



Couture Closet

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Project Proposal

- ★ We are creating a fashion curation, organization, and community based platform that allows users a seamless production to buy and store clothes.
- ★ Our platform includes a homepage where all of the curated clothing items will be listed by their categories and keywords.
- ★ The users can directly buy the products from our main page that then takes them to the brands page to purchase.
- ★ The user also has the ability to store these clothes in their closets/mood boards that can be listed public or private on their profile for curation and/or interaction.
- ★ Users have the ability to inspire others through their outfits by their ideas and the direct pieces with links to these pieces.
- ★ Can be scaled when more users join promoting certain pieces to then generate ad and sponsor revenue from current and future brands we host.
- ★ Can also be able to add your own images that get modified to fit your closet for a larger collection of items for our users.



Tech Stack

- ★ **Frontend:** Next.js and Tailwind
- ★ **Image Handling:** Scrape retailers → store in Google Sheets/CSV → import into Strapi/Sanity → maintain/edit through CMS → display consistently
- ★ **Database:** PostgreSQL → store clothing articles, tags and links + Cloudinary → store images
- ★ **Search/Filters:** Postgres full-text search, Filter by attribute



Justification

- ★ Uses a lot of skills/tools we've learned before - js, css, sql database
- ★ The base level of the app can work, and won't (hopefully) be too difficult to implement.
- ★ Challenges: secure uploads (URLs), auth/permissions for sharing, clean data models and fast image loading.
- ★ Team split: Frontend (UI + DnD), Backend (APIs/auth), Storage/Data (S3 + schemas), UX/Design (flows & polish)
- ★ There is also a lot of room to grow and add more features



End User

- ★ **Primary/Initial Target:** anyone looking for inspo, trends, quick-shopping (order a whole outfit), want to recreate looks, fashion enthusiasts
- ★ **Secondary Target:** Influencers and Creators who get ad-revenue by showing off certain links/articles from sponsors
- ★ **Tertiary Target:** Brands and Retailers



Interface Features

3 Pages:

- ★ **Home feed:** users find clothes and accessories from public brands (source linked)
- ★ **Search page:** products from public brands can be searched for and filtered
- ★ **Profile page:** can save these pieces into sorted “closets, consisting of “outfits”, for better curation over their style



Interface Features

(cont).

- ★ Users have the ability to grow their closet(s) and generate traction from referring other users to brands through what they save to their profile
- ★ Can grow their following and audience by expressing their taste in the outfits they curate
 - -> increase brand traffic by making the purchasing experience seamless.

A collection of 18 fashion items arranged on a white background. The items include: a dark grey tank top; a long-sleeved shirt with vertical stripes; a pair of black-rimmed glasses; a black leather zip-up jacket; a black hoodie; a black leather choker; a black leather bracelet; a silver metal bracelet; a silver metal bracelet; a wooden cross necklace; a white long-sleeved shirt with a black barcode graphic; a dark blue long-sleeved shirt with white text that reads "YOU'RE NOT LITTLE DARLING / SOME I JUST YOU SEEMED PROUD / AND THE TIME / AND THE TIME / YOU'RE A LITTLE / DARLING IN THE EAR / AND AND FINE / YOU REMIND / YOU'RE A LITTLE / DARLING"; a pair of dark green jeans with "NEW YORK 99" printed on the right leg; a brown plaid long-sleeved shirt; a pair of black leather boots; a black hoodie; a dark blue hoodie; a dark blue zip-up jacket; a pair of dark green jeans; a pair of black leather chaps; and a white t-shirt with the number "0123456789" printed on the bottom right.



A collection of vintage clothing and accessories. At the top left is a pair of black-rimmed glasses with 'JANVIER' written on the temples. Below the glasses are four pieces of jewelry: a wide, textured metal cuff; a metal bracelet with a circular clasp; a wide metal cuff with a floral pattern; and a metal bracelet with a large, dark, oval-shaped pendant. To the right of the jewelry is a long-sleeved, button-down shirt with thin vertical stripes in beige and brown. Below the jewelry is a pair of black, lace-up oxford shoes. To the right of the shoes is a dark green, button-down skirt with a large patch on the right side that reads 'NEW YORK 88'. The skirt also has a small label at the waist that says 'P.L.A.T.' and another small label that says '100% COTTON'.

[illegible]



Similar Software: Pinterest

Similarities:

- ★ Both image based with a focus on personalized moodboards and aesthetics.
- ★ Strong focus on community and user uploaded content
- ★ Emphasis on discovery, uses keywords to find curated content

Differences:

- ★ Couture Closet is more focused on fashion commerce, provides direct links for purchases
- ★ Completely directed at fashion
- ★ Closet Concept - users can store purchased or desired items, like a personal digital wardrobe



Questions?