



#### \*\*Jane & jacket\*\*

Jane (18, has a minimum wage part-time job at a bar) is frustrated and wanted to get herself some nice jackets. She look for a jacket she likes and found out that it's a 300€ jacket. She doesn't have that much money to spend on a jacket. She wondered in Vinted for a while and found 1 similar-looking jacket. she wants to compare all similar-looking ones without spending another 2 hrs on it.

She found out about the service from her friends, she went into the page, Put in her Jacket picture and click search

She found another 5 similar-looking jackets and as well as cute jeans, and some shoe suggestions along with the search.

She picked up the shoes, and think about the jacket she can buy, she put both items in her vinted basket and checked out.

\*or save it to her favorite and come to it later once her salaries rolled in. And same purchase.

She finally got herself a nice jacket, but instead of paying 200€-she only have to pay 70€ for the same jacket. Just pre-owned.

#### Thabang

Thabang, a 21-year-old student who enjoys styling to create social media contents because he aspires to be an International Fashion Model someday. As an individual, he tries to explore once trended outfits used by celebrities or fashionista to create a classic or vintage style, and sometimes a blend with a latest fashion trend.

He has had difficulty getting the desired combination until he came across this platform through an online Ads. Not only this provided him several option of styling but also cheaper options. He also intends of providing a link where other users like him can explore and get motivation in the best way to create Retro-trends or vintage trends.

Now, he has a platform to search for various vintage outfits as well as being able to display his own style of vintage collections to motivate other users on how pre-owned or secondhand clothes can be effectively reuse.