

A blue-toned photograph of a woman's face and hair, partially obscured by a large black circle. The background consists of various textures of clothing, including ribbed knit, lace, and textured fabrics.

What R We Wearing

*A Visual Conversation
About Fashion*

A VISUAL CONVERSATION ABOUT FASHION

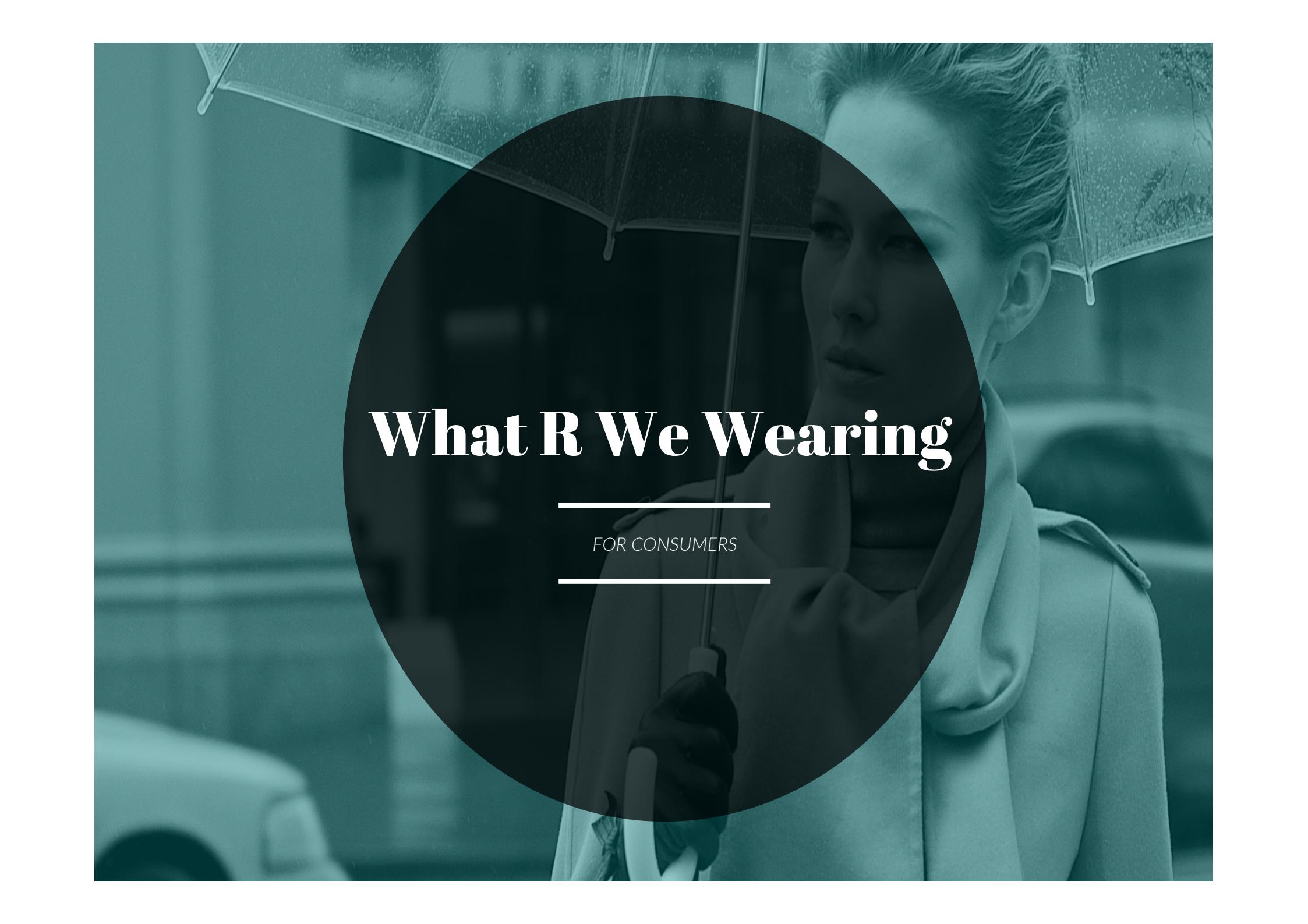
**Social
Collaborative
eCommerce
Retail
Advertising
Brand promotion
Buy/sell/trade
Peer to Peer**



WRWW CREATES A VISUAL PLATFORM JUST FOR FASHION

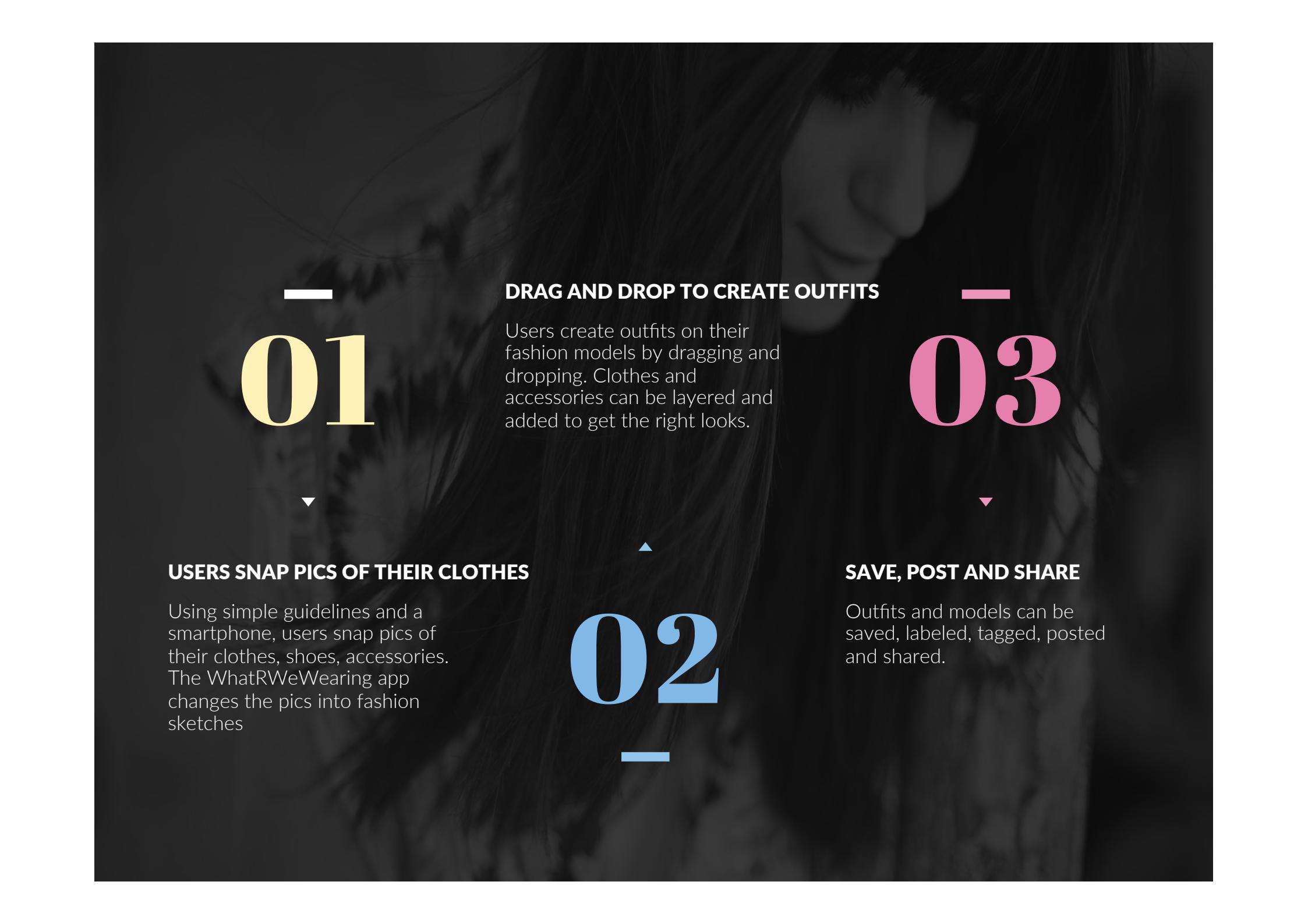
- Friends want to talk about what they are wearing to events, parties, school
- Consumers want to share their styles with others and hear positive feedback
- Retailers want to suggest styles on a personalized or mass-market basis
- Designers want to showcase new seasons and fashions



A woman with blonde hair, wearing a light-colored trench coat, holds a transparent umbrella over her head. She is looking off to the side with a neutral expression. The background is blurred, suggesting a rainy urban environment.

What R We Wearing

FOR CONSUMERS



01

USERS SNAP PICS OF THEIR CLOTHES

Using simple guidelines and a smartphone, users snap pics of their clothes, shoes, accessories. The WhatRWeWearing app changes the pics into fashion sketches

02

DRAG AND DROP TO CREATE OUTFITS

Users create outfits on their fashion models by dragging and dropping. Clothes and accessories can be layered and added to get the right looks.

03

SAVE, POST AND SHARE

Outfits and models can be saved, labeled, tagged, posted and shared.

CATALOG, CATEGORIZE & STORE

- Users keep their outfits tagged, labeled and stored
- Freemium model for consumers
- Custom closets to store each type of outfit



Work party Dec '16



Girls Lunch! May 25



Shopping in NY

SHARE WITH FRIENDS

COMMENT BUY SELL TRADE

FASHIONISTA1:

Thanks for the help. What are you gonna wear?

FASHIONISTA1:

I need help, you guys!
Which outfit should I wear to Darren's party?

FabFriend:

I say go with the white skirt and slay with those legs!
Maybe wear your black Valentino Rock Studs though

ChanelGrrl:

I agree! And hey if you ever think about selling or trading
those bangles let me know please! I'm first in line!

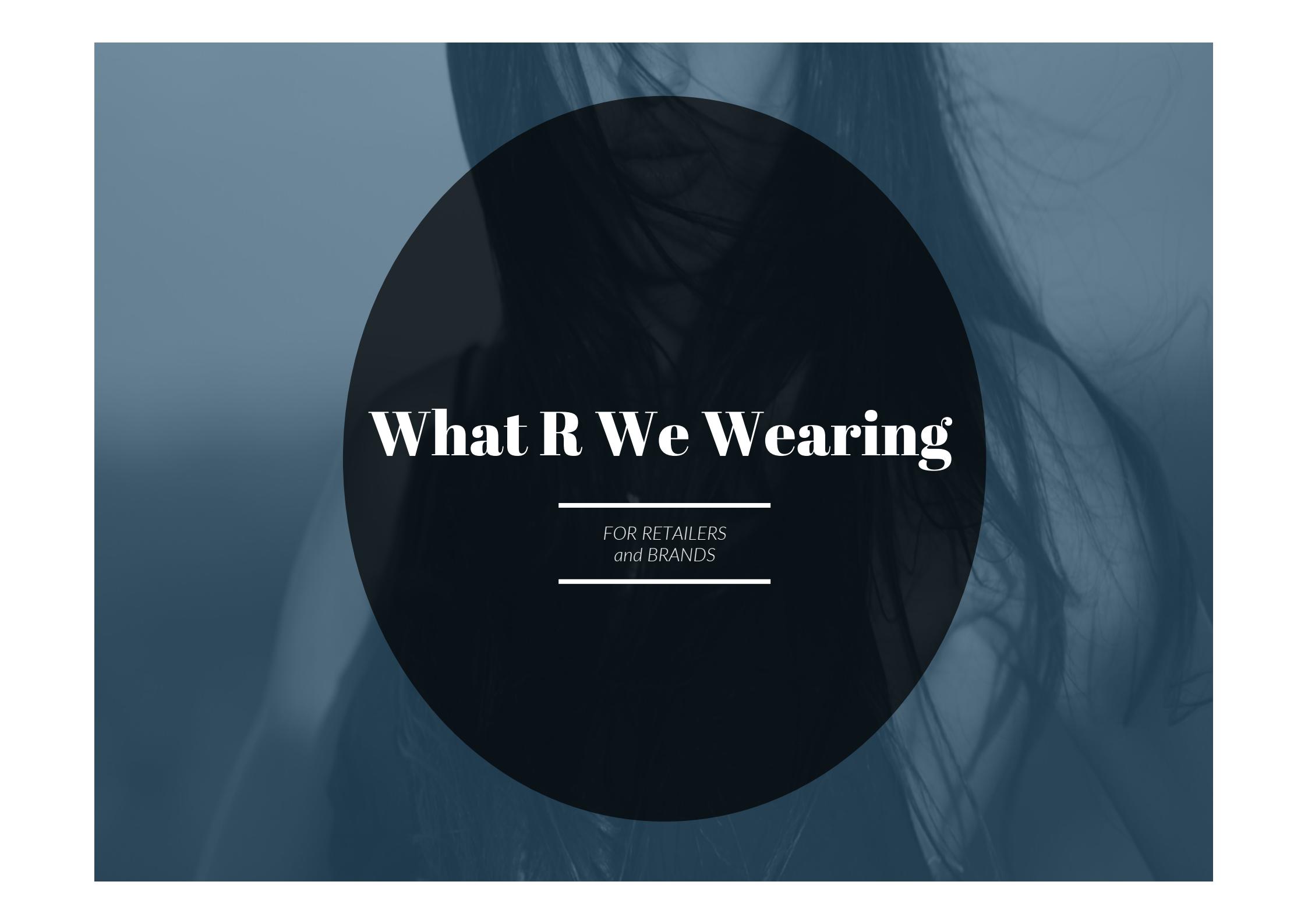


For sale or trade:
Size 27 Joe's Jeans

For sale or trade:
Size 7 Balenciaga
sandals

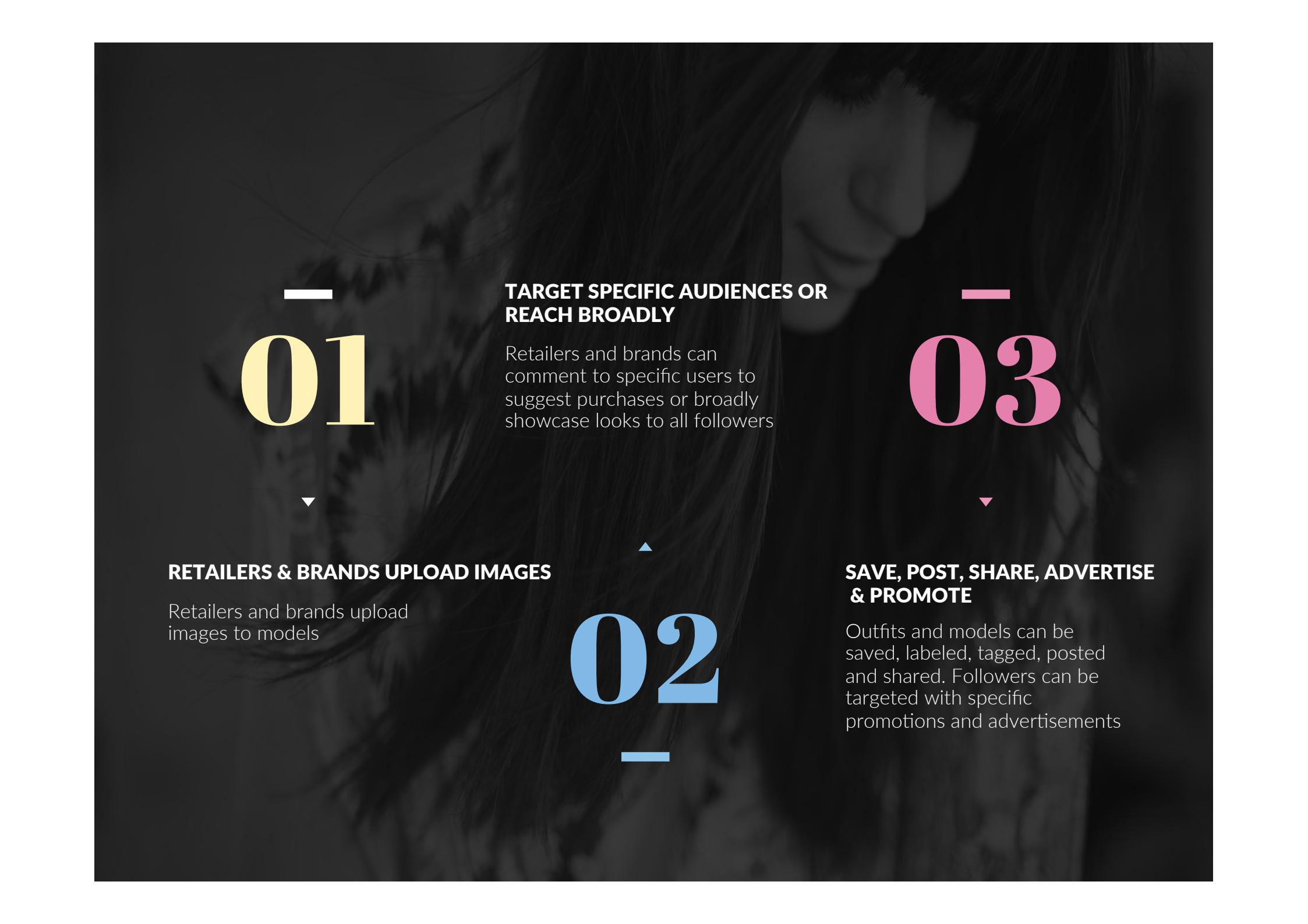
**FabFriend:**

Click over to my page and check out my outfit. Also I
have a really cute Jimmy Choo clutch that I will lend
or trade that would be perfect with your outfit.

A dark, moody background featuring a woman's face in profile, looking down with her hair covering her eyes.

What R We Wearing

FOR RETAILERS
and BRANDS



01

RETAILERS & BRANDS UPLOAD IMAGES

Retailers and brands upload images to models

02

TARGET SPECIFIC AUDIENCES OR REACH BROADLY

Retailers and brands can comment to specific users to suggest purchases or broadly showcase looks to all followers

03

SAVE, POST, SHARE, ADVERTISE & PROMOTE

Outfits and models can be saved, labeled, tagged, posted and shared. Followers can be targeted with specific promotions and advertisements

BRANDS & RETAILERS

PARTICIPATE
ADVERTISE
PROMOTE
SELL



KARLLAGRFLD:

Check out new limited edition Chanel sunglasses for Cruise 2017. Only available in boutiques with this code: WRWW2017

FASHIONISTA1:

OMG I love those! I saw Gigi Hadid wear them in a video

ChanelGrl:

Let's go get them tomorrow. We can make it a girls' lunch and shopping day!

CHANEL

Limited edition!



FabFriend:

I crave that bag! Someday....

BRANDS & RETAILERS

PARTICIPATE
ADVERTISE
PROMOTE
SELL

Click here to buy Kim's
dress from
Balenciaga.com



Click here to buy Kim's
Acquazurra sandals at
NeimanMarcus.com



TheRealKimK:

Today's outfit? Balenciaga of course! Aquazurra sandals. And BabyN is rocking BurberryBaby with little Gucci slippers!!

FanFriend267

OMG I love everything you wear Kim! You are a Goddess!

ChanelGrrl:

I am sending this to my friend FASHIONISTA1- she has been looking for those sandals!

FashionInTheValley:

I think I am going to have a baby just so I can dress her as cute as Baby North! But in the meantime I am buying Kim's sunglasses