



# STYLR

SWIPE YOUR STYLE

# THE PROBLEM

## WITH APPAREL SHOPPING

Millennials and Gen-Zers who buy apparel online have to go through a tedious and exasperating process mindlessly scrolling through the catalogue.

Unless this issue is addressed, customers will continue to face the same challenges when searching for apparels on the web.

WE. DON'T. WANT. THAT

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# VARIETY OR CLUTTER ?

The user currently must browse through dozens of options across platforms EVEN IF HE/SHE KNOWS WHAT TO BUY.

**Impulse buyers have it even worse**, shuffling through hundreds of options leading to a cognitive load and eventually, the decision fatigue.

Many times, users face the problem of their favorite apparel not being in stock or select a piece only to see its not available in their size/ not the desirable brand



## The Clothing App Experience

Explore a world of fashion and style with Stylr, the Tinder of clothing apps!

Just swipe left and right through hundreds of stylish items and save the ones you like for later.

# OUR SOLUTION



# OUR VISION

- A Fun, Interactive and Personalized Shopping Experience
- A unique shopping experience by combining the convenience of e-retail with recommendations of traditional in-store shopping
- Utilizing advanced machine learning algorithms, enable a greater degree of personalization for every user
- Help with discovering new brands and styles, balancing personalised suggestions with popular items to promote a diverse taste

# NEW CONCEPT

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## The Wardrobe

What if the app could:

- Take into consideration your current clothes and
- Allow an even greater degree of personalization for maximum wardrobe utility



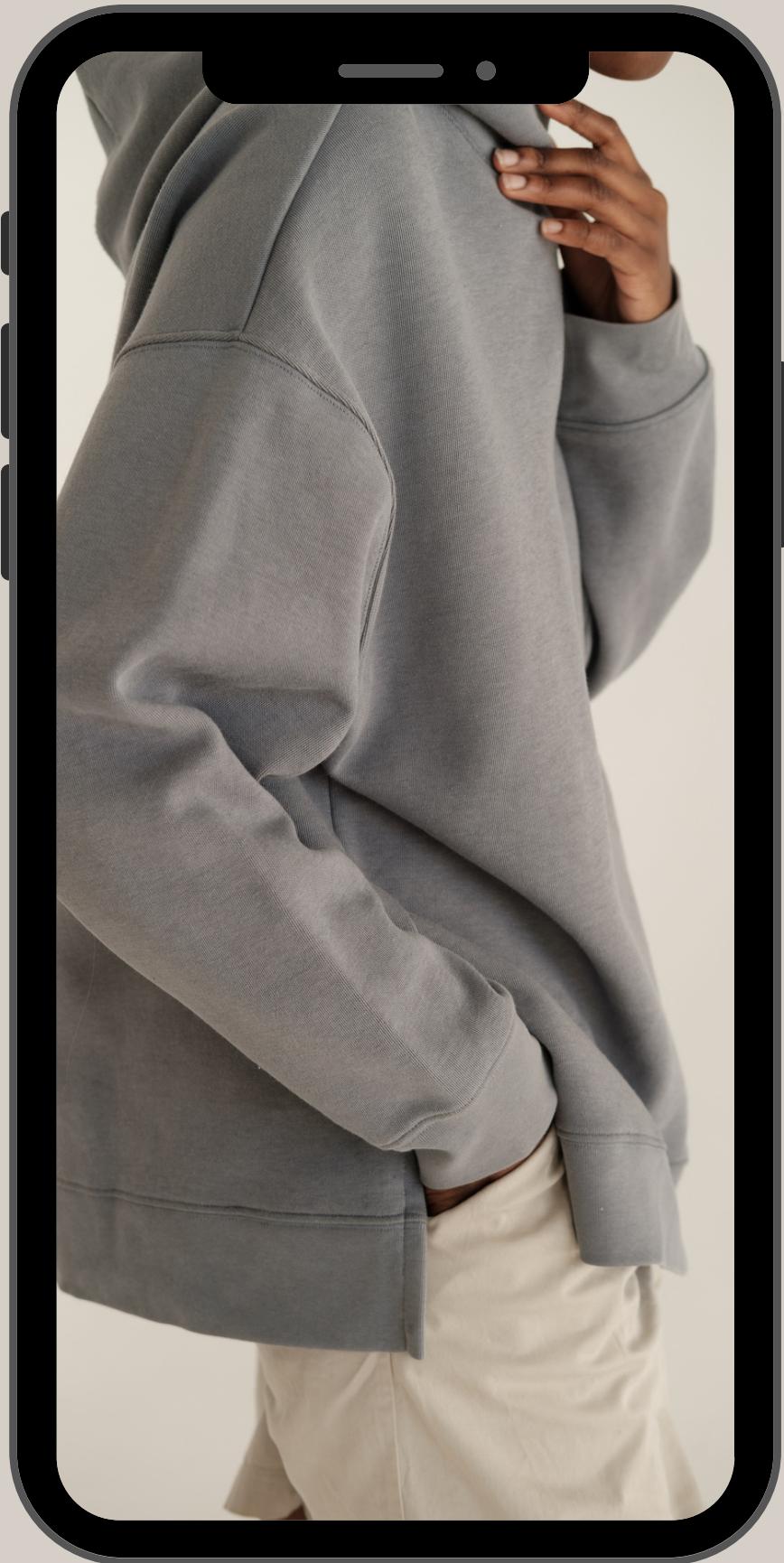
# OUR COMPETITION

None. Really. Not Myntra, Not Amazon\*

\*: Instead we use affiliate links

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CASUAL



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# THANKS

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# MARKET SEGMENTATION

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- Segment 1: Personalized shopping apps
- Segment 2: Social Fashion apps
- Segment 3: Fashion marketplaces apps
- Segment 4: Fashion recommendation engines
- Segment 5: Social shopping apps

| Segment | Direct Competition | Alternative Competition                                  |
|---------|--------------------|--|
| 1       | Stitch Fix         | Traditional personal shoppers, subscription box services |
|         | Trunk Club         |  |
| 2       | Villoid            | Instagram, fashion blogs and influencers                 |
|         | Chicisimo          |  |
| 3       | Mynta              | Traditional brick-and-mortar retailers with e-commerce   |
|         | Jabong             | platforms  |
| 4       | Flipkart Fashion   |  |
|         | Amazon             | AI-powered chatbots                                      |
| 5       | Google Shopping    |  |
|         | Depop              | eBay, Facebook Marketplace                               |
|         | Poshmark           |  |
|         |                    |  |

# COMPETITIVE ANALYSIS

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| Value descriptor    | Stylr   | Myntra    | Villoid |
|---------------------|---------|-----------|---------|
| Personalization     | High    | Medium    | High    |
| Community features  | High    | Low       | High    |
| Range of products   | Medium  | High      | Medium  |
| Machine learning    | High    | High      | Medium  |
| Brand recognition   | Low     | High      | Medium  |
| Platform dependency | High    | High      | Low     |
| Partnerships        | Limited | Extensive | Limited |
| Ease of Use         | High    | Low       | Medium  |

# VALUE MAP

