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Website Presentation Briefing (Polyvore.com)

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Founded in 2007, Polyvore is a self-described "social commerce" website that allows users to create and share item 'sets', created via the site's creation and clipping interface. The site and its user base focuses largely on fashion - most sets made are ideas for outfits - but it has a strong creative and artistic section of the user base as well.

Polyvore's general aesthetic is clean and simple; it allows the products and images to speak for themselves, presented to the user on the clean and adaptive interface. It allows users to 'clip' (similar to pinning items on Pintrest) to add images and items to its database. Items coming from corporate websites will link back to their source, have their prices and availability noted, and often encourage users to buy them. In this way the site subtly advertises to its users - instead of advertising outright, it encourages the user to see and make use of the item creatively, allowing them to 'mix and match'.

What's New

Polyvore's approach to advertising is fairly unique in that the site itself is free, without ads, and largely allows items to speak for themselves (though they do have 'featured designer' sections, these are extremely unobtrusive). There are no paid options on the site, very few outlets for social interaction (outside of profile and set comments) and the focus is almost entirely on the viewing and creation of sets.

Visually and design wise, its simple interface drops into the background, proving a smooth and easy-to-pick-up level of interactivity. Its creator does not run off flash, but rather a more dynamic css/php/jquery system that sees constant updates.

Fallback

Polyvore does not fall back well at all; its main feature, the creator, will break instantly the moment one disables CSS, and sets (instead of being dynamic and multilayered) will become flat and non interactive.

Previous Versions

**Nov 27, 2010**

[http://web.archive.org/web/20101127020520/http://www.polyvore.com/](http://web.archive.org/web/20101127020520/http:/www.polyvore.com/)

**Jun 26 2012**

[http://web.archive.org/web/20120607070113/http://www.polyvore.com/](http://web.archive.org/web/20120607070113/http:/www.polyvore.com/)