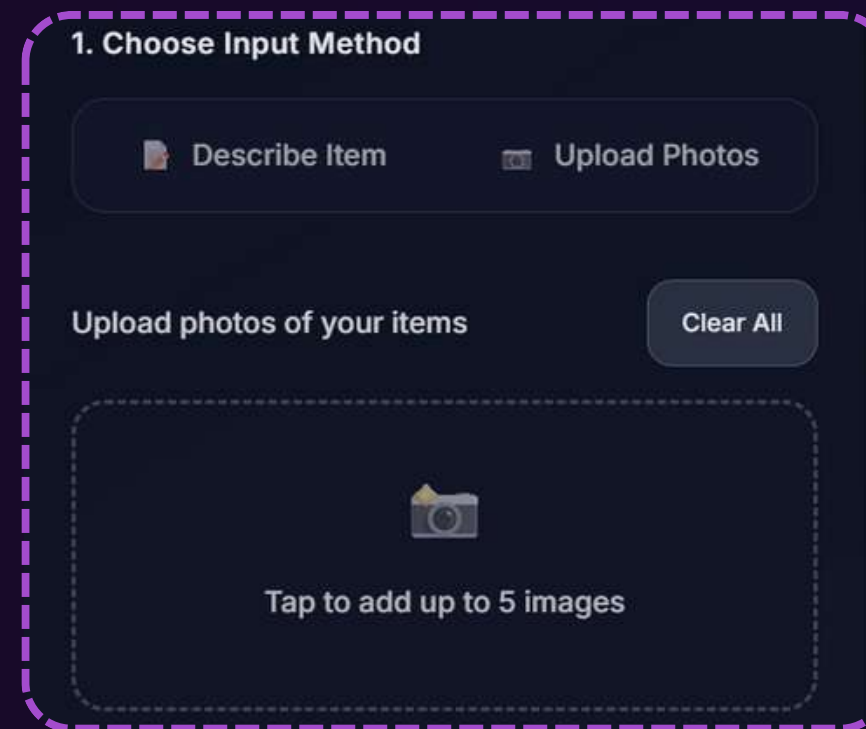
Features

4 Flexible Look Generation



Pick 3–6 outfit variations per run to match your inspiration needs.

5 Text or Photo Uploads



Style via text prompts or upload your own clothing photos for ultra-personalised results.

6 Instant Regeneration



Not satisfied? Refresh instantly for new, unique outfit ideas.

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Some of our AI generated outfits :D



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Market Opportunities

Where AI meets Fashion.

- AI x Fashion, Singapore-first.
- Singapore fashion e-commerce: \$5B market growing fast.
- APAC online fashion: \$250B+ by 2027.
- Gen Z + Millennials in SG = tech-native, style-conscious, multi-racial.
- White space: no AI stylist exists tuned for Singapore's diversity & realism.

💡 We own SG first → expand regionally (KL, Jakarta, Bangkok).



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Business Model



Freemium app.

Free outfits,
upsell premium.



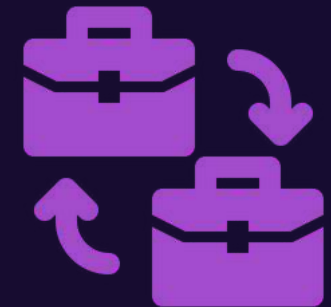
Premium (\$9.99/mo).

Unlimited looks,
cultural style packs,
body fit previews.



Affiliate revenue.

Tap outfit → buy on
Zalora, Uniqlo, ASOS
etc.



B2B licensing.

Plug into local fashion
retailers (Love Bonito,
Charles & Keith etc.)

The Gap in Today's Wardrobe Solutions

	What's Out There Today	Why It's Not Enough
Pinterest/Tiktok	<ul style="list-style-type: none">• Endless Inspiration → Millions of outfit ideas• Community-Driven → Influencers and users share their outfits and styling ideas.	<ul style="list-style-type: none">• Not Personalized → Outfits aren't tailored to you• Decision Fatigue → Endless scrolling, hard to turn into actionable outfits.
Retail Apps	<ul style="list-style-type: none">• Easy Shopping → Seamless browsing to purchase flow• Curated Looks → Some retail apps show "shop the look"	<ul style="list-style-type: none">• Buy, Don't style → Focused on pushing new purchase• Limited Diversity → Models usually fit narrow beauty standards, not reflecting real bodies
Stitch Fix	<ul style="list-style-type: none">• Personal Stylist Access → Human stylists curate outfits for you• Some Personalization → Takes into account size and preferences	<ul style="list-style-type: none">• Expensive → Styling fees + clothing cost; not accessible to everyone• Not Scalable Globally → Struggles outside US/UK market

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Competitive Advantage

Why we are dangerous.



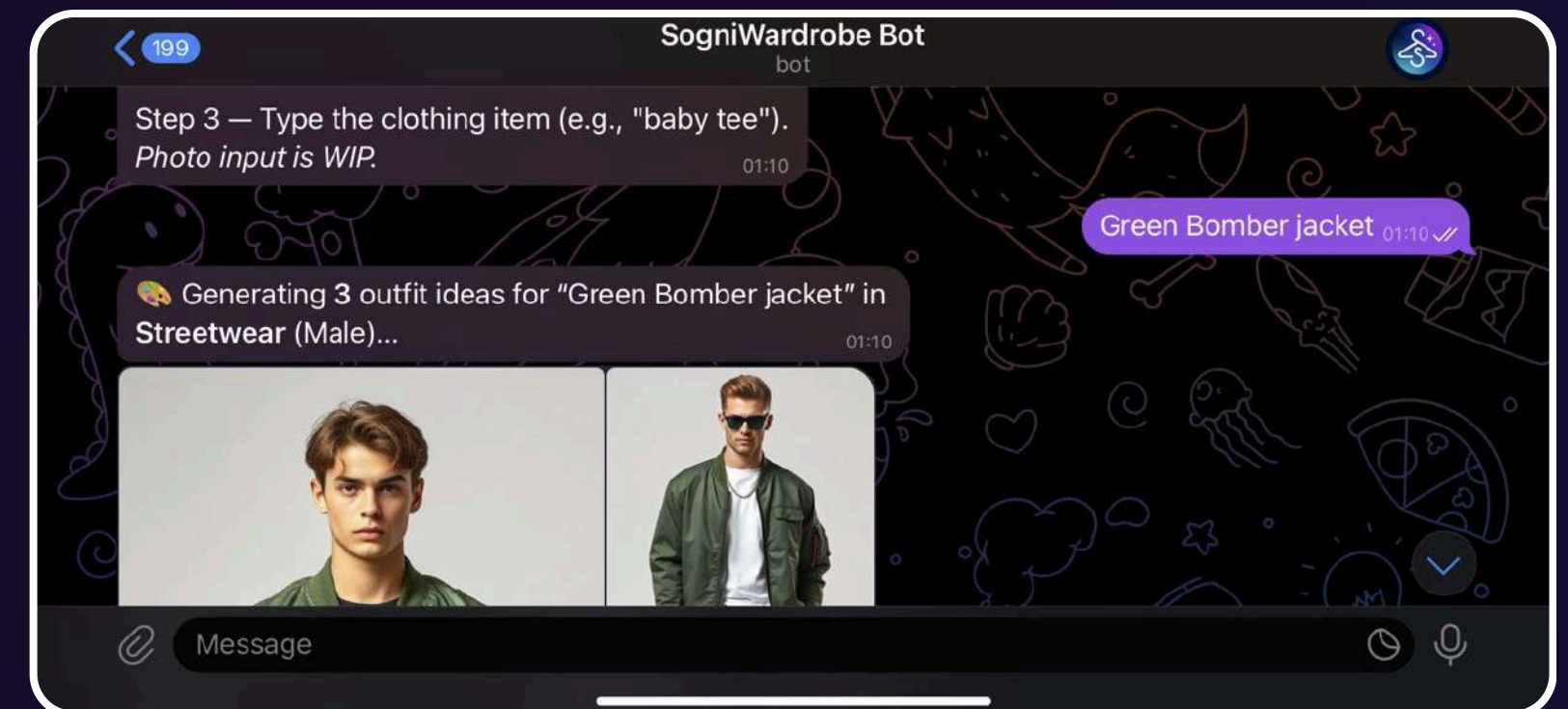
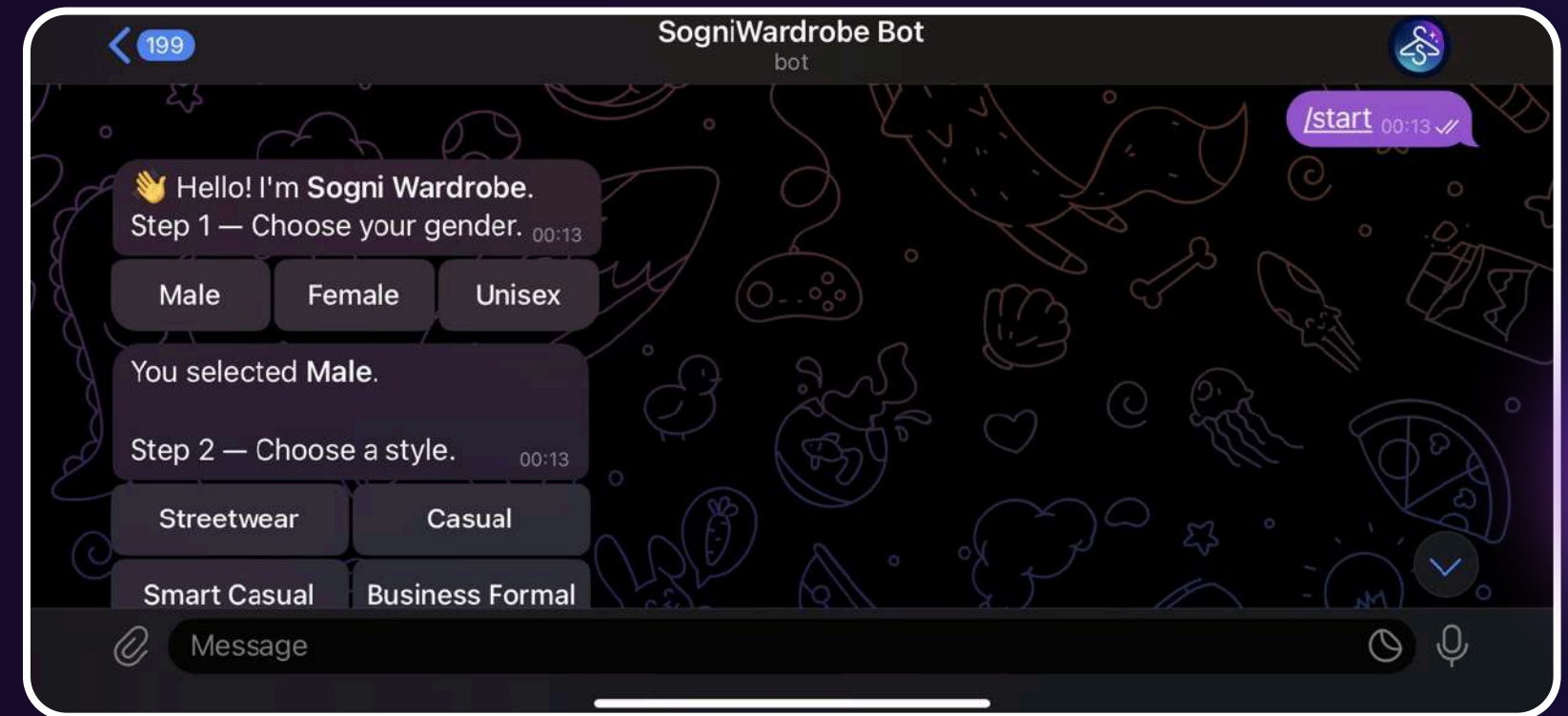
- **Localised for Singapore** → Ai trained on real diversity: races, body types, climates and everyday wear.
- **Inclusive by Design** → Built for all skin tones, shapes and sizes - beyond “Instagram aesthetics”.
- **Realistic Styling** → Outfits generated on people who look like you, not just distant fashion ideals.
- **From Closet to Clicks** → Use your actual clothes (upload or describe) to create new outfits without buying more.
- **Sustainable by Default** → Maximises what you already own, reducing waste and unnecessary shopping.
- **Personalized Styling** → Outfits generated according to your preferences, not just following trends

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Future Roadmap

“What’s Next”

- 📱 Telegram Bot Port — bring outfit generation into chat, instant access
- 👕 More Style Categories — from Y2K to Techwear to Vintage, more looks coming soon
- 🛒 Shopping Links — connect looks to real-world purchase options
- 🤖 Improved Models — better body type + garment realism



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Team Vibe Coders



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Welcome The Future Of Fashion.

SOGNI WARDROBE.
Try it. Own it. Flaunt it.

