**Project: StyleShare**

**Possible Names**

* StyleShare
* StyleMe
* StyleConnect
* The Style Showcase
* StyleScript
* StylePages
* MyStyle
* YourStyleShare

**Purpose of website**

StyleShare is a website that will allow people to post and see pictures of other people and observe their unique style/s, so they can identify the brands and types of clothes worn by others, and primarily, know where others get their clothes from so they can go out and get it for themselves, and in the process, add to their own personal style.

The website will have a large database of pictures that people upload and on each picture will have an arrow/tag pointing from specific items of clothing worn by those in the picture to information relating to the brand of the clothing and a link directing users to where they can buy it.

The website serves to

- deconstruct what someone is wearing

**Niche Market**

There are many fashion 🡪 clothing 🡪 social networking sites already on the internet yet each of these have limited features that fail to adequate appeal to what people really need and want. People want to be connected to others; people are curious about what others are wearing and conscious to how others look; and people like to know when they see someone wearing clothes they like where they can get it. Thus, a website that provides…

**Competition**

**Social networking in the site**

The site will facilitate an online community of people who are curious about what others wear, conscious to new looks and mainstream trends, and to people who want to know where to get good clothes when they see them. Whereas Facebook has ‘My Profile,’ allowing users to create their own profile, favourite groups, message others, see the latest news on their homage page via ‘Newsfeed’, comment/like and add friends, StyleShare will offer similar features but with greater focus on styles and tagging. The newsfeed on the home page will be called ‘Showcase.’ This will stream the most popular, most liked and most commented pictures (as determined by users) so everyone can see them. Underpinning the value for individuality that lies at the core of the website, each user will be able to create their own ‘My Style’ account. Every person has their own look, their own fashion preferences, their own tastes and their own style. Where in Facebook you add friends, on StyleShare you connect and subscribe to other users whose pictures you like, whose clothes you constantly find yourself going out to buy, and whose style appeals to your own. This subscription/connection will mean that any time they post up a new picture of what they are wearing, you can see it; and with the tags showing where you can get it from, you can go out and find it yourself. Essentially, StyleShare blends the practical idea of finding out where you can get the clothes that other people wear with the contemporary social networking idea of connecting to people who have a style and look that appeals to you. This is a combination that has not yet been offered.

**Target Market**

**Features of the website**

1. Advanced Search – The site will offer an advanced search option that will give users the opportunity to perform a specific search to find exactly what it is they wish to see. They can search for specific brands (like Supre, Industrie, G-Star, etc); they can search for particular items of clothing (like black jackets – which will display all pictures that have a black jacket as a tagged item of clothing, allowing users to see how the black jacket goes with a particular style and what other clothes people have worn the black jacket with. This affirms the website’s focus on style, such that people can look at particular clothes and styles to change or develop their own); they can search for other users (reinforcing the importance of social networking to the website, as people can find and connect to people whose clothing appeals to their preferences and whose style corresponds to their own); they can search for a grouping of clothing items (this will give users ideas when they are choosing what to wear, for example searching white shirt, red pants, black shoes); they can search for gender; they can search for category
2. ‘Love it’ or ‘Hate it’

**Psychology of StyleShare**

The website will be elevated by appealing to the psychology of its users. Given the gravity of personal styles, attraction and fashion in society nowadays, people are extremely conscious of how they appear to others. This notion is very much akin to the paradigm of female fashion, where ‘women don’t dress for guys, but for other women.’ Hence, the competitive nature of styles these days, whereby people compete to look the best and stand out in a crowd characterised by mainstream trends, popular fads and the latest craze, drives them to look for new ways of differentiating themselves. The ‘Showcase’ feature of StyleShare – the home page newsfeed showing the most popular styles and the most commented and loved pictures – carries with it the

Likewise, people want to be noticed. As social creatures, we can’t help but resist

Famous – being noticed – reaffirmation

Moreover, given the highly commercialized, sexual-oriented, media-frenzy nature of contemporary society, physical appearance has never weighed so heavily on people’s minds and decisions. Indeed, physical attraction d

Stars for being on showcase – rating – love it gives points (bebo had love hearts)

But similarly people are very attached to their own personal dress style and indeed; the clothes and fashion sense that one has reveals much about their own individuality. Hence, our styles say much about people –what they like, what sort of things they do, and who they are as individuals. To this degree, StyleShare will provide an online community that not only endorses individuality but develops it also.

Secondly, clothes are a necessity. Clothes are universal in that everyone wears them. Different clothes are needed and wanted by everyone. And nobody wakes up in the morning saying ‘I want to look ugly today.’ In fact, the reality is, everyone wants to look good and every

**Values underpinning StyleShare**

* Individuality -
* Mainstream trends -
* Unique and different -
* Staying connected –

**Market Research - Survey**

Scale of 1 – 10. ‘1’ is not at all. ‘10’ is a lot.

50 girls – 50 guys

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Name | Gender | Age | How interested are you in what other people wear? | If you like what someone is wearing, do you want to know where you could get it for yourself? | How much do you value looks, fashion & physical appearance, in terms of the way you look and the way others look? | How much do you care about other people thoughts of how you dress? | How much is your style influenced by the styles of others, seeing what other people wear and mainstream trends? | To what degree does your style change? Does it change a lot? Or not much? | Does your style reflect your individuality, preferences, and tastes? |
|  |  |  |  |  |  |  |  |  |  |
| Surveyed total |  |  |  |  |  |  |  |  |  |
| Perfect total | - | - | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 | 1000 |
| Average score (/10) |  |  |  |  |  |  |  |  |  |

**Survey Data (Graphs)**

**Pitch**

Everyone wears clothes. Everyone has their own style. Everyone knows when someone looks good, when someone looks bad, or when someone looks somewhere in between. These habits, particularly the habit of looking at someone’s clothes and making a judgment on how they look has its roots in the style that one has. Walking down the street, stepping onto the train or bus, out and about on the weekend, we’ve all seen people wear clothes that made us say ‘That looks good, I wonder where they got that from.’

**What will be tagged?**

* Shirts/tops
* Pants
* Shorts
* Jackets
* Shoes
* Accessories (necklaces, bracelets, scarfs, belts, etc)

**Categories**

* Retro

**Current Designs**

Good social networking site analysis:

Twitter

Texture in background – grey background – have a textured background

Cool logo/symbol

Plain style

Simple colour scheming – not too much brightness or variation in colour – nothing is off-putting

Trends – shows what is trending through the hash-tag

Tumblr

Reblogging – for pictures that people like, they can do several things. They can write a note/comment, they can like it or they can reblog it. The idea of reblogging something they really like is important and on Styleshare, given that users will have their own account, will be able to save pictures so on their ‘MyStyle’ profile they can have a record of their favourite styles and can keep track of all the photos, clothes and brands they come across plus return to a picture to check where to get it from.

Each picture has a name – upon uploading a picture, Styleshare (even as facebook does it, I think), allows a person to name the picture whatever they want).

Bebo

Tagged

Mylife

Myspace

Facebook