

Task 1

Your product prices are becoming higher, you have to send a letter to the most loyal customers with an explanation of the situation that occurred and assure them to keep using the platform.

Answer:

Subject: Important Updates Regarding Lumi App Pricing

Dear [Full Name],

Hope this message finds you well and as stylish as ever.

Your loyalty and trust are greatly appreciated, and we believe in providing full transparency about any changes that may affect your experience.

Starting [date], we'll be adjusting our product prices. Should you need time to consider the new pricing plan, you have an opportunity to do so. For the next [period], you can continue to enjoy Lumi at its standard rate.

The decision to update our pricing structure was made thoughtfully, considering a range of factors. This adjustment will lead to several improvements to elevate your experience:

- addressing customer requests with the development of new features tailored to your needs and preferences;
- enhancing service efficiency for quicker responses, smoother processes, and improved user interaction;
- ensuring a continuous stream of updates to keep the product aligned with evolving needs and technology;
- offering exclusive content and features to subscribers at the new price, adding extra value to your subscription.

Our commitment to delivering exceptional service and enhancing your satisfaction remains unwavering.

Feel free to contact our customer support with any questions or concerns. We're here to ensure your experience remains exceptional.

Thank you for being a part of our fashion community. We look forward to helping you show the world the real YOU.

Warm regards,

Anastasia

Fashion Consultant

Lumi - Your Stylish Pocket Companion.

Task 2

You are working on a fashion platform that provides personalized feedback on outfits. Please, prepare “look reviews” for the people in the photo (You may use the example below).



Answer:

Hello there, I'm Anastasia your fashion companion.

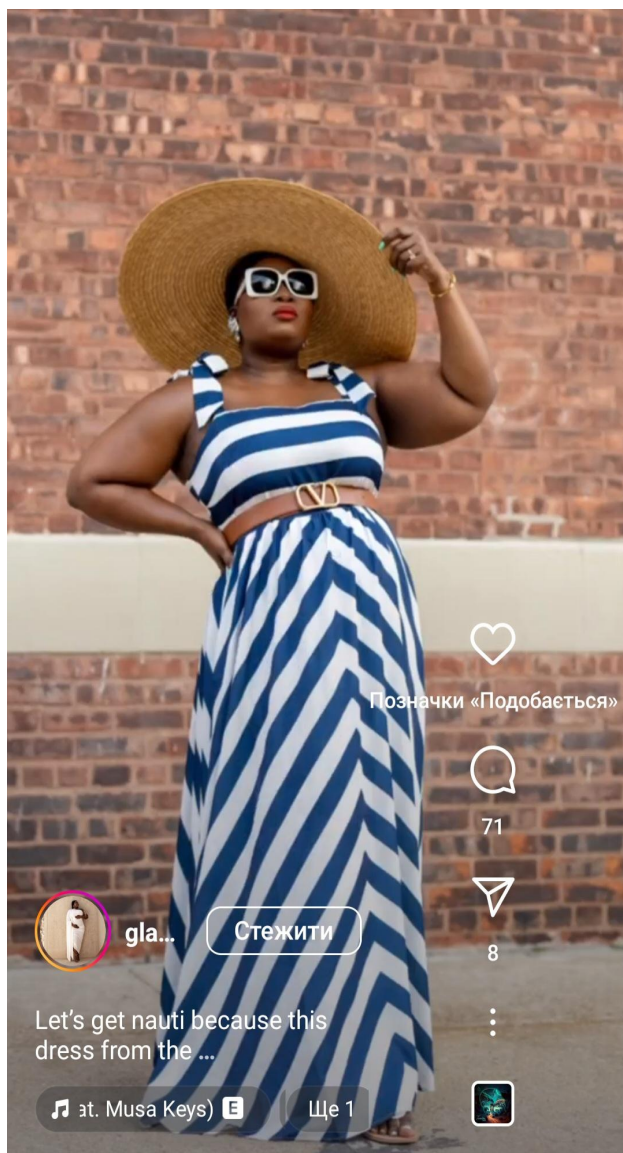
You look stylish and contemporary. Your choice belongs to the timeless and ever-relevant casual style. Allow me to share a few pieces of fashion advice that could elevate your style. You might find it helpful to add them to your fashion arsenal.

The striped dress in calm white and blue hues pairs wonderfully with white Converse-style sneakers — a classic element of youth streetwear. The denim vest completes the look and adds more interest to it. The fitted silhouette of the dress gracefully accentuates your figure. Additionally, the choice of accessories stands out: the brown leather-toned bag and white-framed sunglasses harmonize splendidly with the outfit. While your figure fits the

rectangular silhouette, there are slight changes that can create a more balanced look. The horizontal stripes on the dress could unintentionally accentuate certain areas. Opting for a vertical stripe might elongate the silhouette. The present vest may feel restrictive in the shoulder area due to its size, so opting for one size up could provide the desired freedom of movement. Sneakers that are more substantial around the ankles could help maintain visual harmony throughout your outfit. A shoe design with a slightly wider base can lend a more balanced appearance to the entire look. Choose pieces that create the illusion of a raised waistline, like dresses with belting or high-waisted bottoms to add curves. Flowy, long skirts, and dresses can add movement to your silhouette. Embrace open and accentuated necklines such as V-necklines and off-the-shoulder styles. Enhance your look with chunky necklaces and long earrings for added visual interest.

As an Autumn color type with warm undertones, embrace terracotta, and oranges hues; experiment with deep greens, blues, and rich burgundies to complement your features.

Here are a few examples of suitable outfits:





Considering your personal style and body shape, I recommend taking a look at these Instagram profiles. They could serve as great sources of inspiration for refining your style:

<https://www.instagram.com/glamazondiaries/>

<https://www.instagram.com/pocketsandbows/>

<https://www.instagram.com/iamnikkifree/?hl=uk>

Task 3

You are working on a fashion platform that provides personalized feedback on outfits as well as style advice for people all over the world. Imagine, that you are contacted by a customer from the USA, who is asking you to advise what to take on a 3-day trip to Greece. Please, prepare 3 outfits along with links from online stores to suggest to the customer. Also, add a comment about why you suggest those outfits. Kindly note, that the customer has dark brown hair and brown eyes, she usually wears size L and doesn't wear heels at all.

Answer:

These outfits for Greece are a good balance, offering both stylish and adorable looks for those perfect Instagram photos, as well as comfortable and casual styles, to ensure you never feel exhausted by your wardrobe during your vacation.

Outfit #1



Long Orange Off Shoulders Dress with Sandals and Accessories.

The long orange dress spreads a vibrant and lively energy that resonates with the warm ambiance of Greece. Paired with black sandals, it offers a balanced contrast. The woven hat and bag add a touch of bohemian flair while protecting you from the sun. The necklace and bracelets enhance the ensemble, adding an elegant touch to your overall look. This outfit offers a blend of style and comfort, perfect for a long walk through the beach. The bright dress will help you stand out from the picturesque background and become the main attraction.

[Dress](#) [Sandals](#) [Bag](#) [Hat](#) [Sunglasses](#) [Necklace](#)

Outfit #2



White Linen High-Waisted Trousers with Silk Scarf Top.

This ensemble brings a breezy and sophisticated feel, ideal for exploring Greece's charming streets. The white linen high-waisted trousers provide comfort and timeless elegance. The silk scarf top adds a chic touch with its unique design. The white hat complements the trousers, and the sandals keep your feet cool while strolling. The rings and bracelets add subtle accents. For versatility, you can swap the scarf top for a matching azure-toned swimsuit if you plan to take a dip.

[Linen Trousers](#)
[Top](#) or [swimsuit](#)
[Hat](#)
[Sandals](#)
[Necklace](#)
[Scarf](#)

Outfit #3



Classic Denim Shorts with White Shirt and Converse.

For an easygoing day of sightseeing or casual outings, the classic combination of denim shorts and a white shirt is unbeatable. Converse sneakers offer comfort and style for walking around. If you prefer a touch of sophistication, you can replace the shirt with a black knitted long-sleeve top. The comfortable backpack completes the look, ensuring you have everything you need at hand.

[Sweater](#) or [Shirt](#)
[Shorts](#)
[Sneakers](#)
[Sunglasses](#)
[Backpack](#)



These outfits cater to various occasions, from embracing the vibrant atmosphere of Greece's landmarks to leisurely beach days. Each ensemble balances comfort and style, making your trip not only enjoyable but also visually appealing. You can mix and match outfits from all three looks. For instance, a black swimsuit and white trousers would be great for a city stroll or a beach outing. If you have a date planned for the evening, adding accessories like a clutch and a scarf as a wrap can transform the look into an elegant ensemble suitable for a restaurant. Comfortable sneakers, shorts, and a white shirt (which you can swap with a black knitted sweater) are perfect for a long flight. And if you're heading straight to the sea upon arrival, just slip into your swimsuit and you're ready for the beach. An orange scarf can also serve as a pareo. I've selected versatile footwear and accessories, so with just 1-2 choices, you can save space in your luggage. Keep in mind that in Greece, you'll likely find numerous outfits, ensuring you resemble a Greek goddess.