

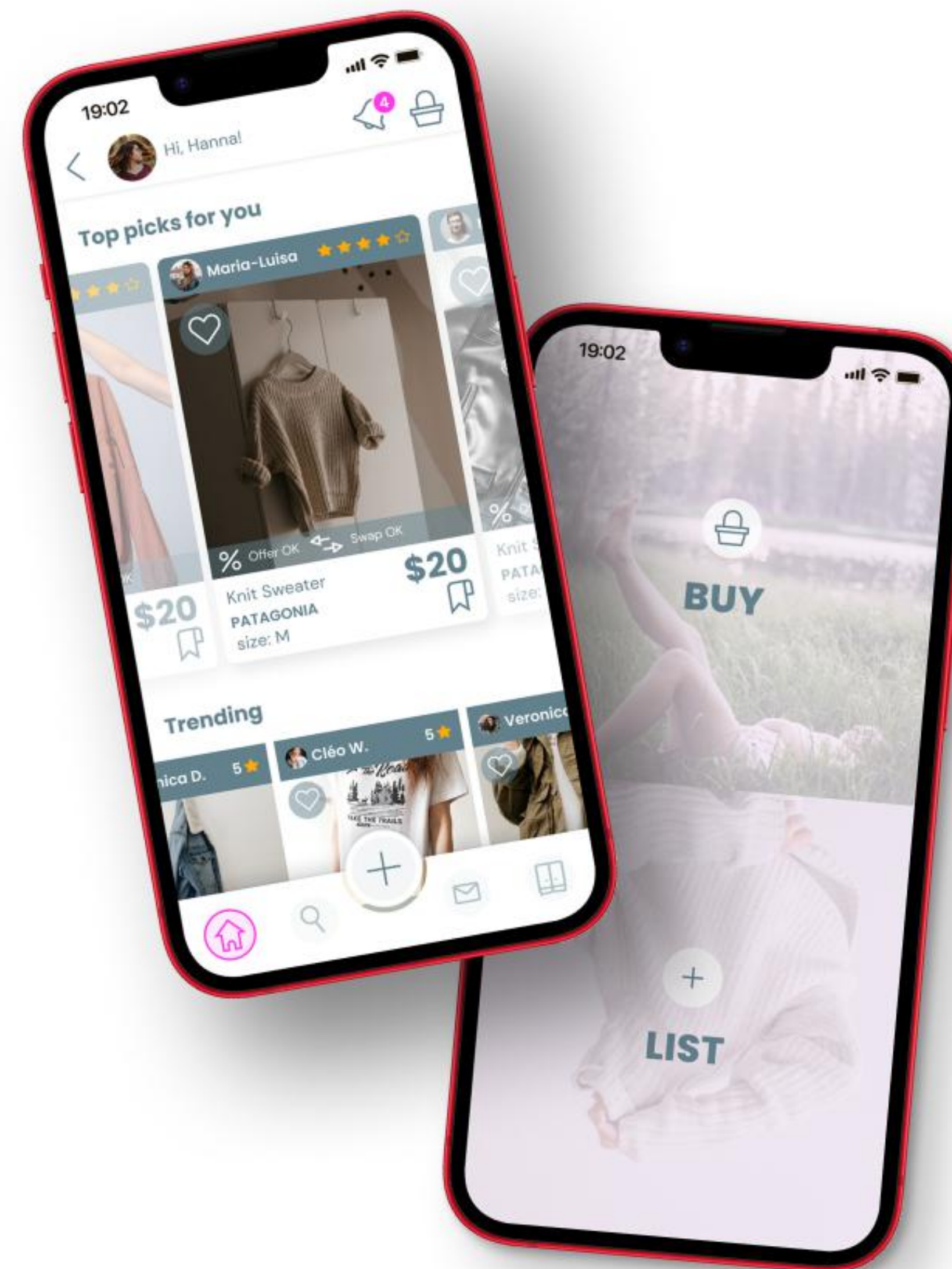
# wear

circular fashion for people  
and planet



**Wear** is a clothing resale app designed to bring people together through fashion while promoting sustainability.

Unique features like **local search**, **neighborhood map**, and **style tags** enable users to create social connections, reduce shipping distances, define their personal style, and find like-minded friends in a creative and engaging way.







## Persona 01

### Eco-Conscious Emily



"I need a sustainable fashion community at my fingertips — a way to connect with local sellers who share my values."

### Background

Emily is a 26-year-old environmental science graduate who is passionate about sustainable living and reducing her carbon footprint.

### Demographics

Female, 26, college educated and living in Brooklyn

### Behaviors and Goals:

- Seeks second-hand clothing options to align with her values.
- Prefers local shopping to reduce transport emissions.
- Wants to connect with like-minded individuals & share fashion ideas.

### Needs and Pain Points:

- Easy access to local sellers to avoid long shipping distances.
- Efficient search and filter options for specific clothing styles.
- Platform to connect and engage with others who share her fashion ethos.





## Persona 02

### Fashionable Fiona



"I want to express my style and connect with trendsetters"

#### Background

Fiona is a 20-year-old fashion enthusiast who loves expressing their unique style through her clothing choices.

#### Demographics

Non-binary, college student, Los Angeles

#### Behaviors and Goals:

- Seeks one-of-a-kind, trendy clothing items.
- Enjoys discovering local fashion communities and connecting with fashion-forward individuals.
- Wants to trade clothes, find unique pieces for photo shoots.

#### Needs and Pain Points:

- Visual and appealing browsing experience to discover new styles.
- Seamless communication with other users for networking and collaborations.
- Reliable location-based search to find sellers and events in her city.





## Persona 03

Thrifty Thomas



"Give me good local deals. Simplify buying and selling without shipping hassles."

### Background

Thomas is a 32-year-old budget-conscious professional who appreciates quality clothing at affordable prices.

### Demographics

Male, suburban resident, working in finance.

### Behaviors and Goals:

- Seeks cost-effective alternatives to buying new clothes.
- Wants to sell his own gently used clothes and earn extra money.
- Prefers local transactions to save on shipping costs.

### Needs and Pain Points:

- Clear and user-friendly interface to navigate listings easily.
- Secure payment options and protection against fraudulent sellers.
- Efficient communication tools to negotiate prices and arrange meet-ups.





# Colors

"Orange Crush"

Primary Action.



HEX: FFAA00  
RGB: 255, 170, 0  
HSL: 40, 100, 50

"Neon Love"

Accent, active states.



HEX: FF39EB  
RGB: 255, 57, 235  
HSL: 306, 100, 61

"Faded Denim "

Text, backgrounds.



HEX: 62818D  
RGB: 98, 129, 141  
HSL: 197, 18, 147



# Type

Poppins

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz  
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz

DM Sans

Aa

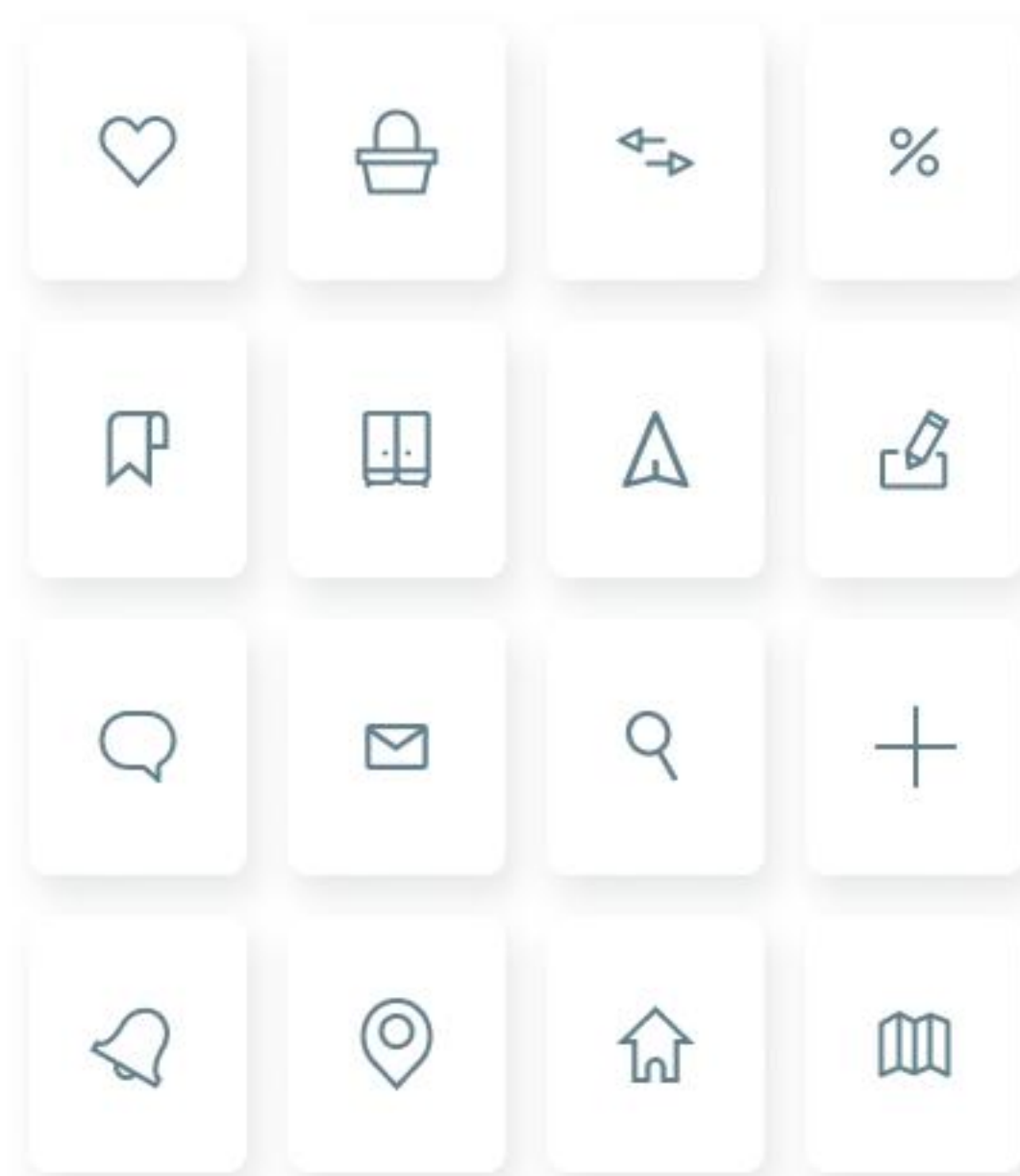
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz  
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz



## Custom Icons

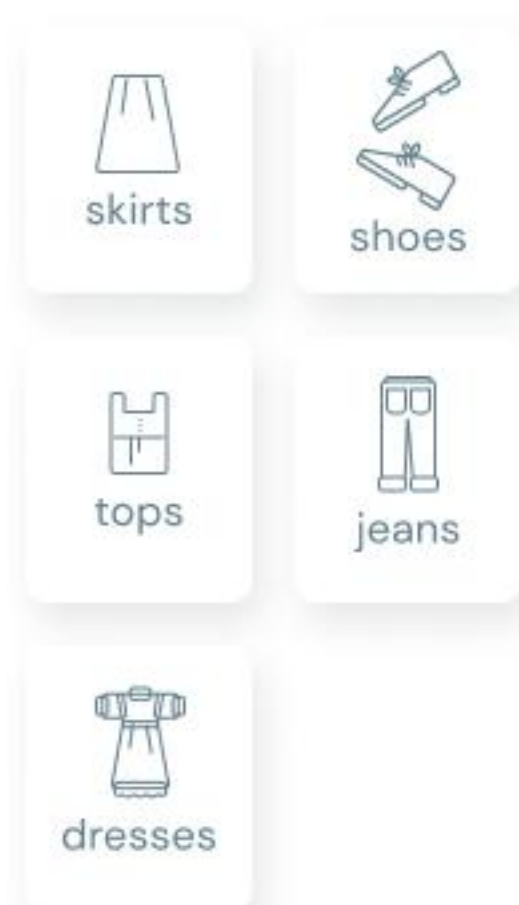
### Social, E-Commerce, Navigation

Custom icons make interactions easy and pleasant.



### Clothing Categories

This feature makes browsing easy.



### Style tags

Users to define their style via clickable keyword chips that connect them with like minds.



### Social Media Logos

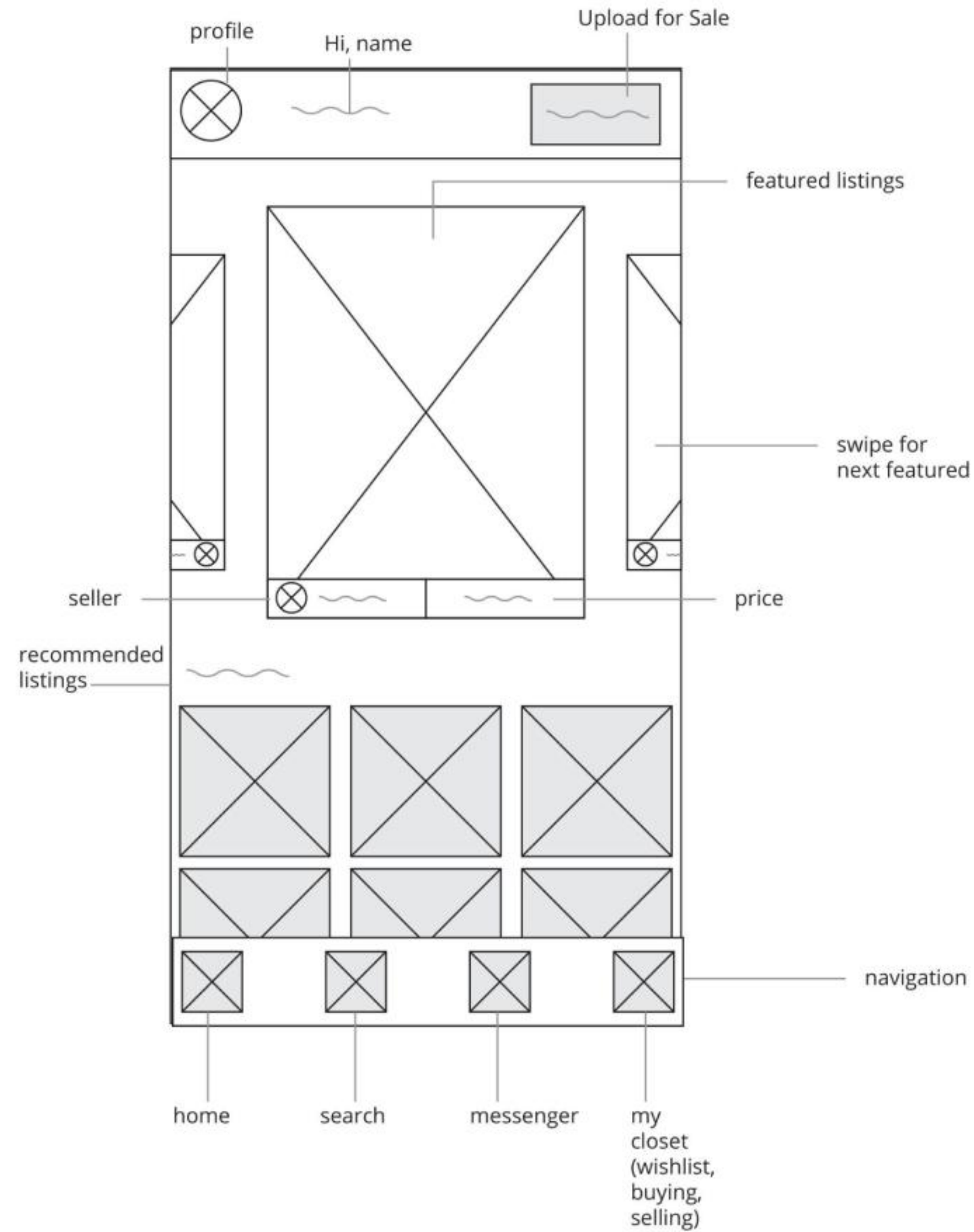
Easy log-in and friends lookup.



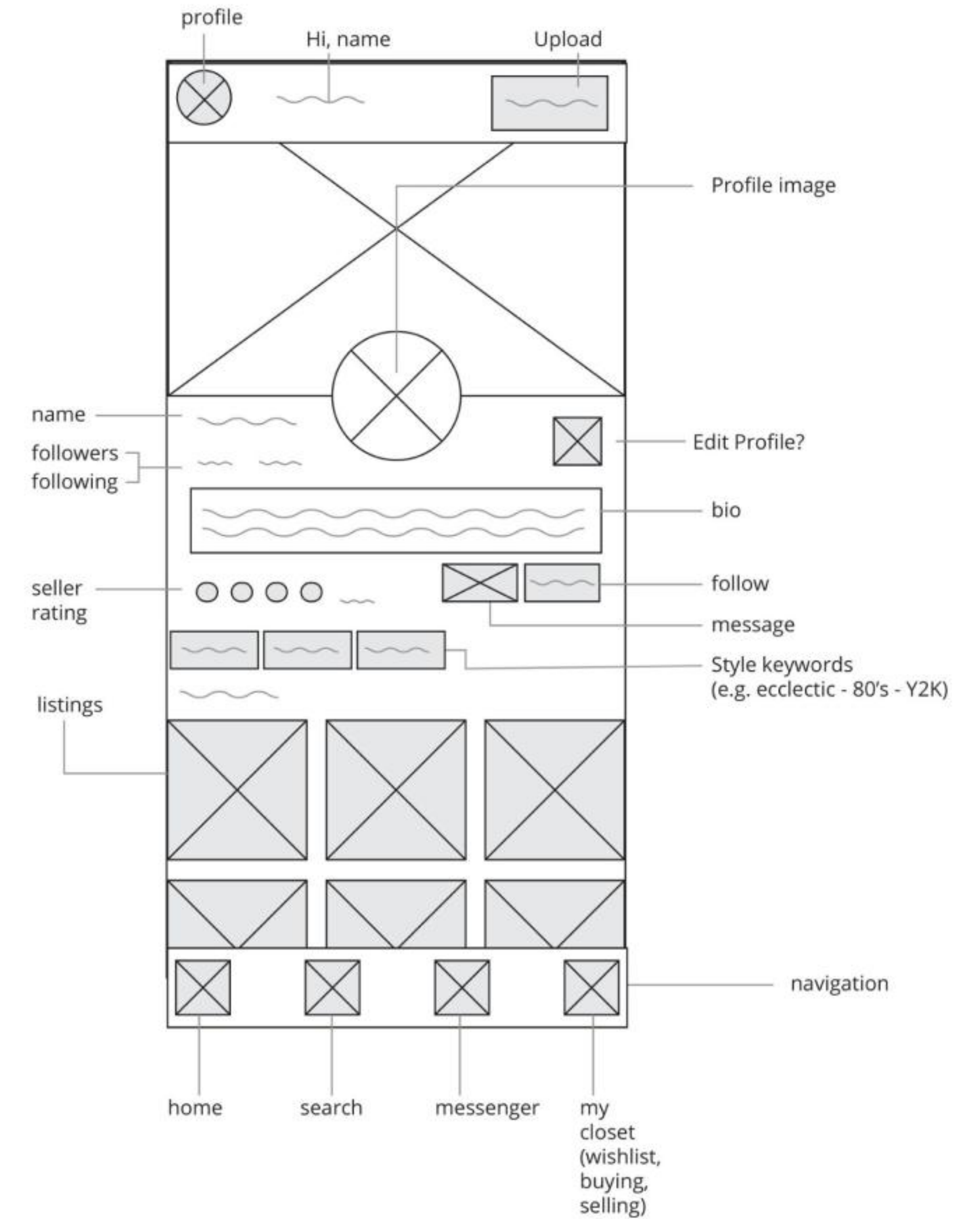


# Sketches

## 01. Home



## 02. Profile







# Wireframes

Wireframe for the Sign Up screen. It features a large square placeholder for a profile picture at the top. Below it are two input fields: 'Email' with the placeholder text 'enter your email' and 'Password' with the placeholder text '\*\*\*\*\*'. A small text note below the password field says 'Add at least one number.'. At the bottom is a 'Join' button and a link that says 'Already have an account? Sign In'.

Sign Up

Wireframe for the Home screen. The top header shows a user profile icon, 'Hi, Hanna!', a bell icon, and an 'Upload' button. Below is a 'Top picks for you' section featuring a product card for a 'Hooded Sweater' by 'PATAGONIA' for '\$10', with options for 'Offer OK' and 'Swap OK'. A 'Trending' section at the bottom shows three placeholder cards, each with a heart icon. A bottom navigation bar contains icons for Home, Search, Messages, and a Shopping Cart.

Home

Wireframe for the Create Profile screen. The top header is identical to the Home screen. Below is a section for 'Add / Change background' with a large circular placeholder and an 'Add / Change' button. This is followed by a form for 'What should we call you?' with fields for 'Preferred name' and 'Handle', and a 'Tell us about your style:' text area. At the bottom are three buttons: 'Edit shipping details now?', 'Edit payment details now?', and 'Edit privacy settings now?', each with a plus icon. The bottom navigation bar is the same as the Home screen.

Create Profile

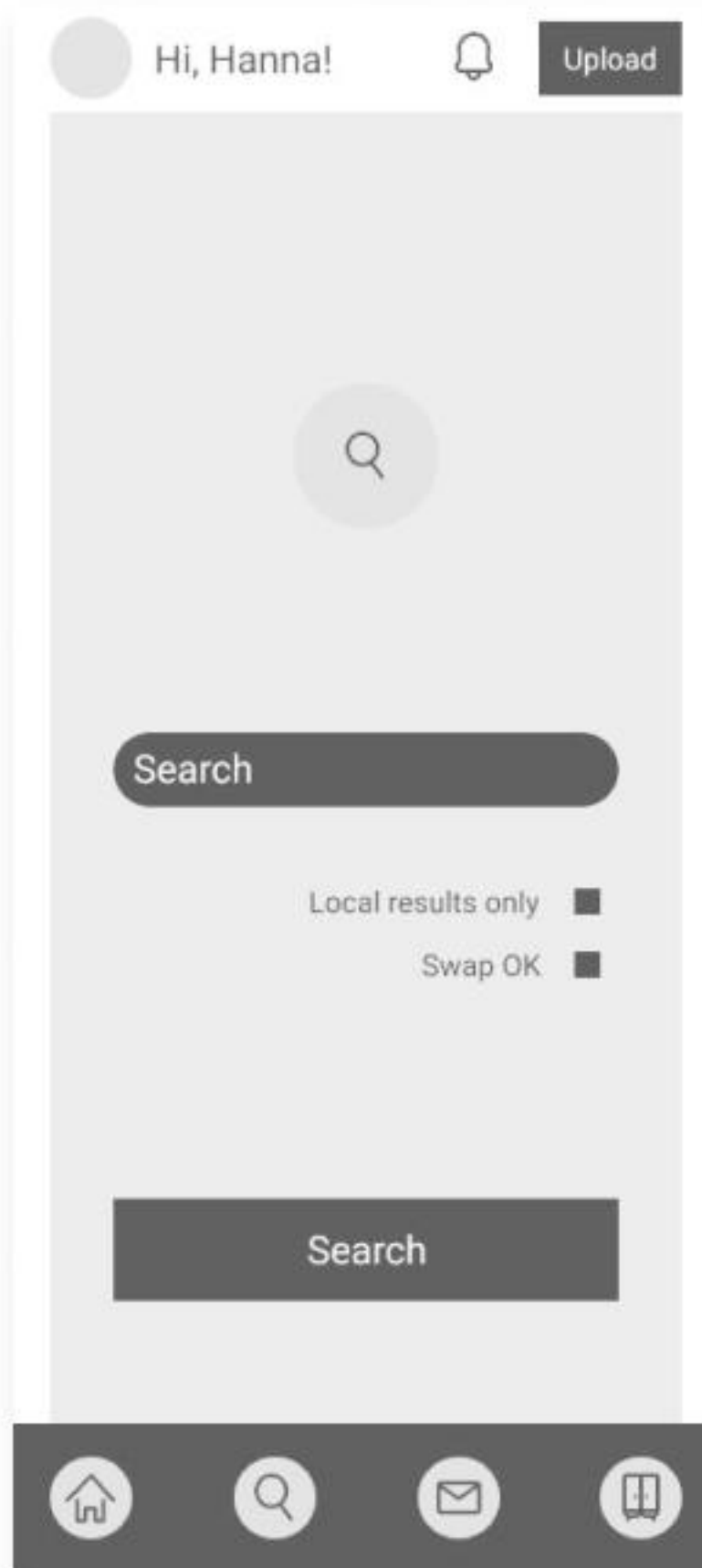
Wireframe for the Profile screen. The top header is identical. Below is a large circular profile picture placeholder, followed by the name 'Hanna F.' and a bio: 'Poet, dreamer, awkward girl next door. I go between having a signature style and throwing on whatever my brother grew out of last year.' Below the bio is a row of tags: 'I wear', '80's', 'Eclectic', and 'Lycra'. There are two tabs: 'Listings' (selected) and 'Likes'. Each tab shows a placeholder card with a heart icon. The bottom navigation bar is the same as the other screens.

Profile

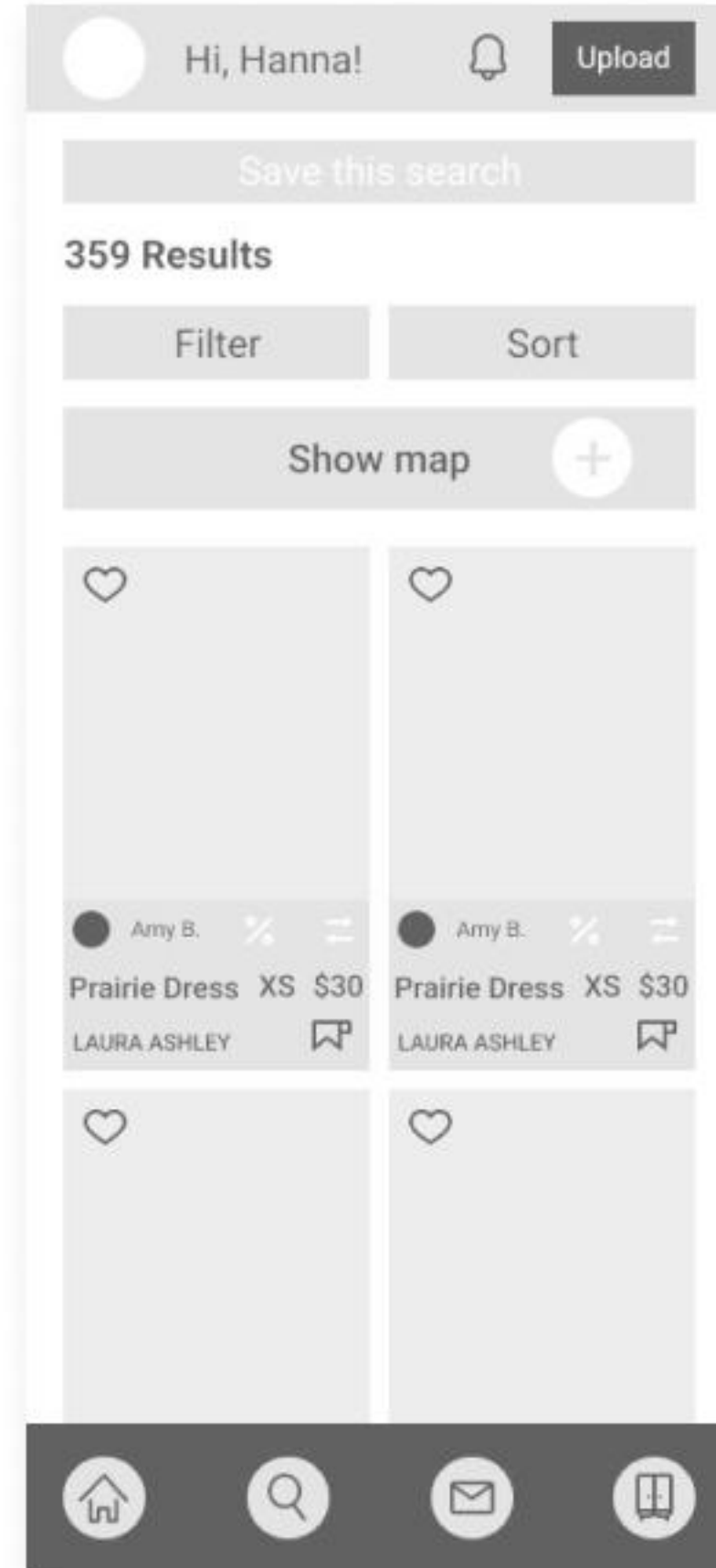




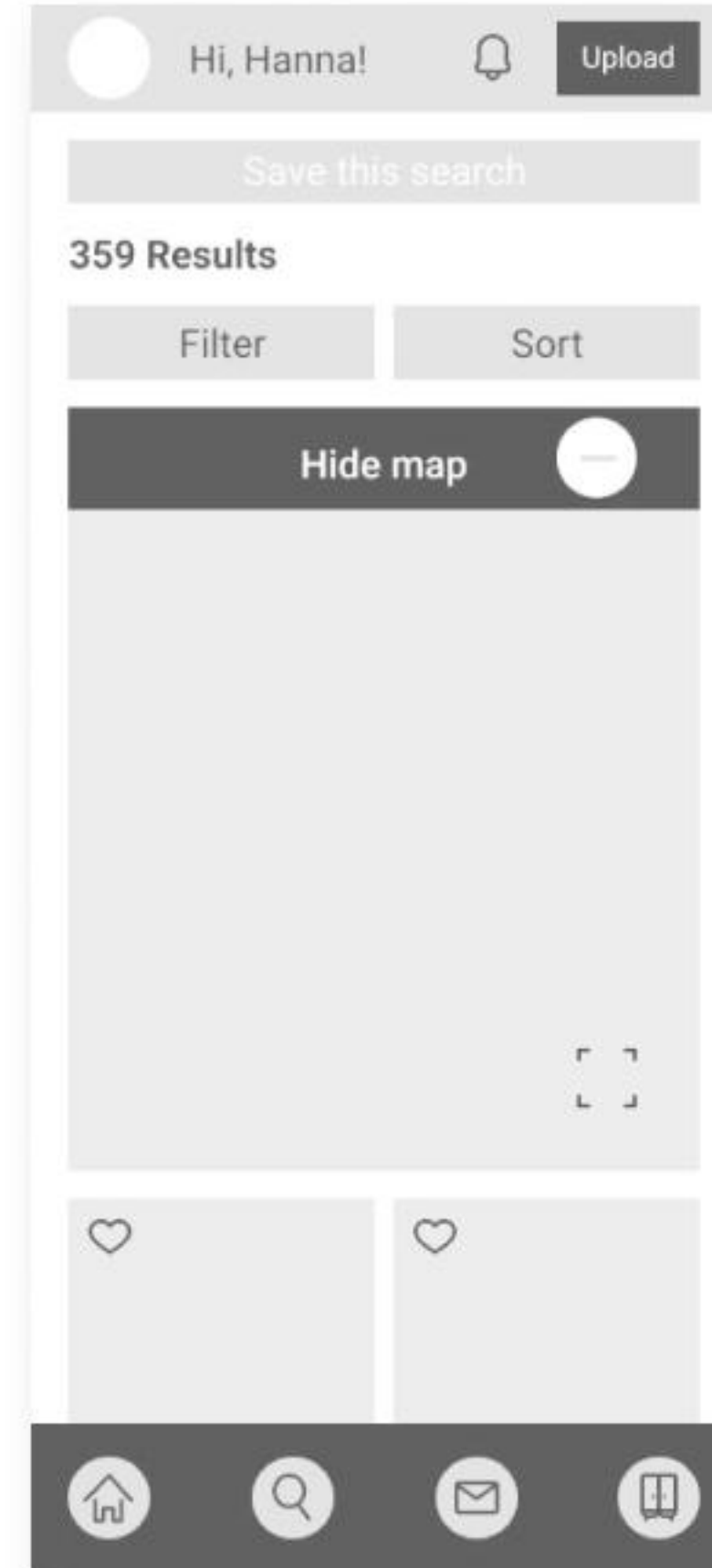
# Wireframes



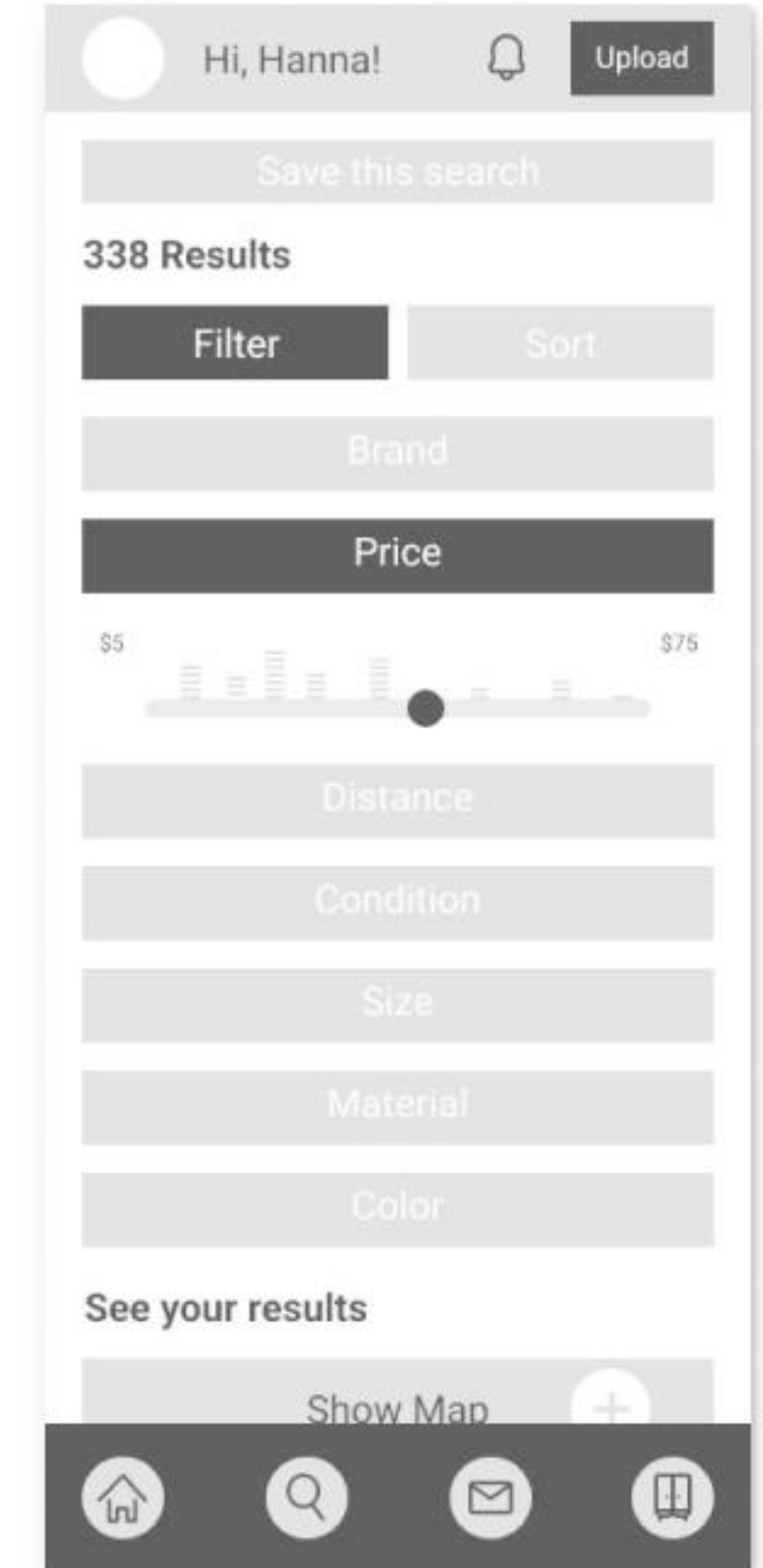
Search



Search Results



Map

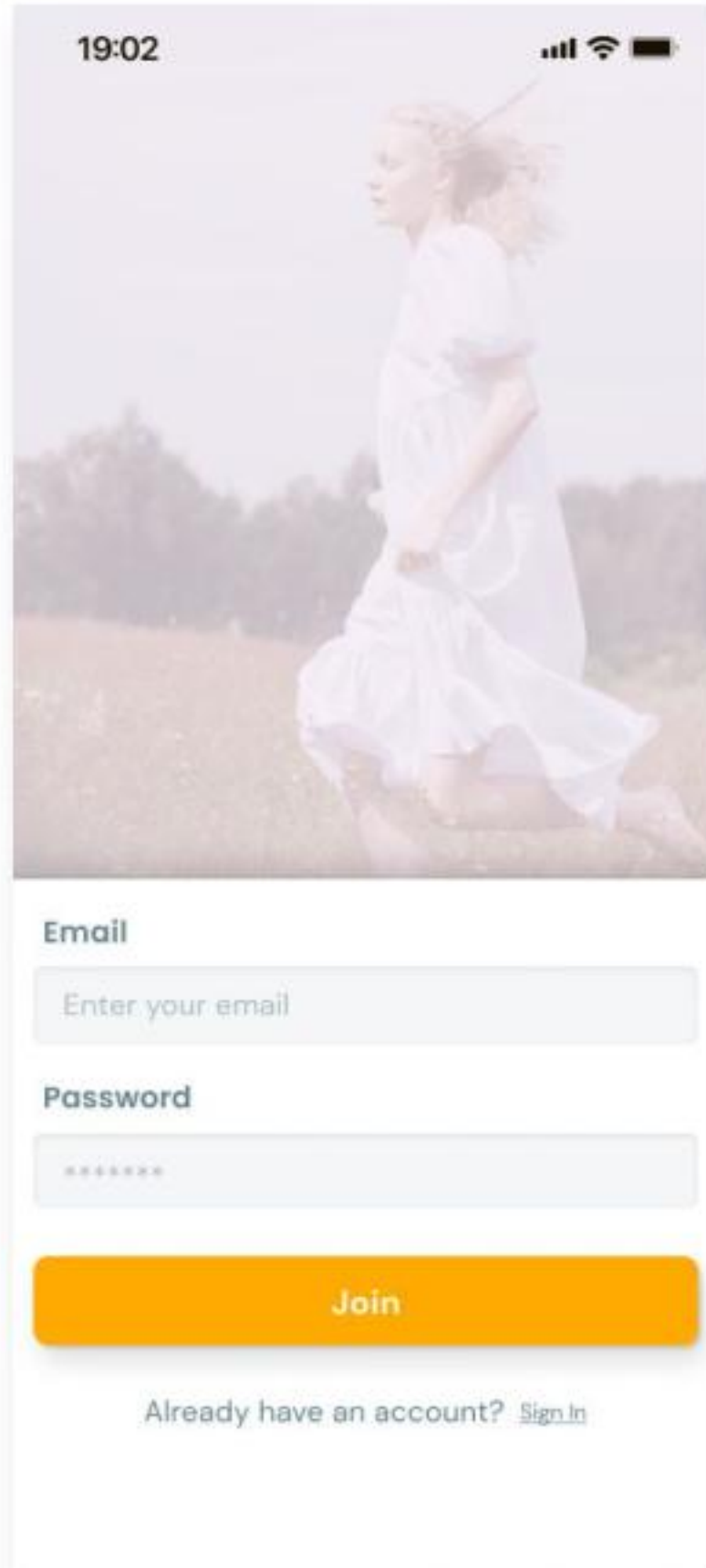


Filter

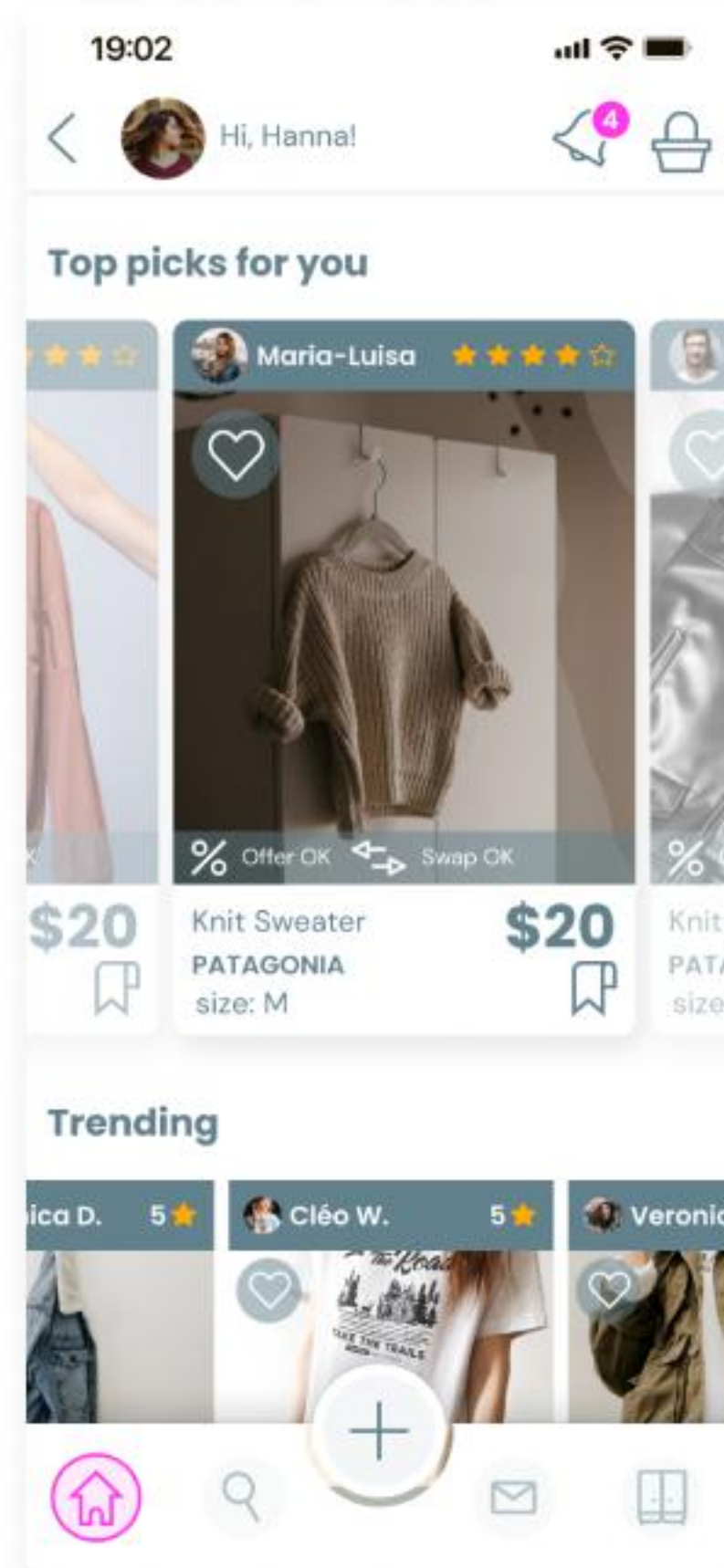




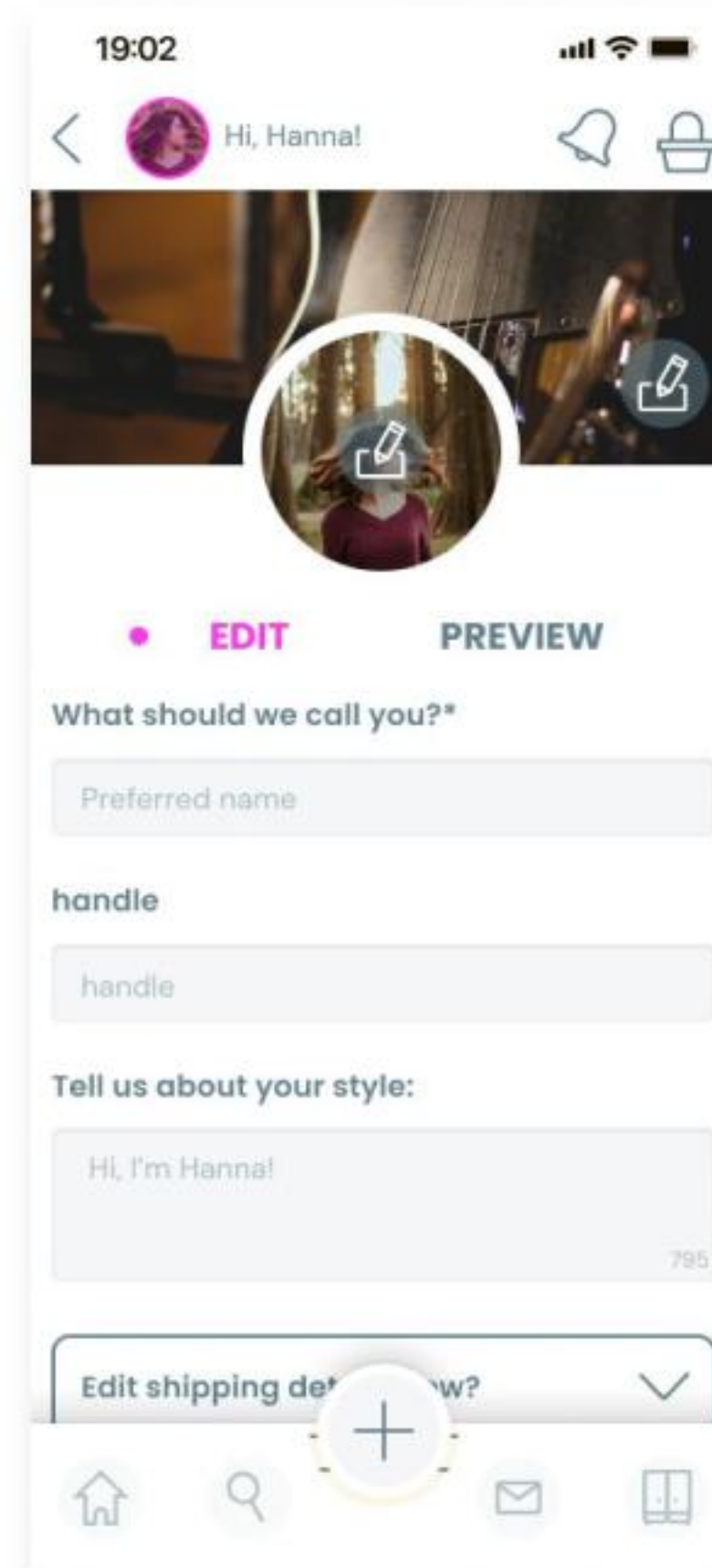
# Mockups



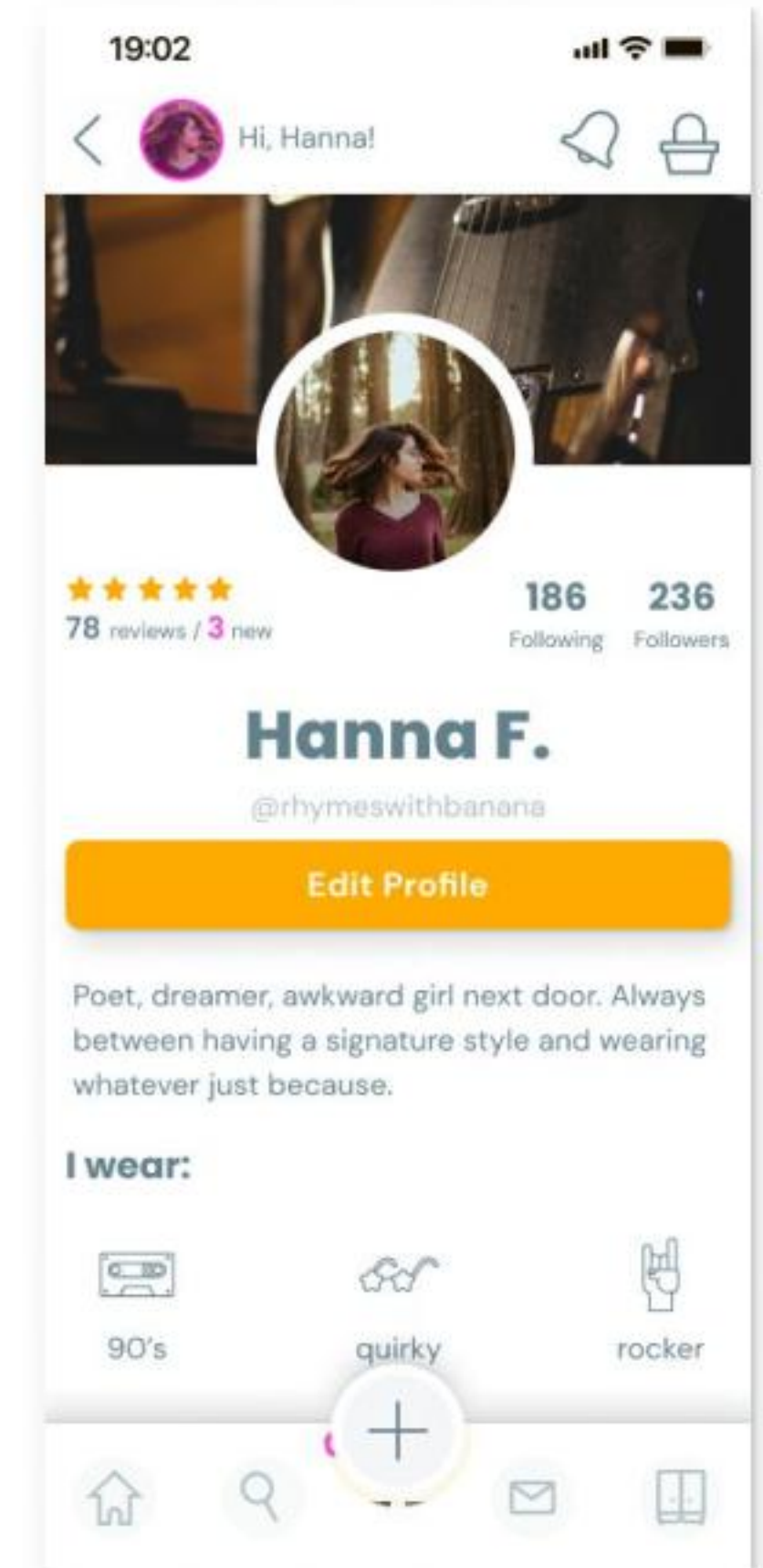
Sign Up



Home



Create Profile

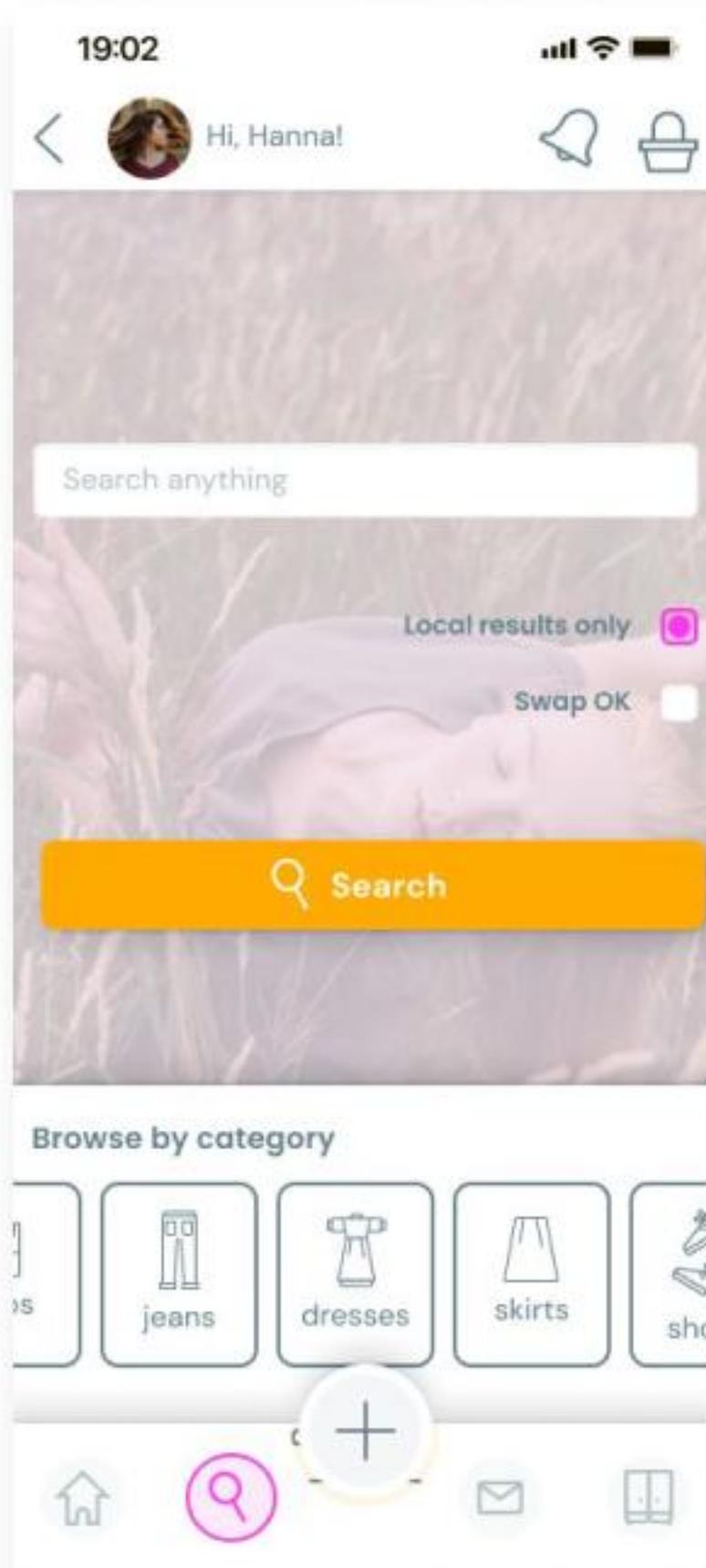


Profile

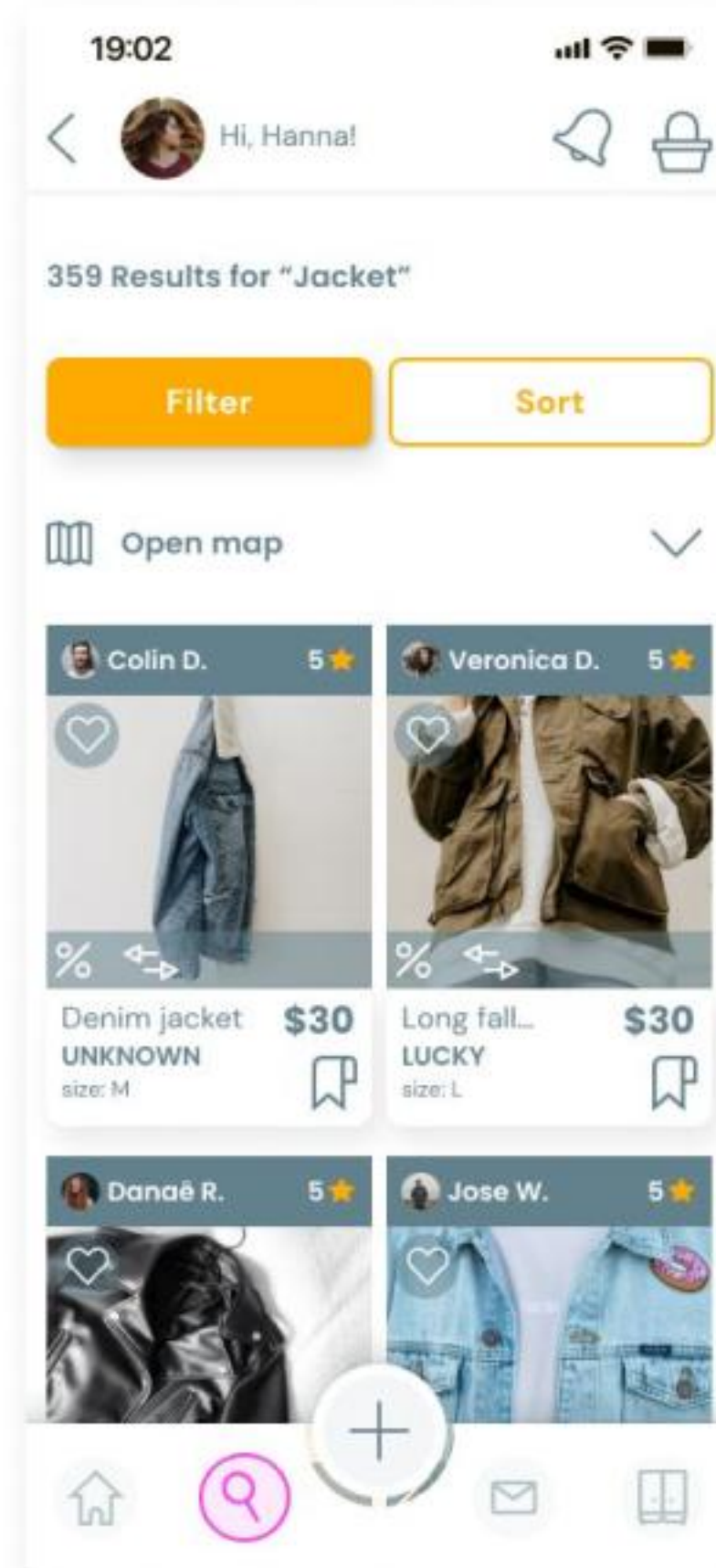




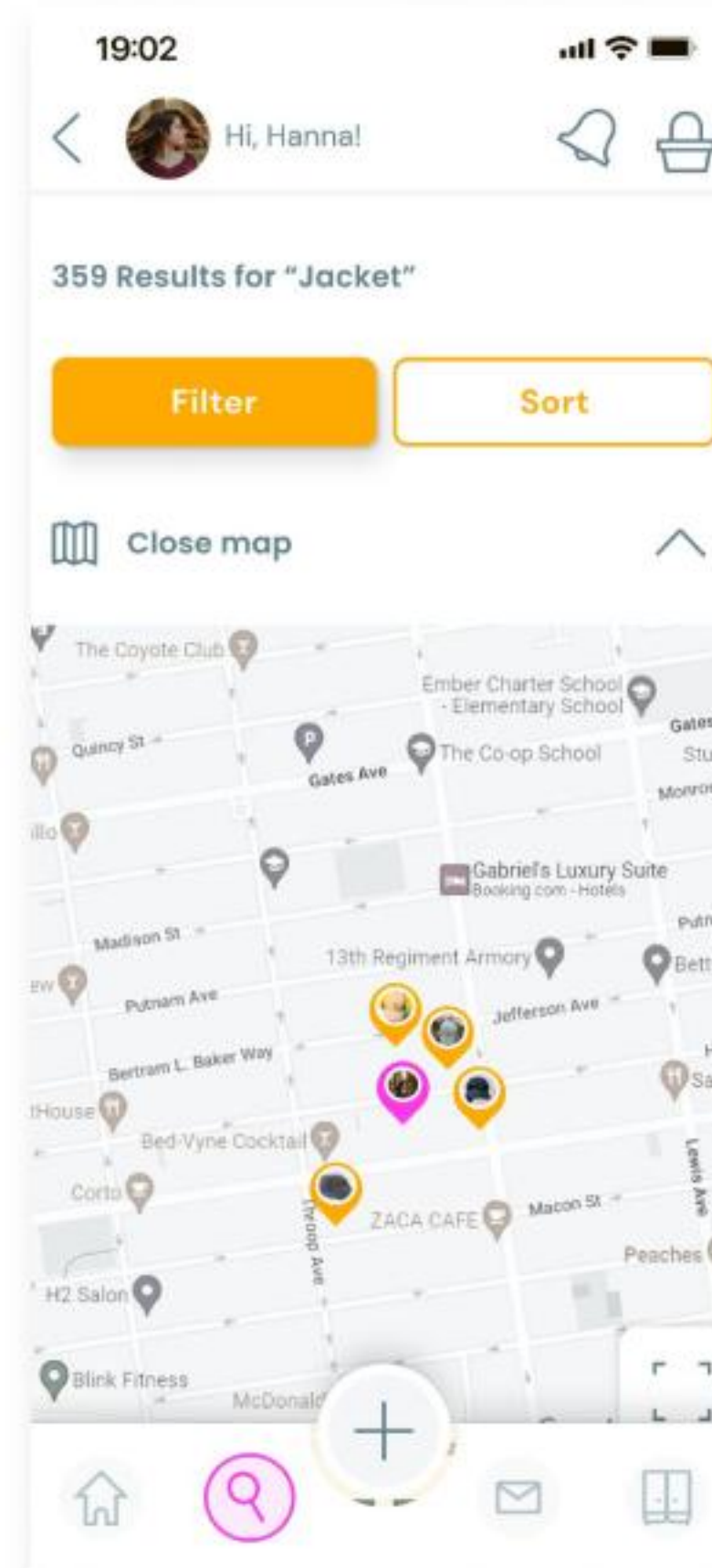
# Mockups



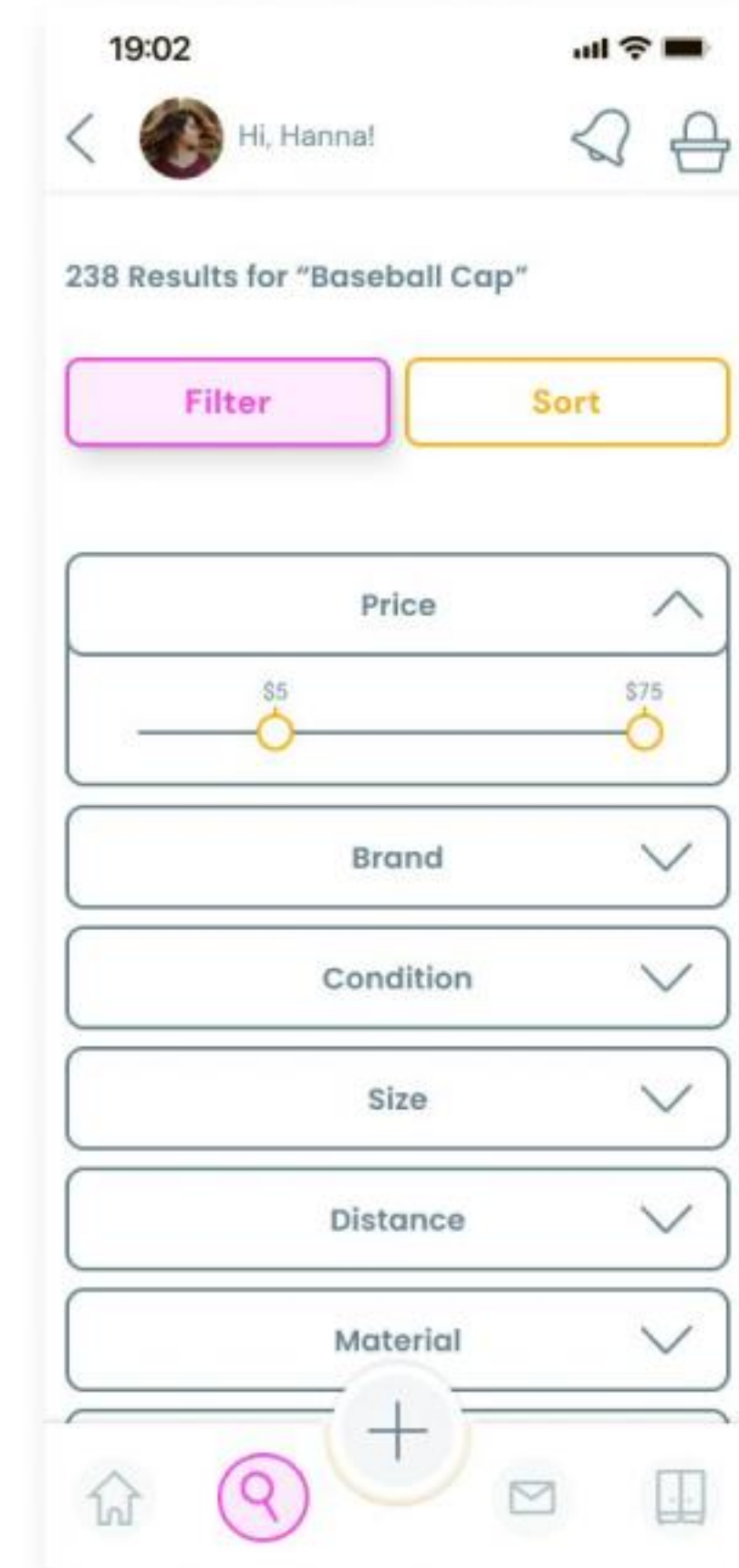
Search



Search Results



Map



Filter

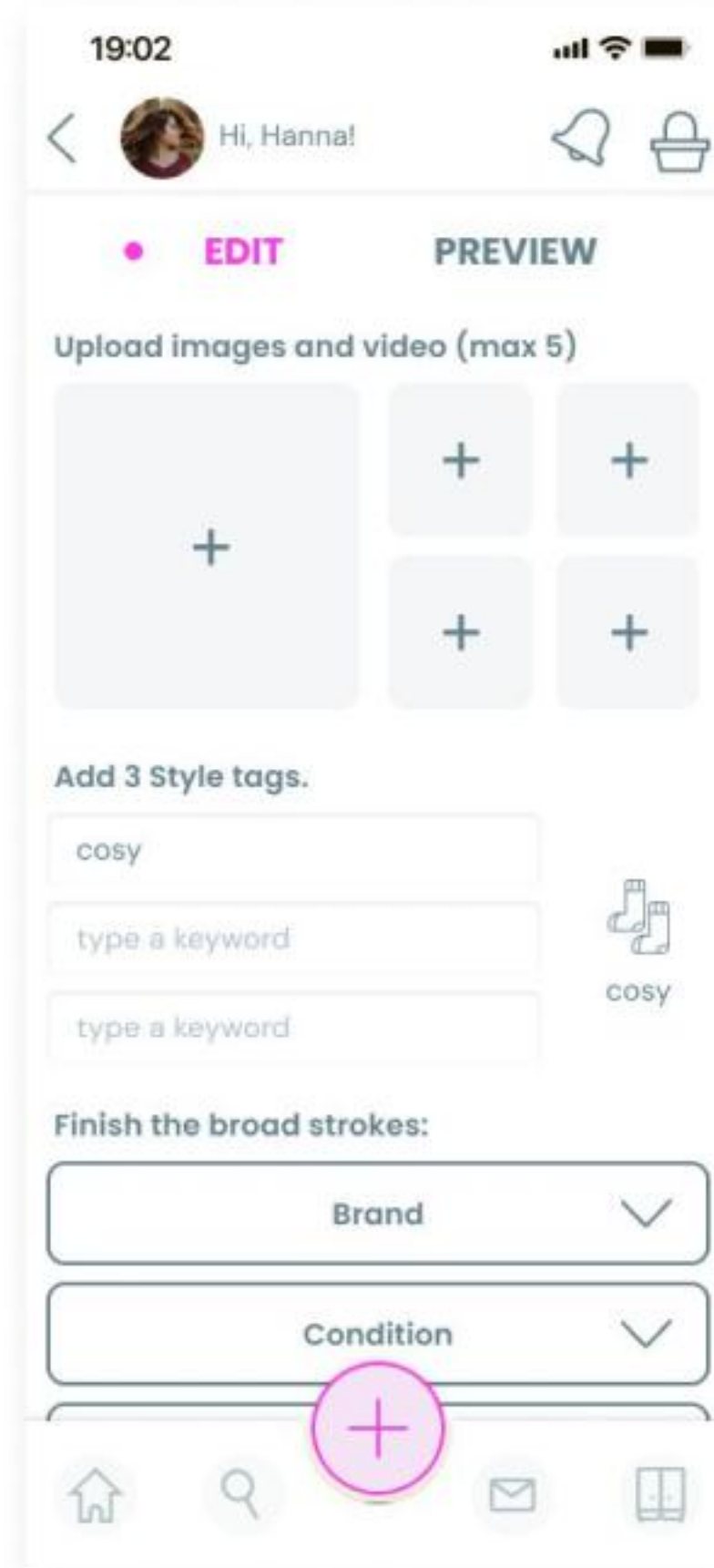




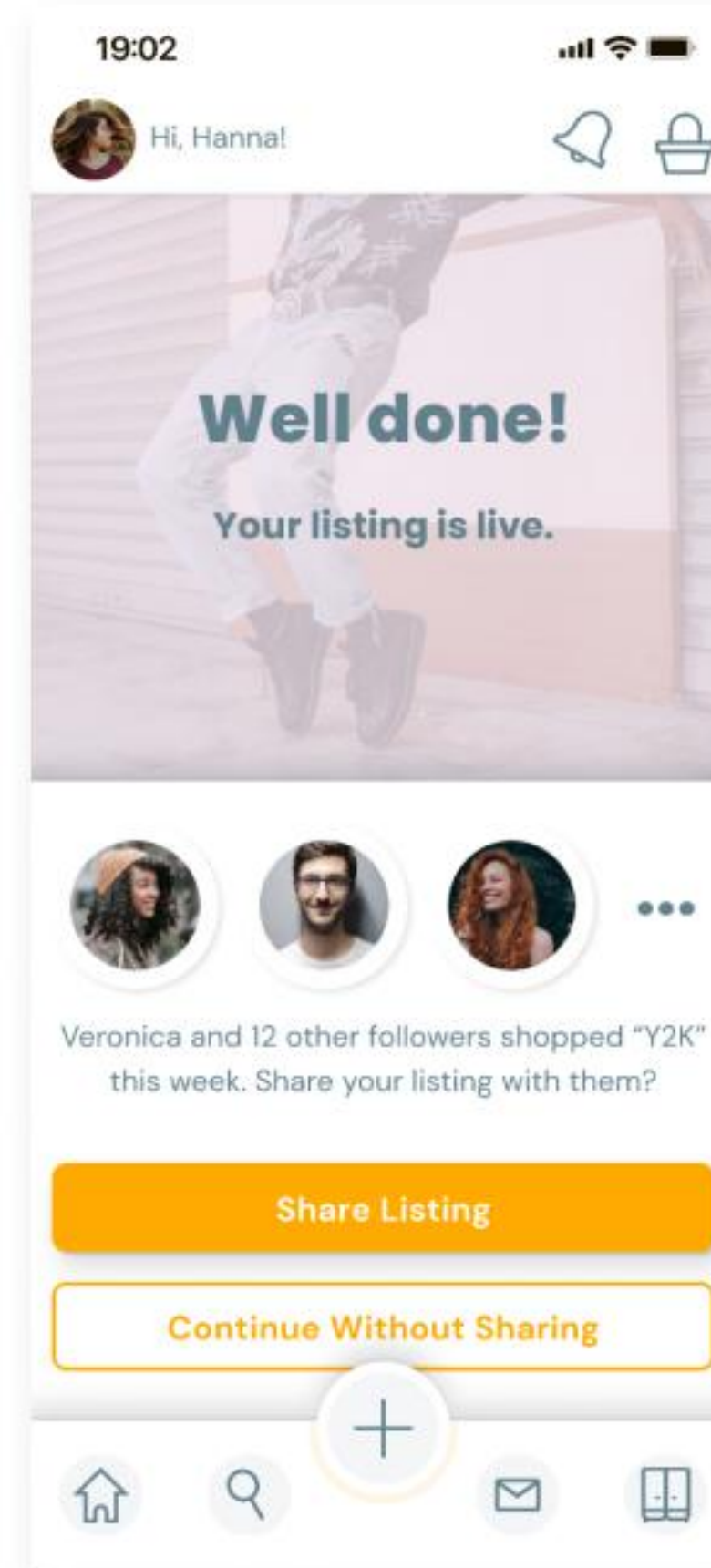
# Mockups



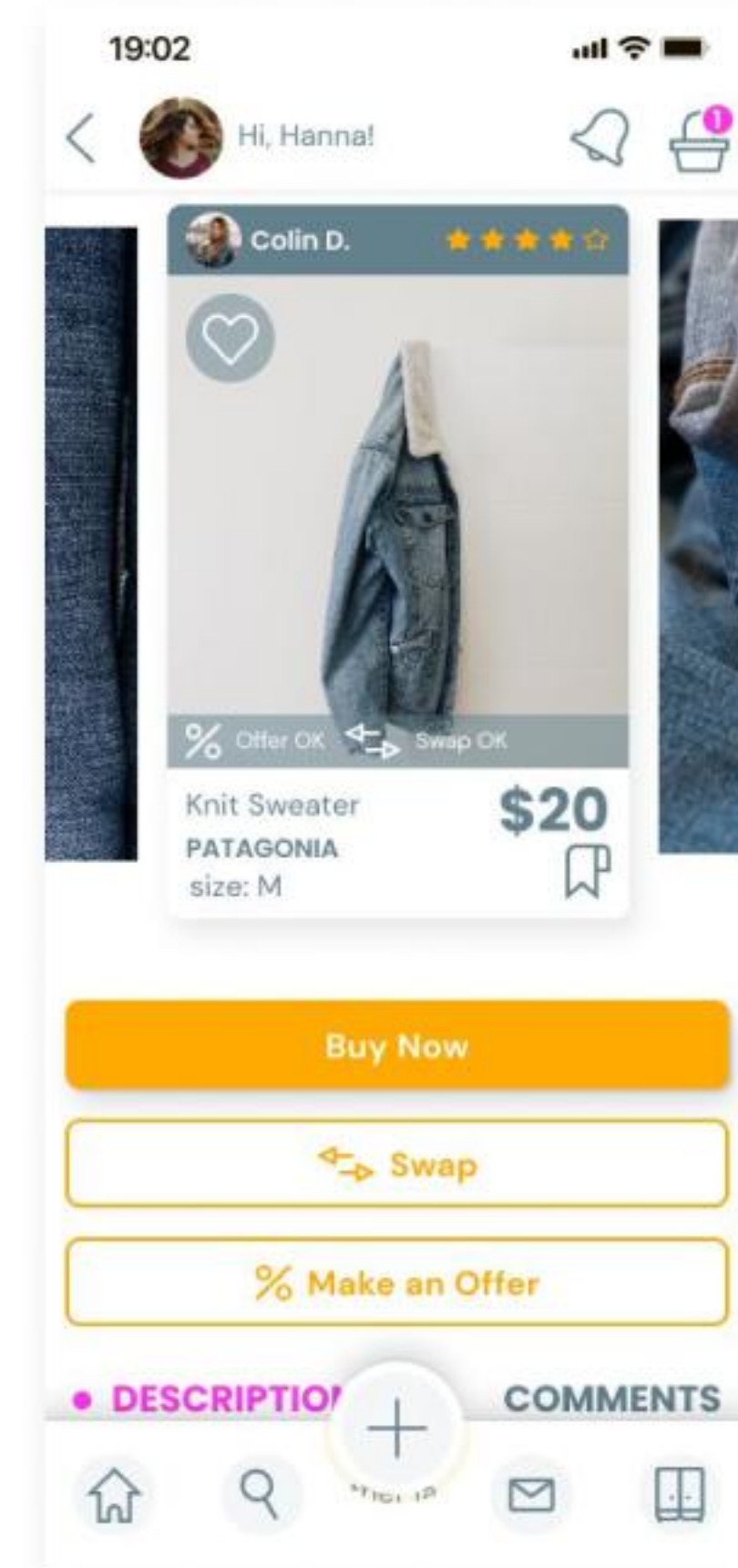
Splash



Upload

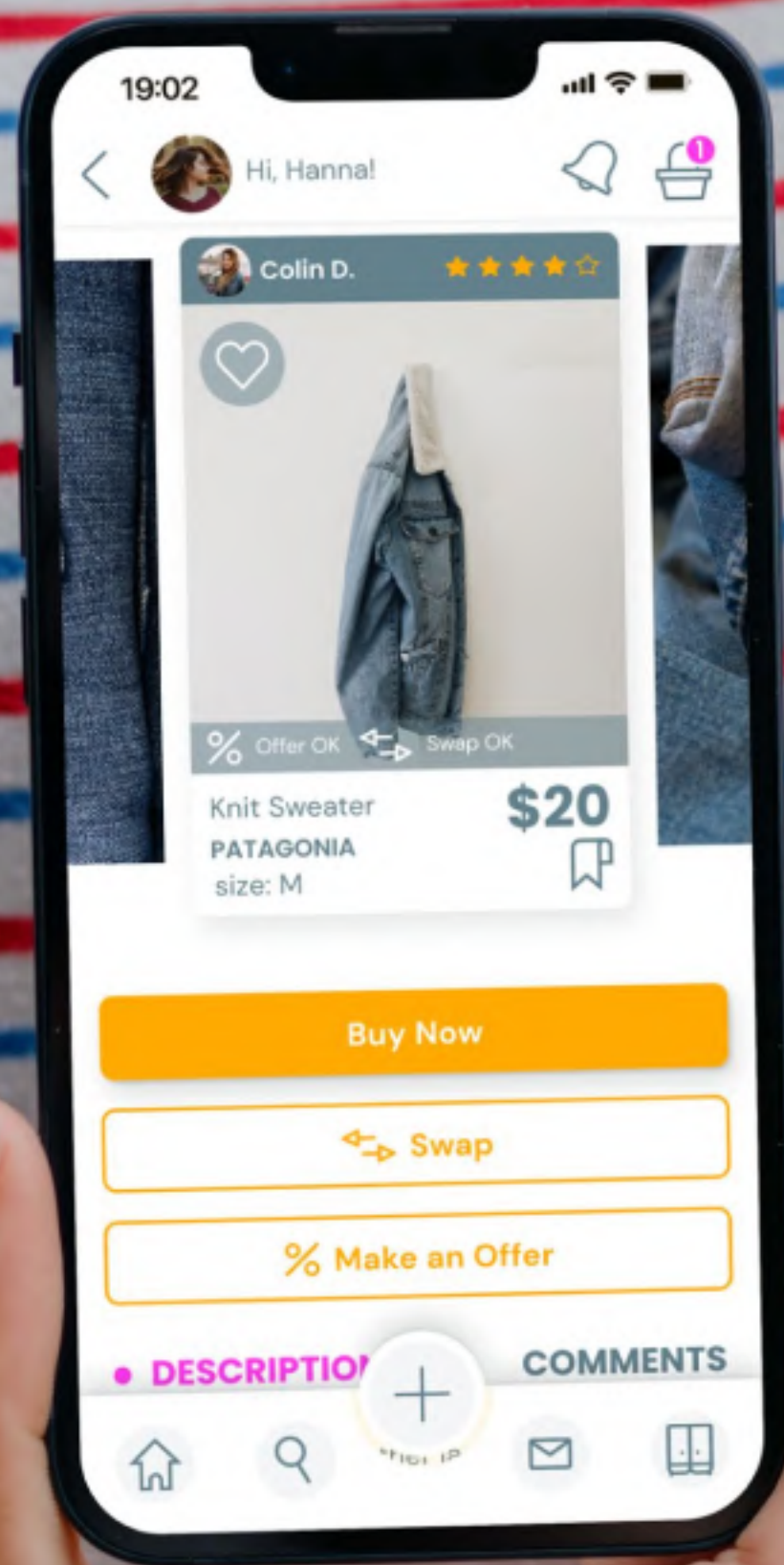


Confirmation



Product Detail











# Thank You

Diana Ivanova



Contact Contact Contact

Contact Contact Contact