

ProFashion - Workplace outfit matching assistant for young professional women

1. Positioning

Workplace outfit matching APP ProFashion

helps young female professions in the United States

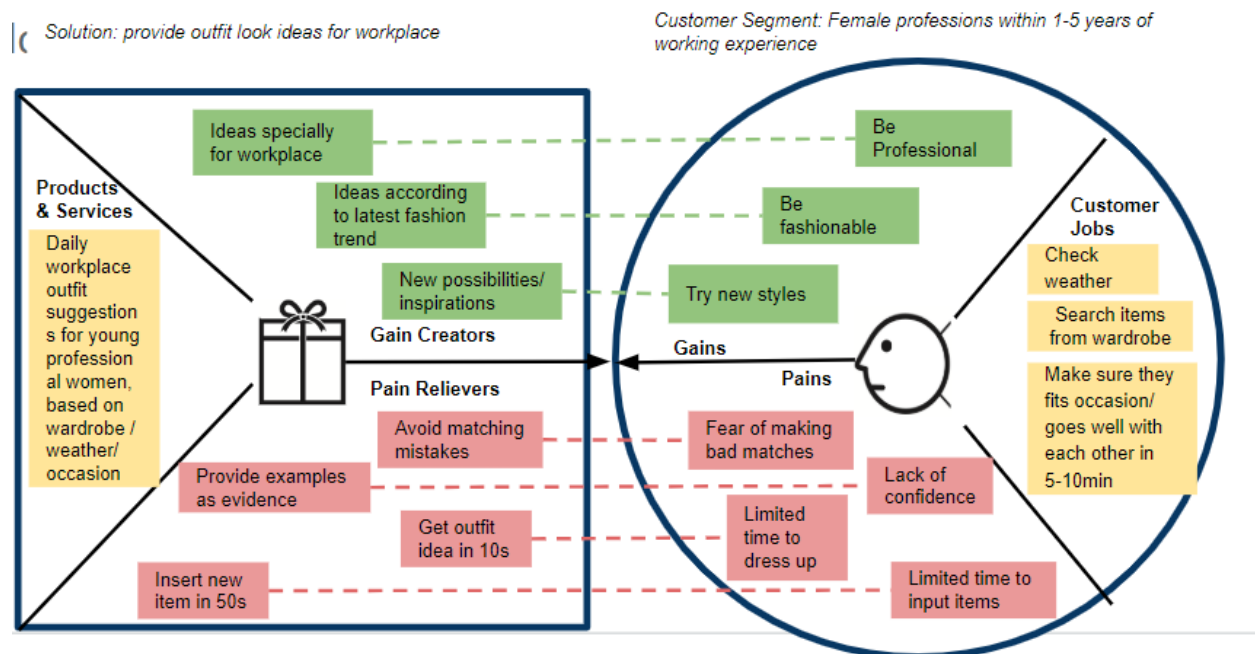
who want to look fashionable and professional in their workplace

by provide outfit suggestion using items from their own wardrobe, taking occasion weather and fashion rules/trend into consideration,

avoiding taking time and energy struggling to make an outfit decision by themselves

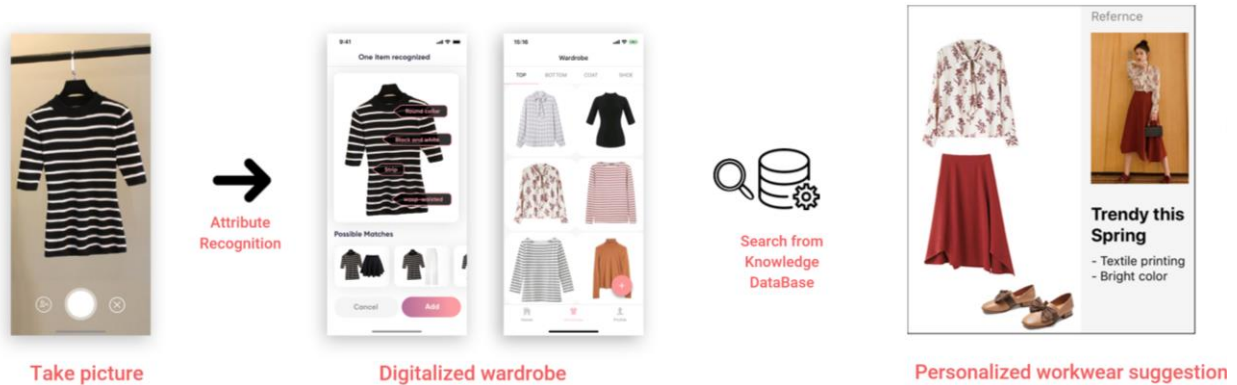
unlike Cladwell which provide outfit matching suggestions based on tags insert manually by users themselves, ProFashion recognize the attributes of the cloth automatically, saving more than 60% of time adding new items.

2. Value Proposition Canvas



3. How does it work

We digitalize your wardrobe by Attribute Recognition, provide Zero-click Solution based on our updated Fashion Knowledge DataBase, with different styles for different occasions



4. Competition & Differentiation

The most direct competitors are outfit APPs like Cladwell/Chicismo. These kinds of applications provide personalized suggestions by using items you already have. They are the most straightforward way to get outfit solutions without too much expense. The process of insert new item is a little troublesome. There are 2 different ways that either search for the similar items from hundreds of pictures or take pictures of your own ones and input the multiple attributes. Finding an same piece is almost impossible in reality and the estimated time to take picture and input the multiple attributes for one item is more than 100s.

The primary difference between ProFashion and other outfit apps is that we focus on a sub-segment of customers of theirs and the solution is more targeted. That is, female professionals aged 25-35 years old, generally have 5-10 years of working experience who value their look more and are more likely to seek for solutions for their office look. The secondary difference is that it requires much less time for users to digitize their wardrobe. Benefit from our narrowed scenario, users need only input those they use for work. Additionally, the procedure of enter new item is simplified to simply take a picture of your cloth and the algorithm will recognize the tags automatically, saving more than 60% of the time for one item. Another difference is that we provide “What to wear” as well as “Why the app chose that” by providing the similar fashion look as the explanation with our outfit suggestion. It acts as the evidence to convince users that we made a good choice for her and helps building trust and confidence.

5. Business model & Future plan

We have 3 different ways to make money at the beginning. Firstly, we can sell targeted advertisements of retailers for brands and items that fit individual customer Secondly, we can charge subscription fee for premium functions like matching shoes. Thirdly, we can cooperate with other platforms like Stitch Fix, with smarter personalized service to their customers.

For our second version, we plan to include features regarding to shopping: what to buy (personalized suggestion of new basic essentials) and which to buy (compare 2 or more items and tell which one a better choice is while shopping) to help users upgrade their wardrobe. The long-term plan is introduce tailors to our platform to build an eco-system: AI helps tailors to work more efficiently and provides low-cost service to our customers, while tailors power AI by providing training data and help customers with professional outfit service.