

# StyleMe



[illegible]

**Affordable prices:** Enjoy flexible pricing options to fit any budget.

**Surprise element:** Unbox the excitement of mystery boxes, like unwrapping a surprise gift.

**Seasonal options:** Pick the perfect outfit for the season of your choice.



**Attractive:** Our website offers a selection of ready-made aesthetics, a custom option for a unique experience, and the element of surprise, making it visually appealing and engaging for customers.



**Timely:** StyleMe is well-positioned in response to the growing demand for convenient, personalized, and sustainable fashion experiences in the contemporary fashion market.



**Durable:** Our product's adaptability to changing fashion trends and affordability ensures its long-lasting appeal, as people are constantly seeking trendy yet budget-friendly clothing.



**Anchored in Product:** StyleMe is anchored in its core value of delivering a unique and personalized fashion experience, providing customers with the opportunity to express their individual style effortlessly.



# Bases For Your Opportunities

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**Solve The Problem:** Many face frustration in their shopping experiences due to time-consuming searches, limited options, and high prices. No options for buying ready to wear personalized outfits.

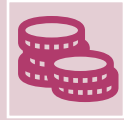
**Gap In The Marketplace:** Limited global resources providing a service of personalized outfits delivered ready to wear. No such services in Georgia.





# Environmental trends

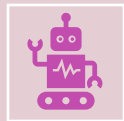
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**Economic Forces:** StyleMe's commitment to offering budget-friendly clothing mystery boxes meets the economic need for high-value purchases, catering to cost-conscious customers in uncertain economic times and addressing the demand for durable, affordable fashion options



**Social Forces:** Personalization, Individuality & Inclusive Sizing: StyleMe supports self-expression through personalized outfit options and offers a wide size range, promoting inclusivity and body positivity, catering to diverse body types and preferences.



**Technological Advances:** Customization, AI, & E-commerce Convenience: StyleMe leverages AI for customization and offers a convenient online platform, reflecting the growing role of technology and e-commerce in the fashion industry.



# Feasibility Analysis



The concept aligns with the growing popularity of mystery boxes and the desire for unique fashion experiences, making it a sensible endeavor.



Offering locally made, limited-edition items is both reasonable and appealing, providing a feasible approach to the market.



The concept leverages the trend of individuality and effectively addresses the demand for exclusive fashion items, capitalizing on current market dynamics.



The timing for introducing the product aligns well with prevailing market trends and consumer preferences.



No fatal flaws have been identified in the product's basic design or concept, making it a promising venture.



# Concept Statement

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## Description of the Product/Service:

StyleMe offers a unique clothing mystery box shopping experience. Personalize your style with predefined aesthetics or your own photos. Affordable, inclusive sizing, and seasonal options make fashion accessible.



**Intended target market:** Appealing to fashion enthusiasts of all ages and sizes. Ideal for budget-conscious shoppers seeking stylish, affordable clothing. Designed for those looking for convenience, sustainability, and personalization.



## Benefits of the Product/Service:

Enjoy personalized outfits that match your unique aesthetic. Find affordable fashion options to suit every budget. Access inclusive sizing for a wide range of customers. Stay stylish with seasonal wardrobe updates. Unbox excitement and surprise in every shopping experience.



## Competitive Advantage:

Style Me delivers customizable outfits based on your preferences. Affordable pricing options cater to diverse customers. Inclusive sizing ensures accessibility and inclusivity. Sustainable sourcing aligns with modern values. An element of surprise makes shopping engaging and fun.



**Brief description of the Management Team:** Our team consists of five sophomores, who want to provide unique and personalized fashion experience.



# Target Market Attractiveness

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## **New product in an existing market or vice versa?**

The aesthetic mystery box business concept introduces a novel product within the context of an already established and continuously expanding fashion market, providing an innovative twist to the existing landscape.

## **Is our target market large enough?**

Yes, the target market for the aesthetic mystery box business, individuals who have a passion for both clothing and the element of surprise associated with mystery boxes, signifies a substantial and enthusiastic customer segment.

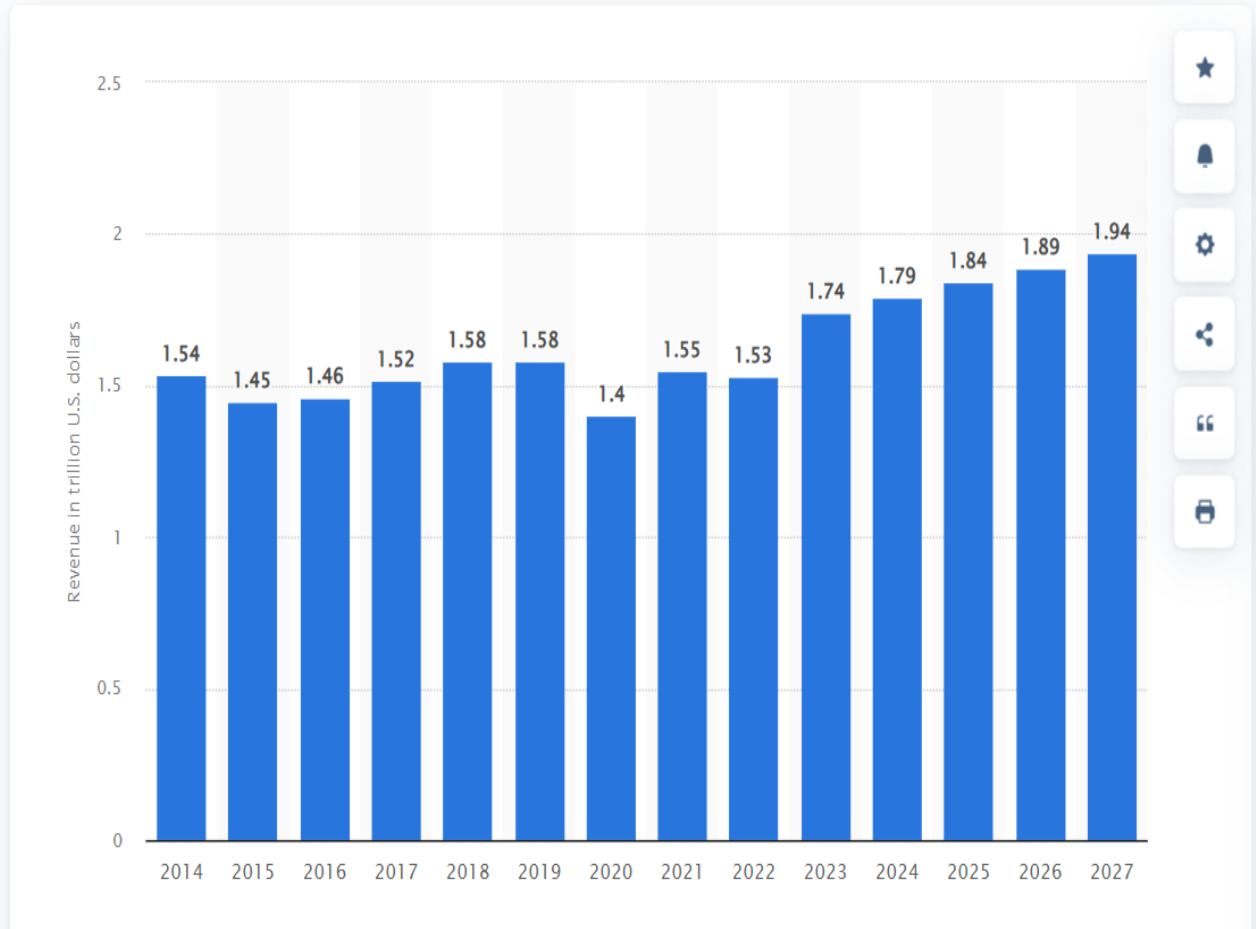
## **Does it have a potential for growth?**

Yes, the target market for the aesthetic mystery box business, individuals who have a passion for both clothing and the element of surprise associated with mystery boxes, signifies a substantial and enthusiastic customer segment.

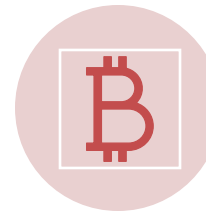


## Revenue of the apparel market worldwide from 2014 to 2027

(in trillion U.S. dollars)



<https://www.statista.com/forecasts/821415/value-of-the-global-apparel-market>



Revenue in the Fashion market is projected to reach US\$768.70bn in 2023.



an annual growth rate (CAGR 2023-2027) of 9.45%, resulting in a projected market volume of US\$1,103.00bn by 2027.



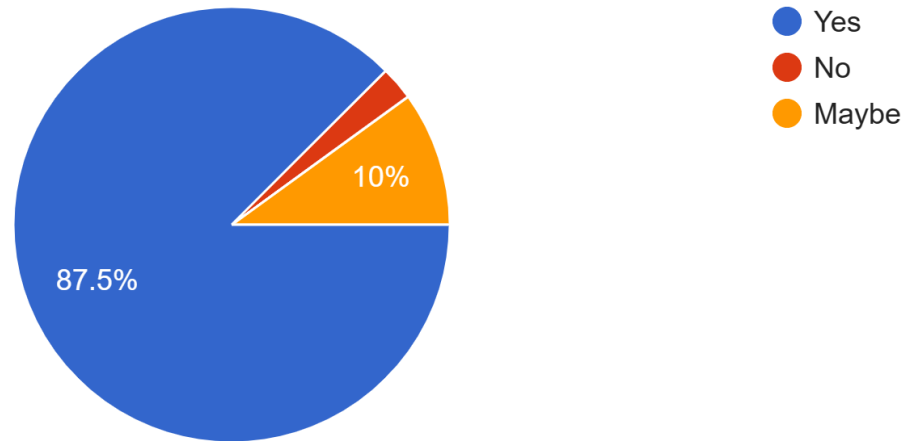
## Market Analysis

We can see that outfits have a significant impact on people's mood, and they often experience an uplift in their spirits when they purchase new clothes.

<https://www.kantar.com/uki/inspiration/advertising-media/consumer-fashion-trends-in-the-cost-of-living-crisis>

Would you purchase a mystery box of outfits, that is specifically designed for your aesthetic and fits your budget?

40 responses



## Primary Research

From our survey we have concluded that most of the people are interested in buying mystery box of outfits, that are specifically designed on their aesthetic and fits their budget.

<https://forms.gle/aa4WgbxcdSpzNivy9>



# Summary

## **Solution:**

StyleMe offers clothing mystery boxes with these key features: - Predefined or custom aesthetics

- Affordable pricing
- Inclusive sizing
- Element of surprise
- Season-appropriate clothing

## **Value Proposition:**

- Attractive, timely, and durable
- Anchored in personalized fashion experience.

## **Gap in the Market:**

StyleMe recognizes a gap in the local and global market, inspired by the success of similar services abroad.

## **Alignment with Trends:**

- Economic trends (affordability)
- Social forces (individuality, inclusivity)
- Technological advances (AI, e-commerce)

## **Market Potential:**

Market research indicates significant potential, considering the global fashion industry's growth and the uniqueness of StyleMe.

## **Target Audience:**

Individuals aged 18-35 interested in fashion products, making it a solid foundation for market entry and growth.



Thank You  
For Your Attention

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# Used Links And Survey

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[Fashion - Worldwide | Statista Market Forecast](#)

<https://forms.gle/sc4v34j1CpisF7cu5>

<https://www.kantar.com/uki/inspiration/advertising-media/consumer-fashion-trends-in-the-cost-of-living-crisis>