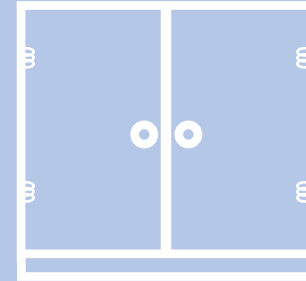


Drezzi



Don't get trapped in the closet

The Dilemma

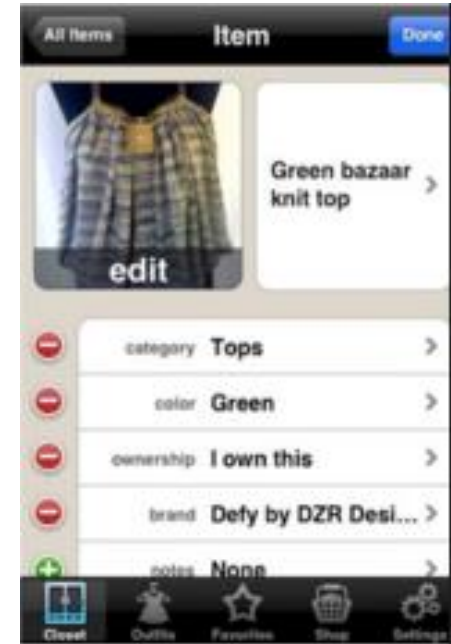
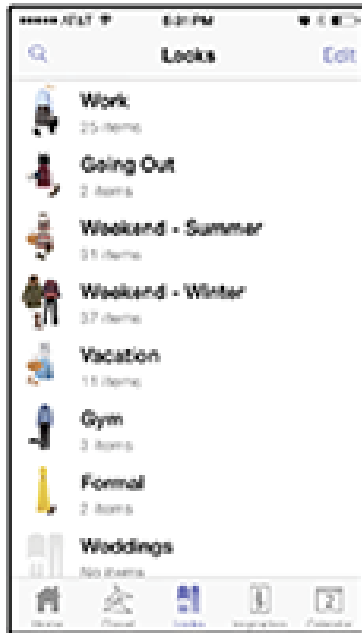
“I don’t know what to wear!”

“What’s in my closet?”

“I didn’t realize I already had this blouse!”

Apps Today...

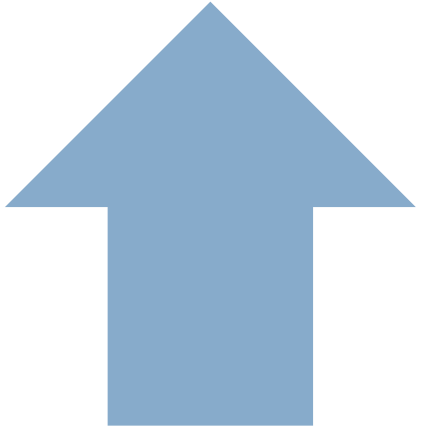
Data input is not personalized or extremely manual



Challenges

- Current app reviews:
 - “I love the idea of this app but it is painful to enter the information”
 - “AGONY entering in item info.”
 - “I love the concept of this app, but the community is lacking.”

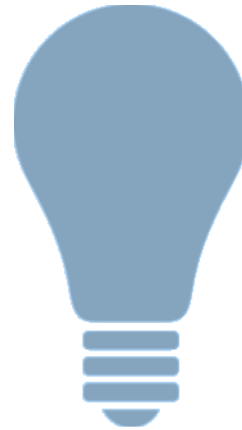
Our Stylistic Approach



Facial & Image
Recognition for
Upload



Outfit & Wishlist
Management



Weather, Event, & Peer
Based Recommendations



Beacon Powered
Customer
Engagement

Upload Items and Outfits Anywhere

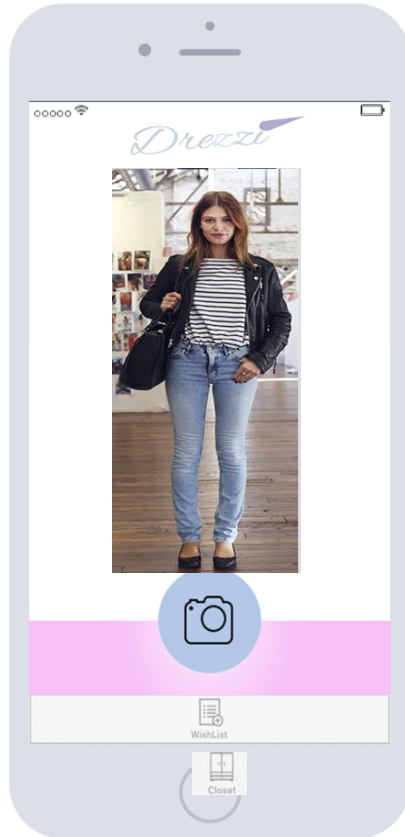
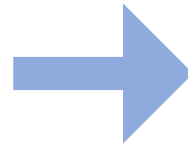
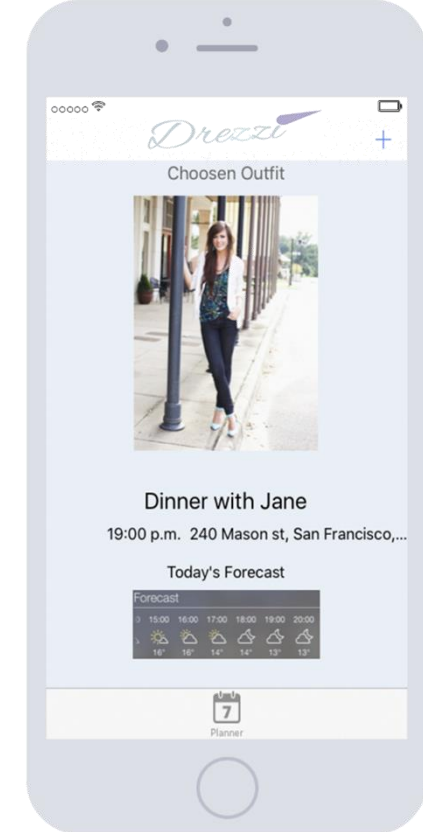
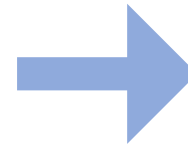


Image Recognition
Upload From Social
Media



Automatic
categorization of items
into closet



Manage Outfits and
Events

Wish List & Beacon Integration



Curated Wishlist



Image-based
Search for Similar
Items



Beacon Wireless
Technology



Retail Partner
In-Store Offerings

Market Opportunity

Target audience

- 29 million people (comscore)
 - 18-34 years old
 - Female
 - Fashion-oriented

Questions?