

This app is called Fresh. Fresh will help clients find any clothing from any picture in case they don't know where they can buy it from. Additionally, it will give them the best prices of the items from reliable websites. The audience will most likely be teens and maybe some parents. It's going to be really useful for them because in this generation, fashion/style is a big thing and maybe some teens or moms see clothes on another person that they really like and want it for themselves but don't know where to buy it. The Fresh app will come in handy to help them find it.

The whole point of Fresh is to help people keep up with the current fashion in this generation.

Manager/Founder:

Justine Reyes, struggles keeping up with the current fashion style.