

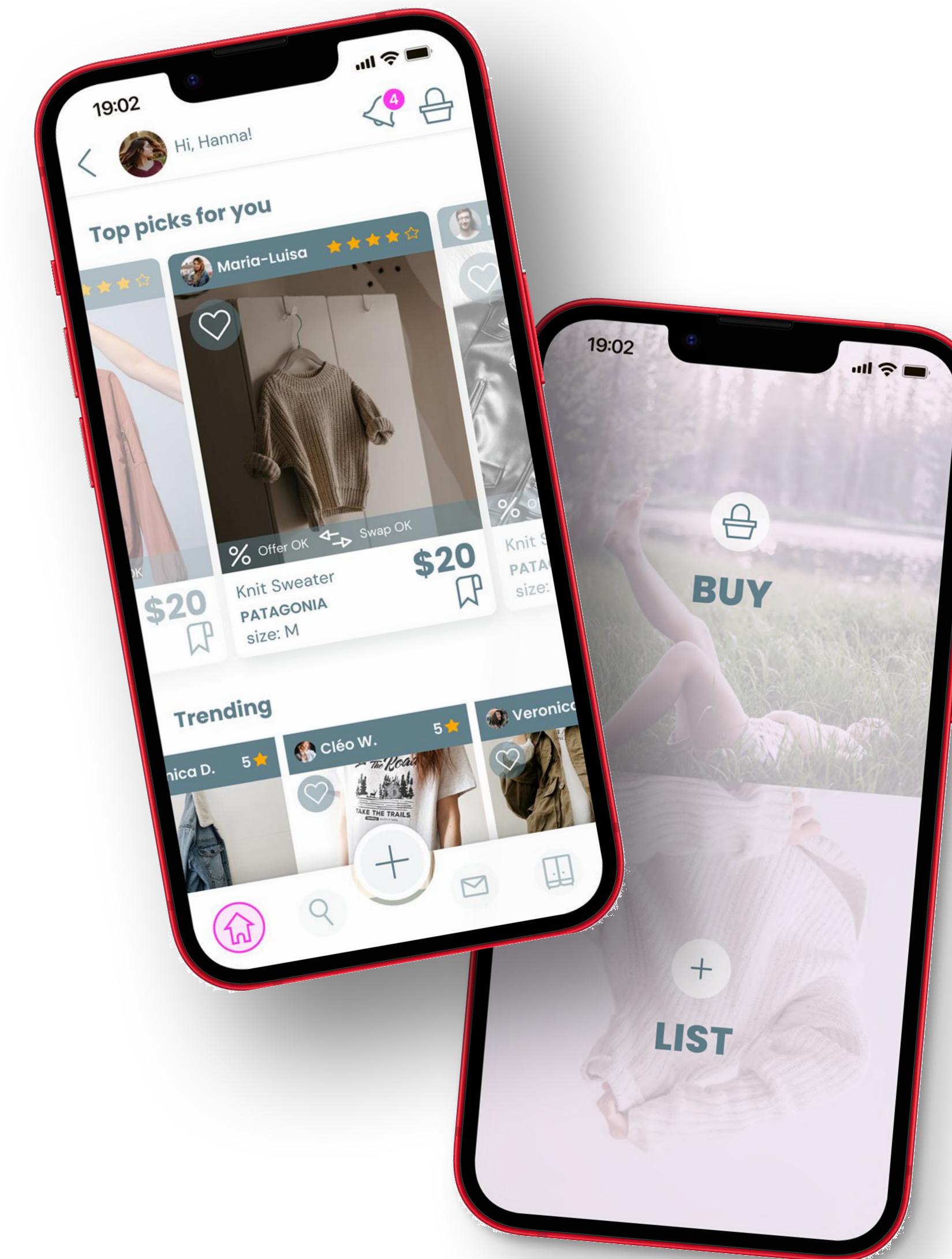
# wear

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

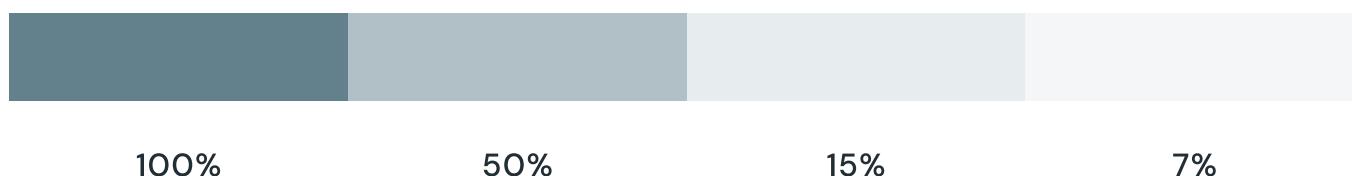
# Aa

**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

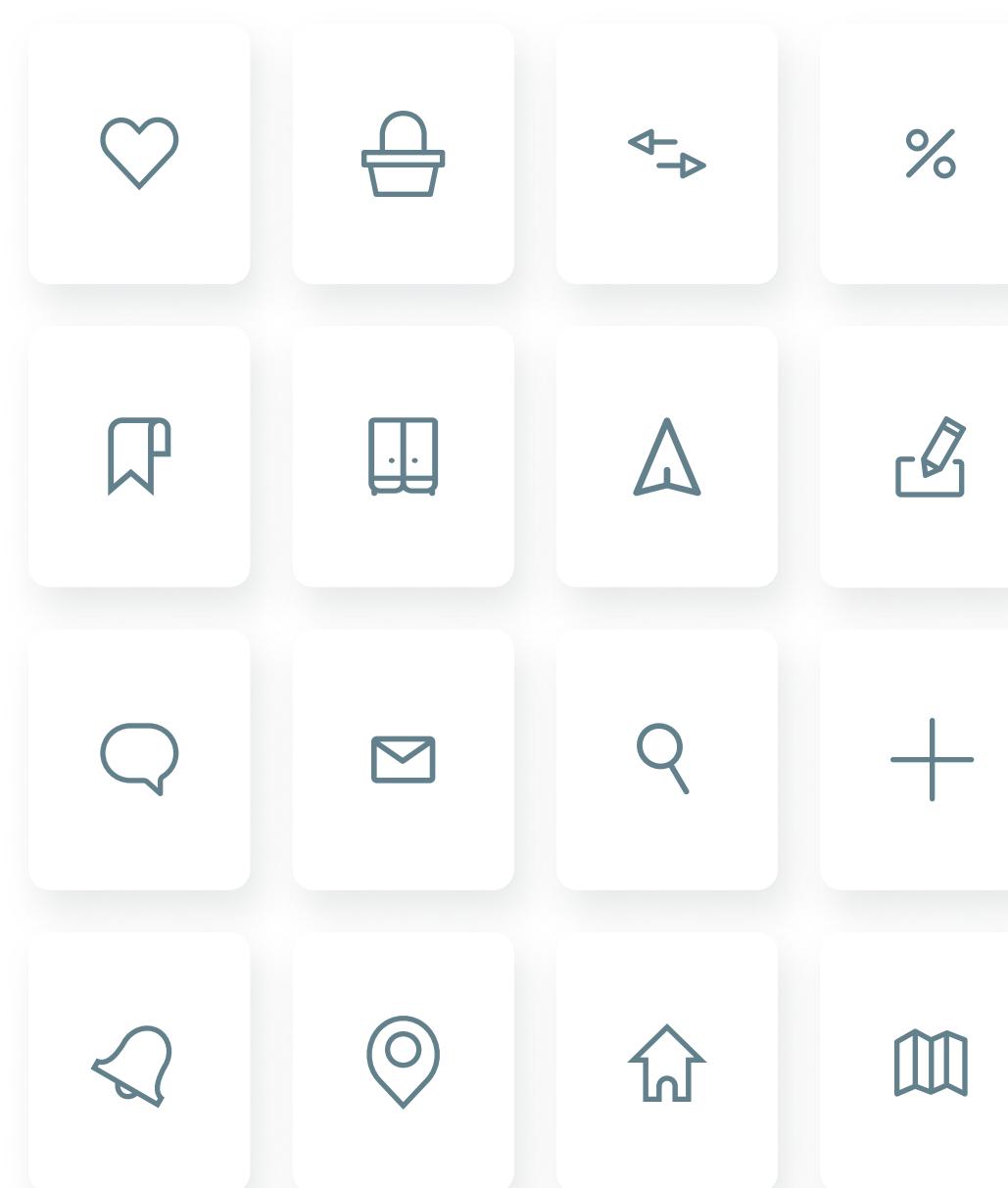




# Custom Icons

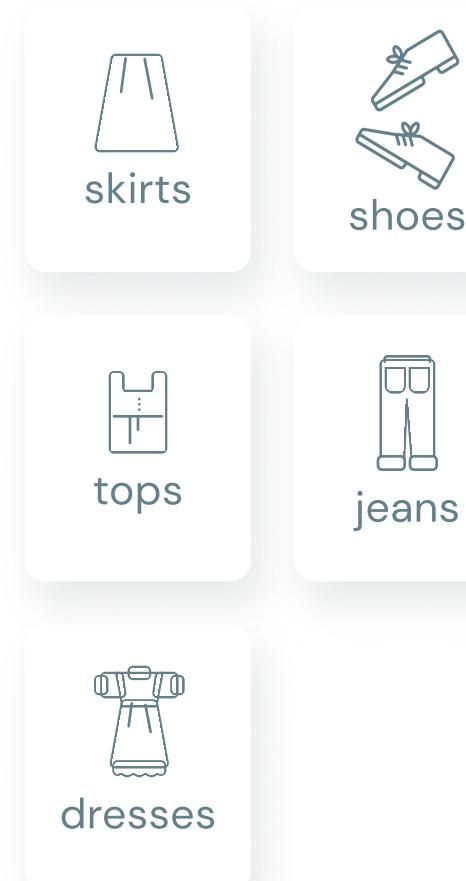
## Social, E-Commerce, Navigation

Custom icons make interactions easy and pleasant.



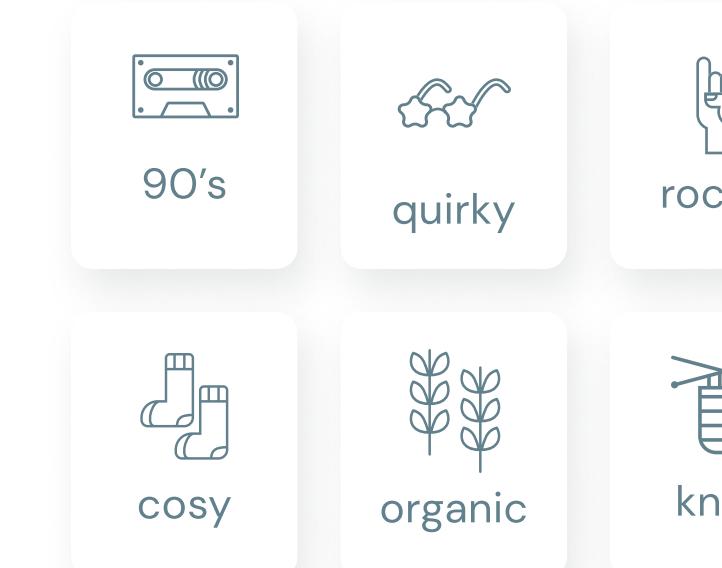
## Clothing Categories

This feature makes browsing easy.



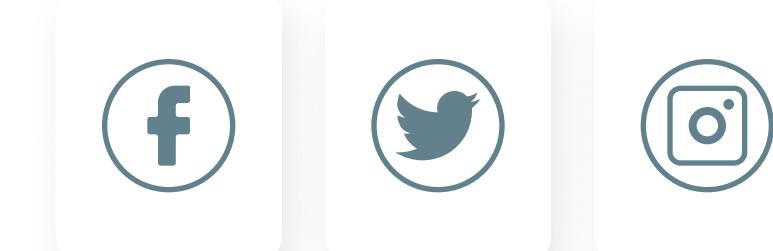
## Style tags

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



## Social Media Logos

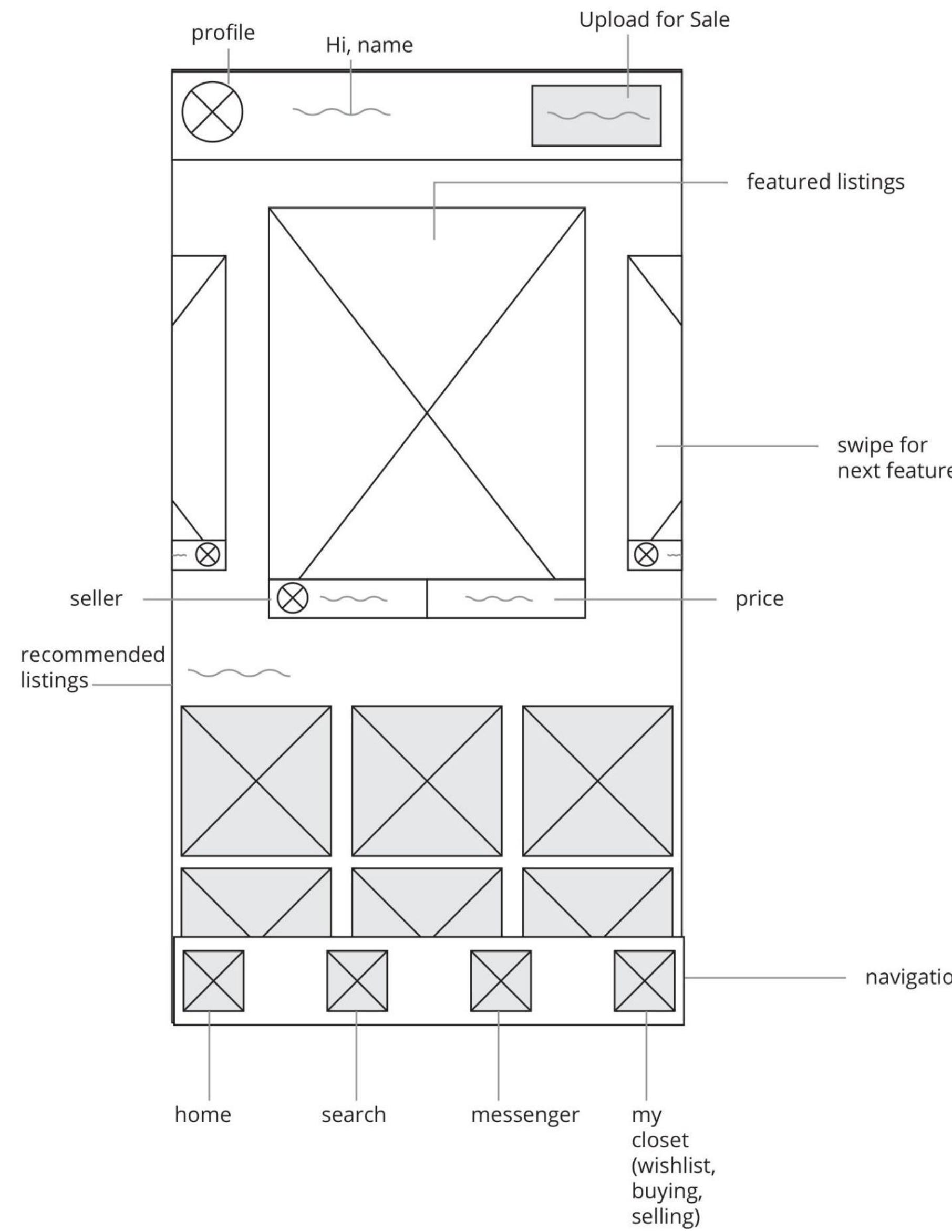
Easy log-in and friends lookup.



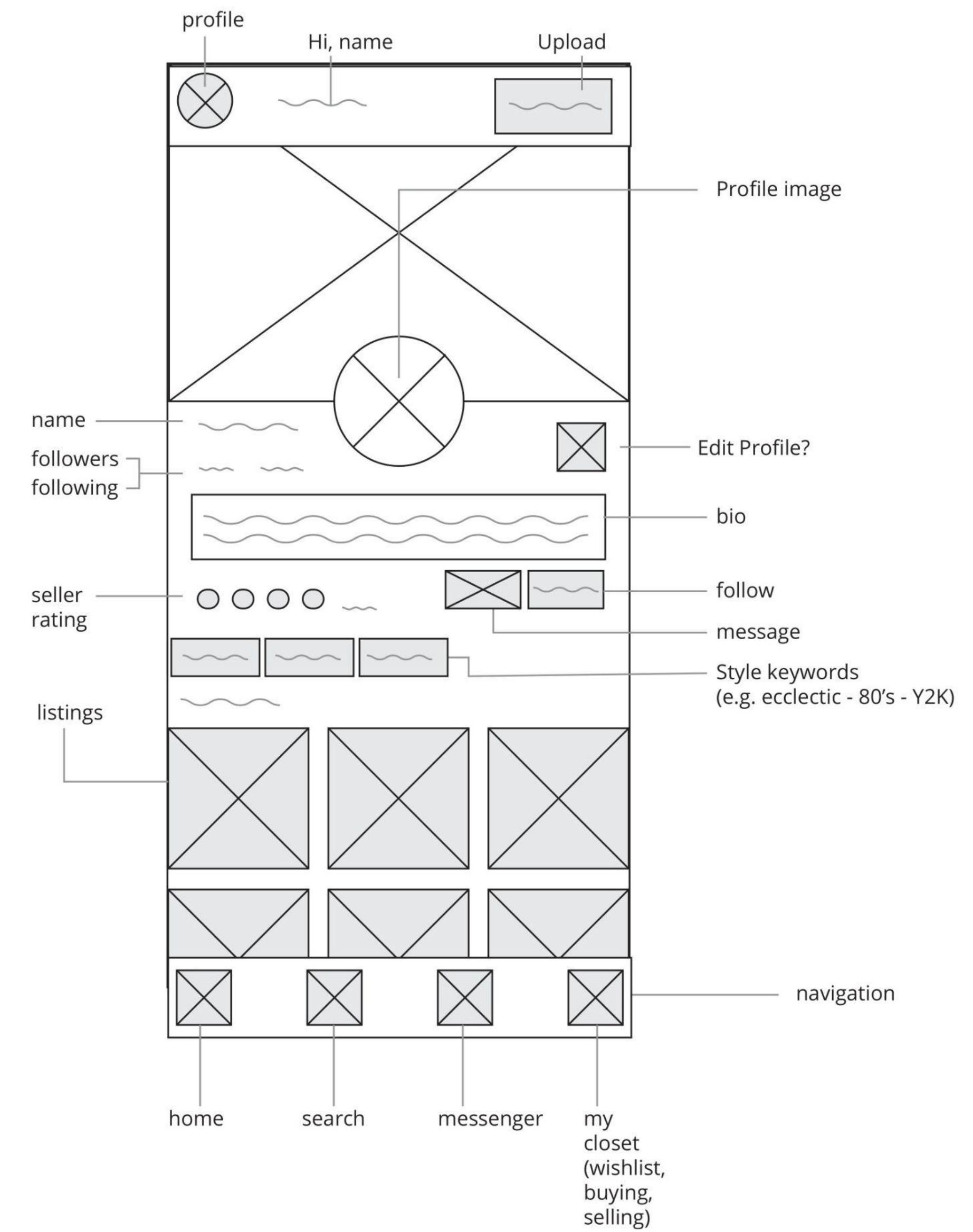
II

# Sketches

## 01. Home



## 02. Profile



“

# Wireframes

Email  
enter your email

Password  
\*\*\*\*\*  
Add at least one number.

Join

Already have an account? [Sign In](#)

Sign Up

Hi, Hanna! [Upload](#)

Top picks for you

Lauren D. ★★★★★

\$10 Offer OK Swap OK Hooded Sweater price: \$10 brand: PATAGONIA % Offer OK size: L

Trending

Hi, I'm Hanna! 795

● Edit Preview

Edit shipping details now? +

Edit payment details now? +

Edit privacy settings now? +

Home Search Mail Bookmarks

Home

Hi, Hanna! [Upload](#)

Add / Change background

Add / Change

What should we call you?\* @ handle  
Preferred name Handle Try @Hanna875.

Tell us about your style:  
Hi, I'm Hanna!

● Edit Preview

Edit shipping details now? +

Edit payment details now? +

Edit privacy settings now? +

Home Search Mail Bookmarks

Create Profile

Hi, Hanna! [Upload](#)

983 Following 590 Followers

Hanna F. @rhymeswithbanana

Edit profile

Your Rating ★★★★★

Poet, dreamer, awkward girl next door. I go between having a signature style and throwing on whatever my brother grew out of last year.

I wear 80's Eclectic Lycra

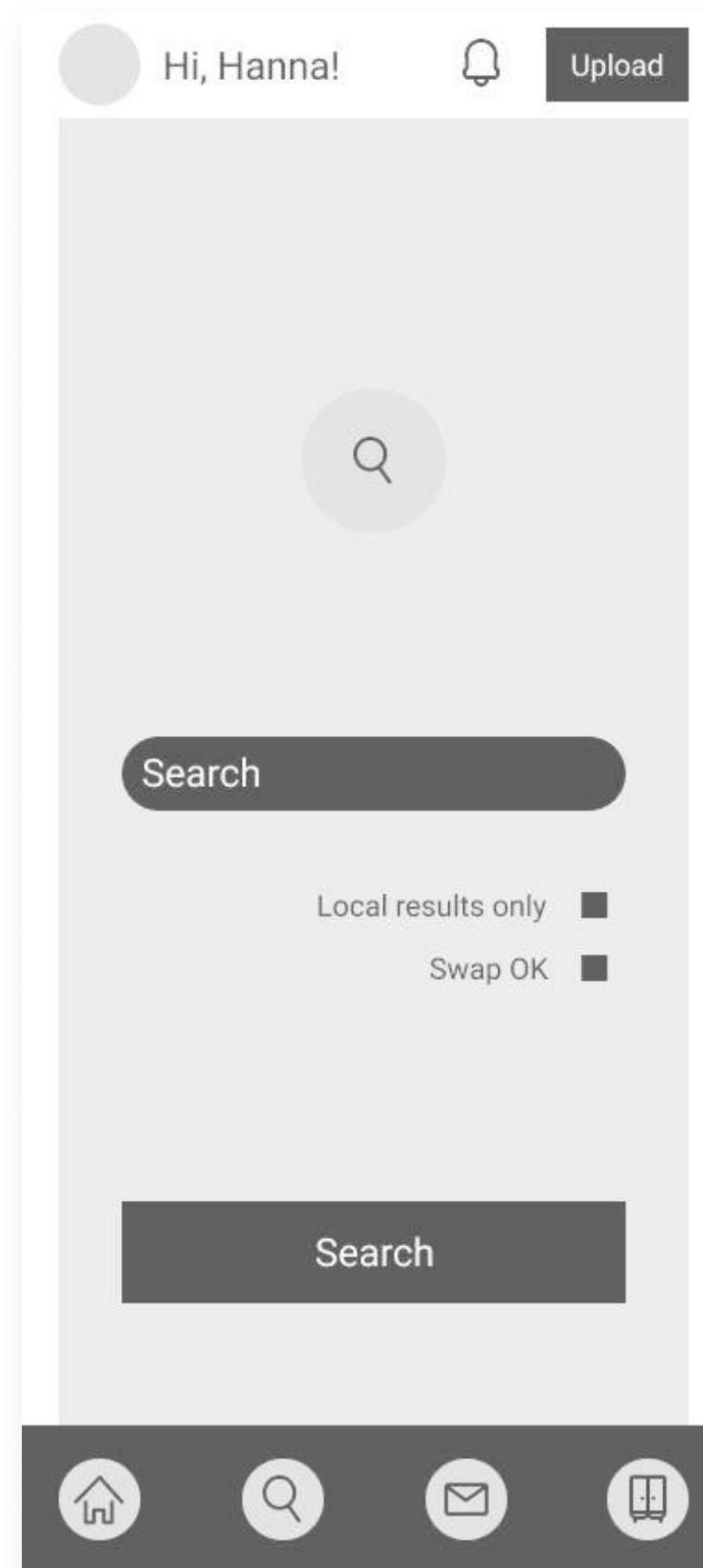
● Listings Likes

Home Search Mail Bookmarks

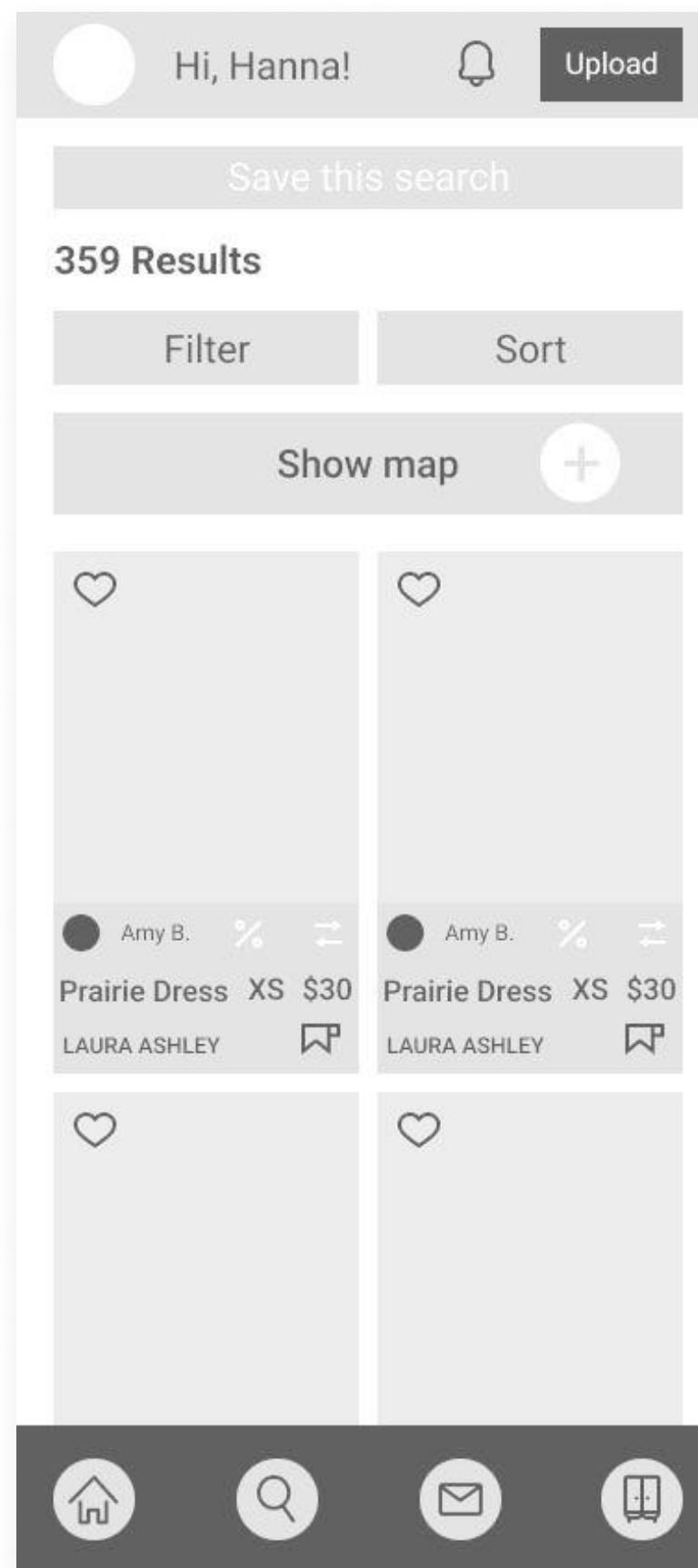
Profile

“

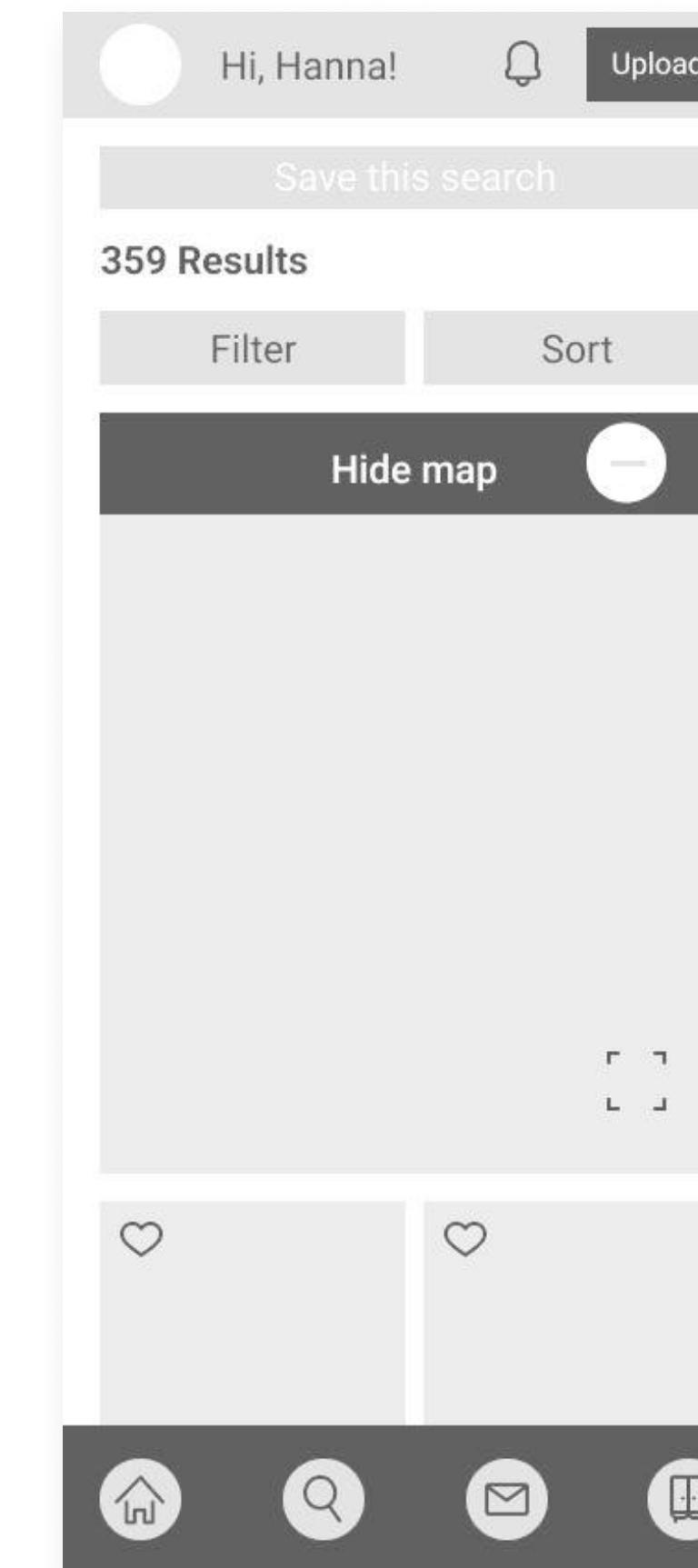
# Wireframes



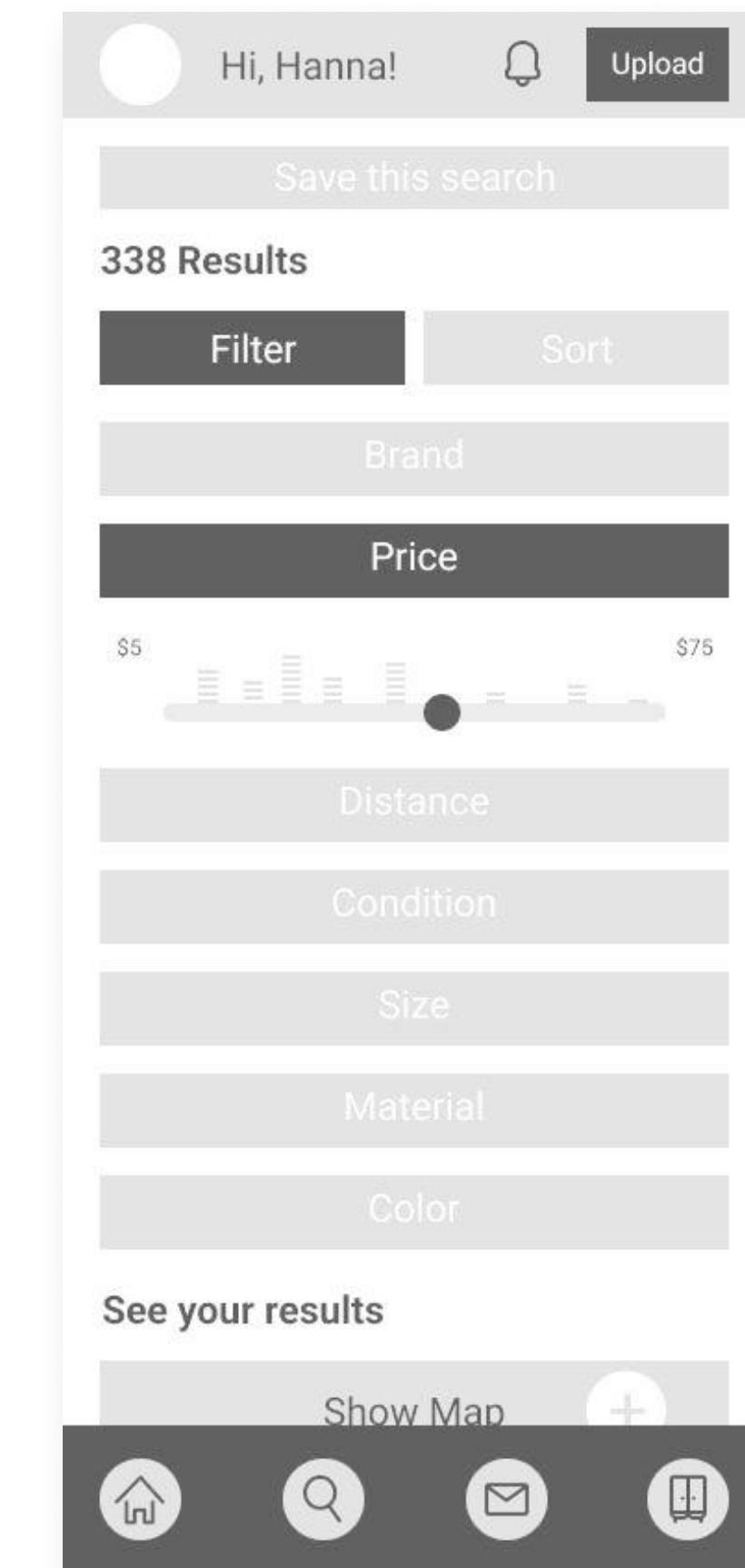
Search



Search Results



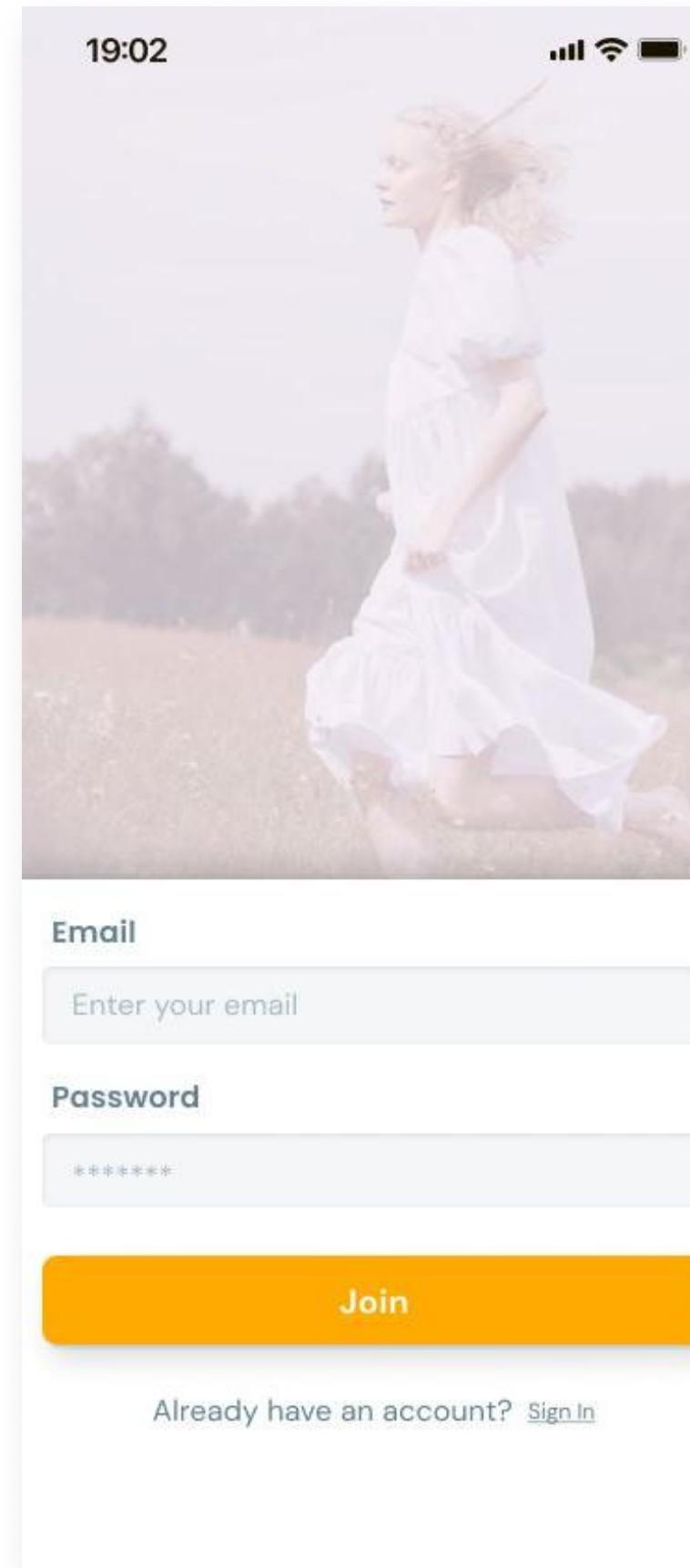
Map



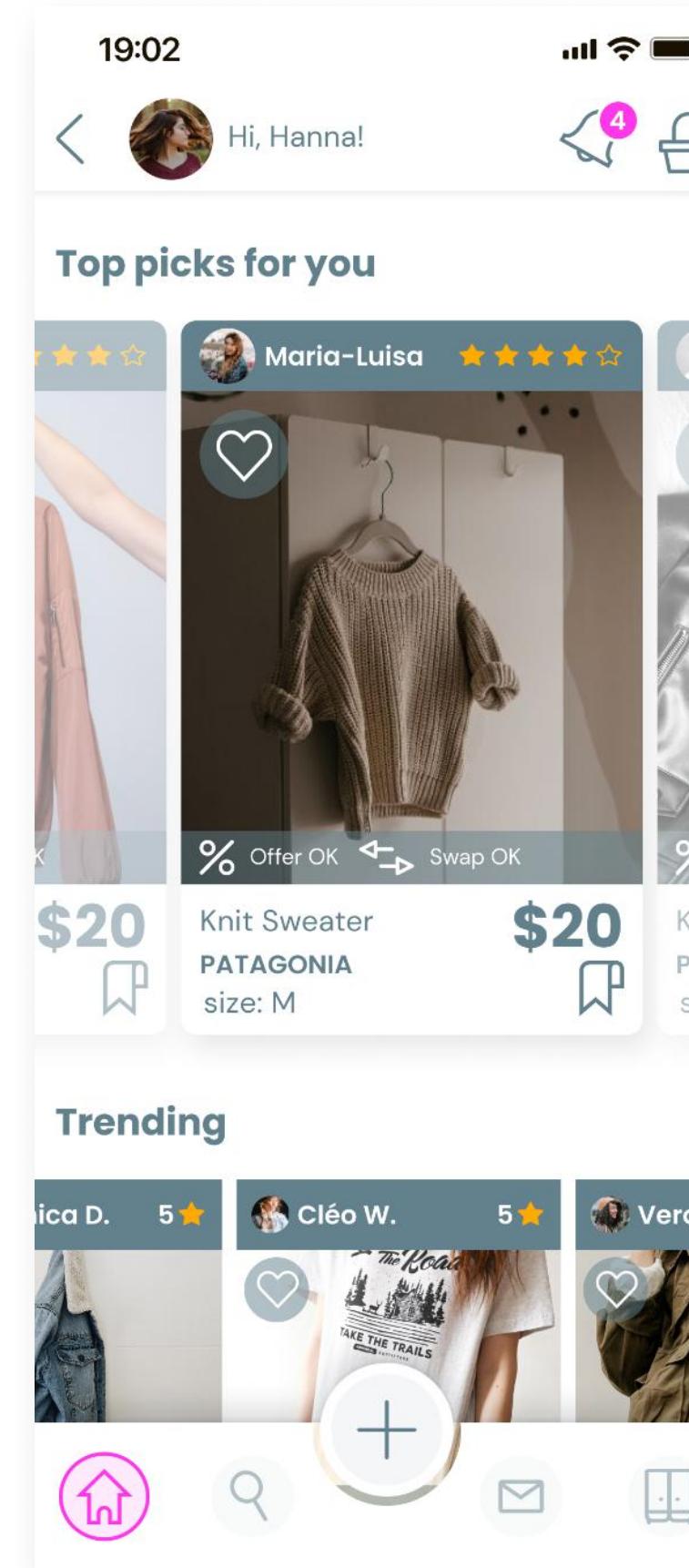
Filter

//

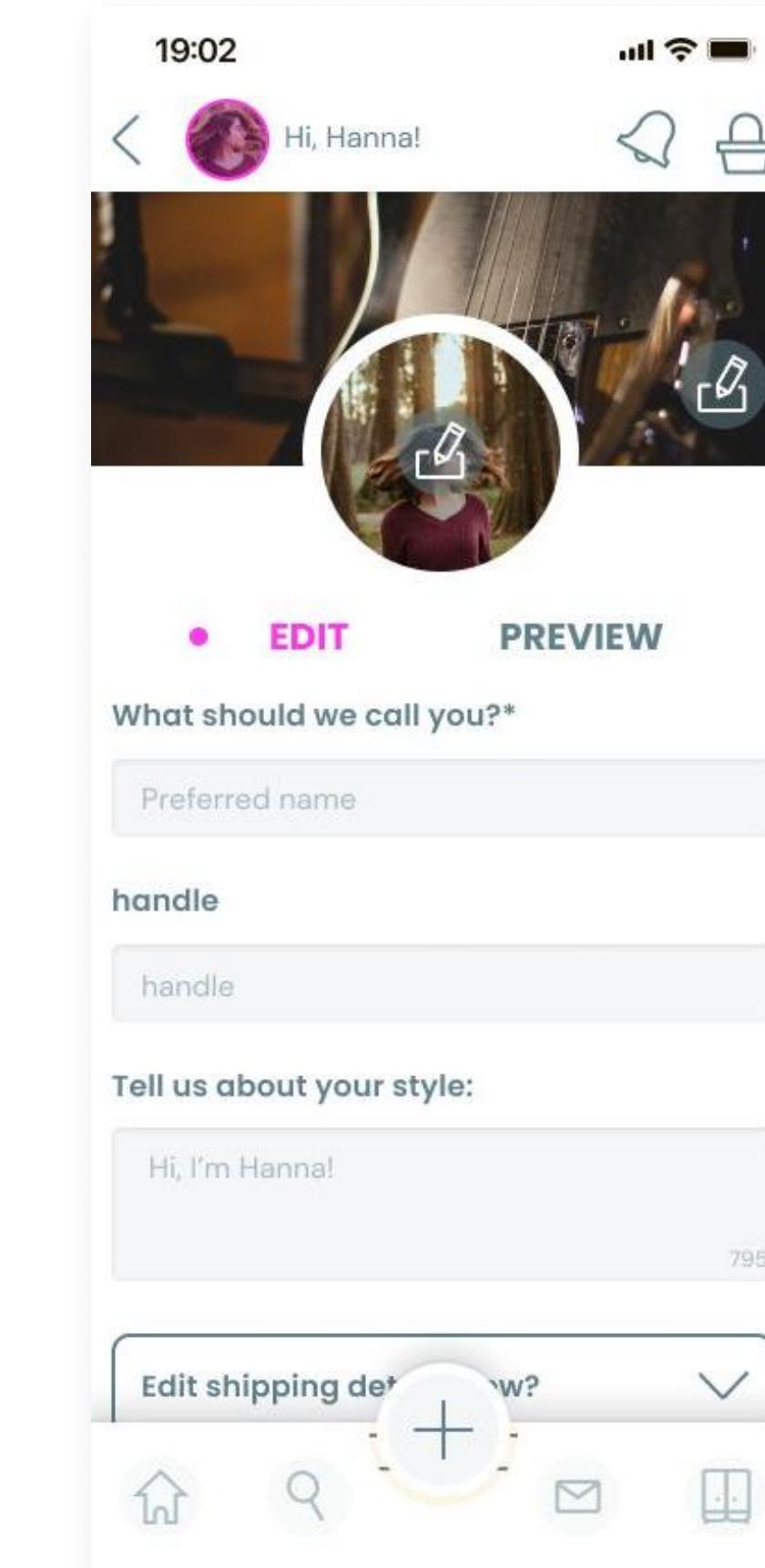
# Mockups



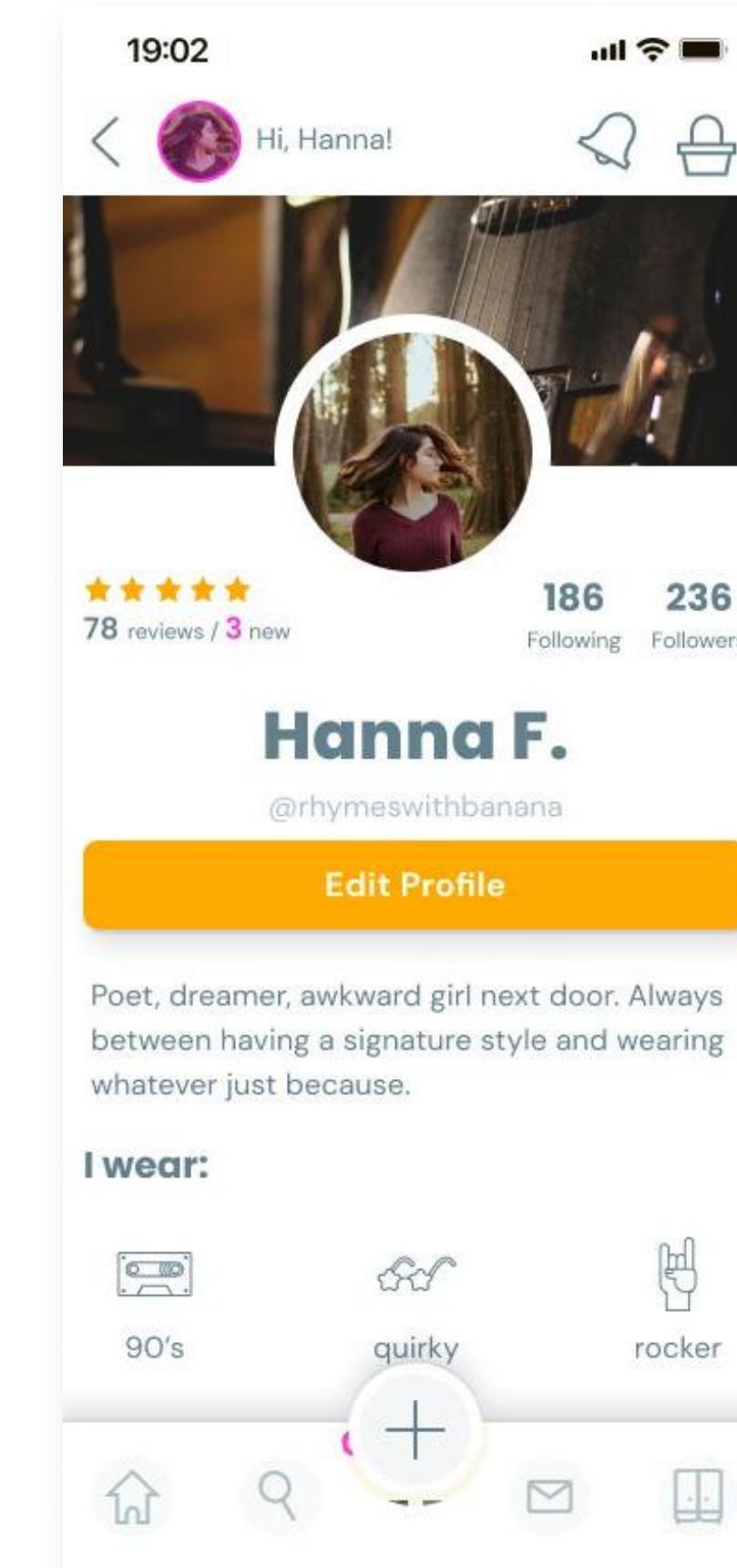
Sign Up



Home



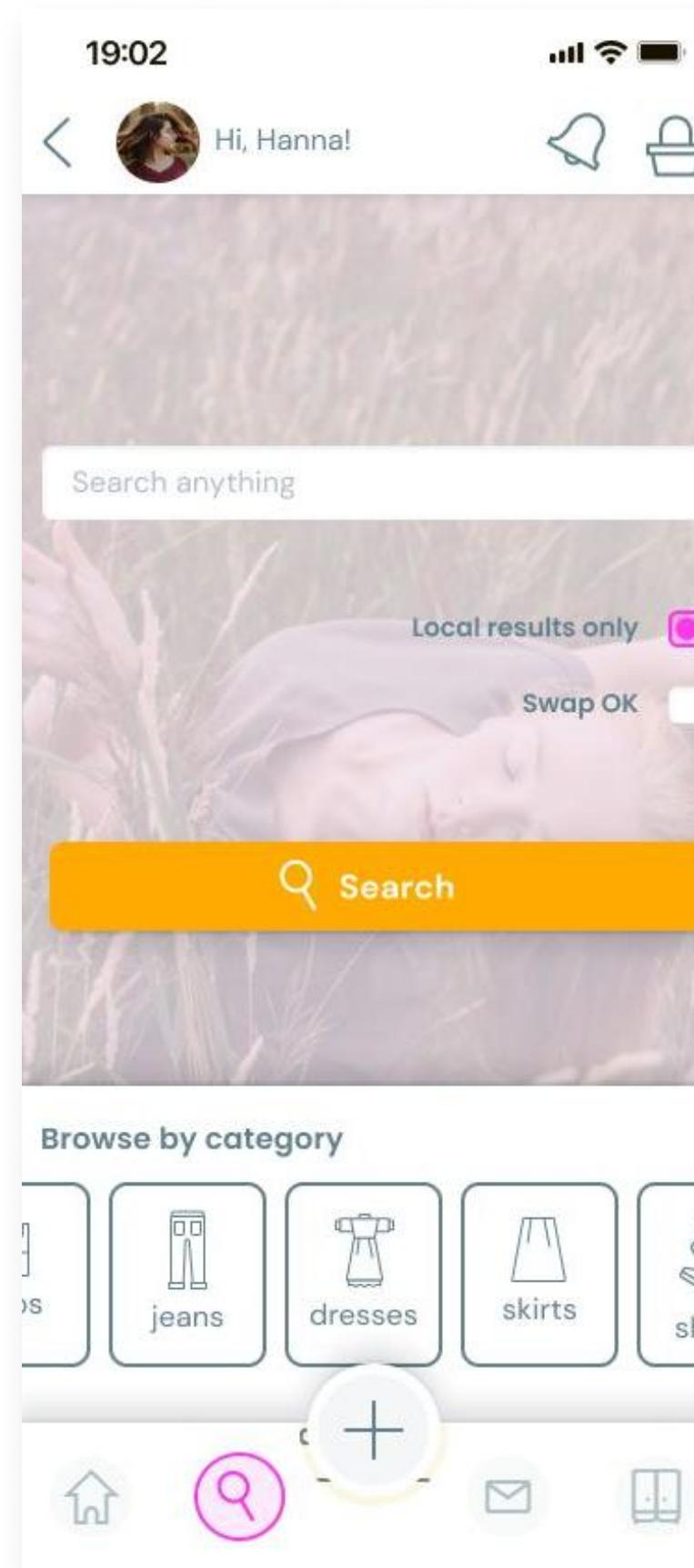
Create Profile



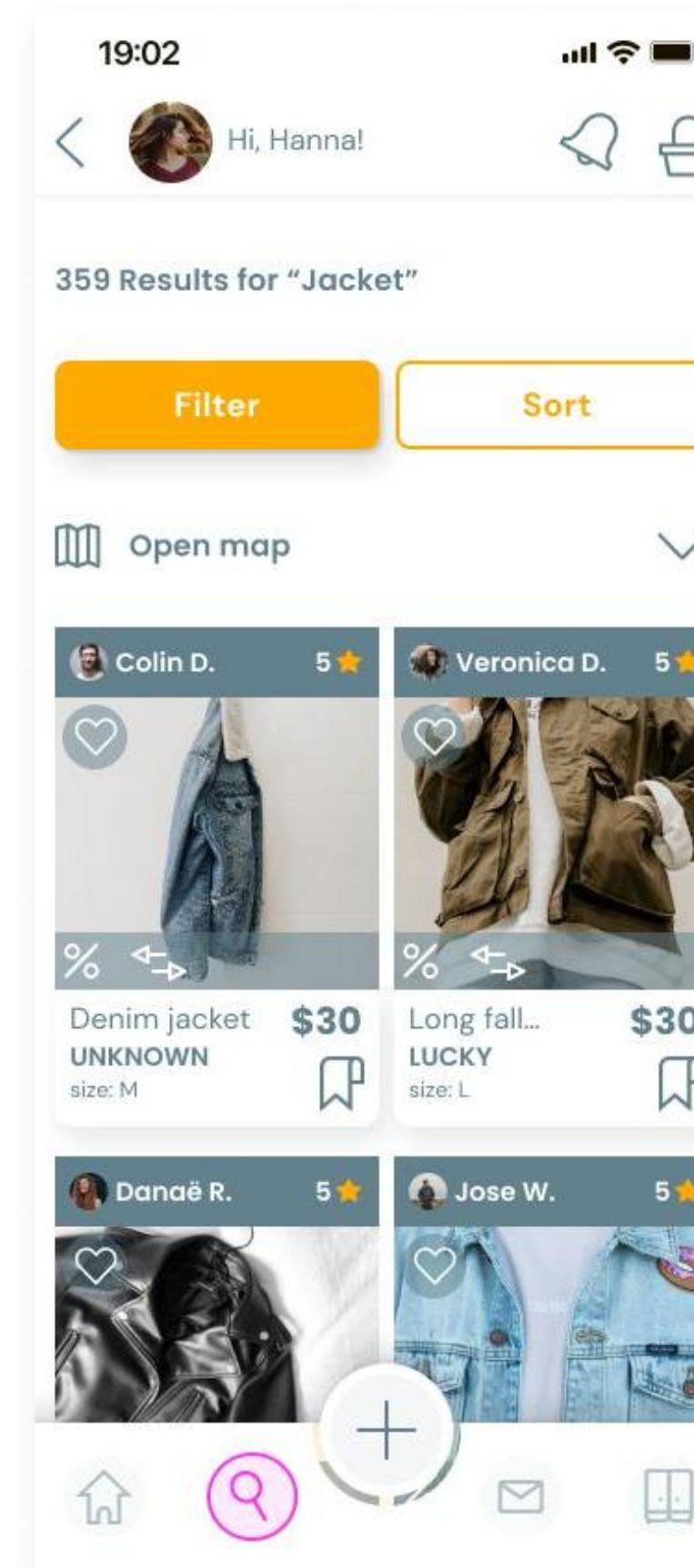
Profile

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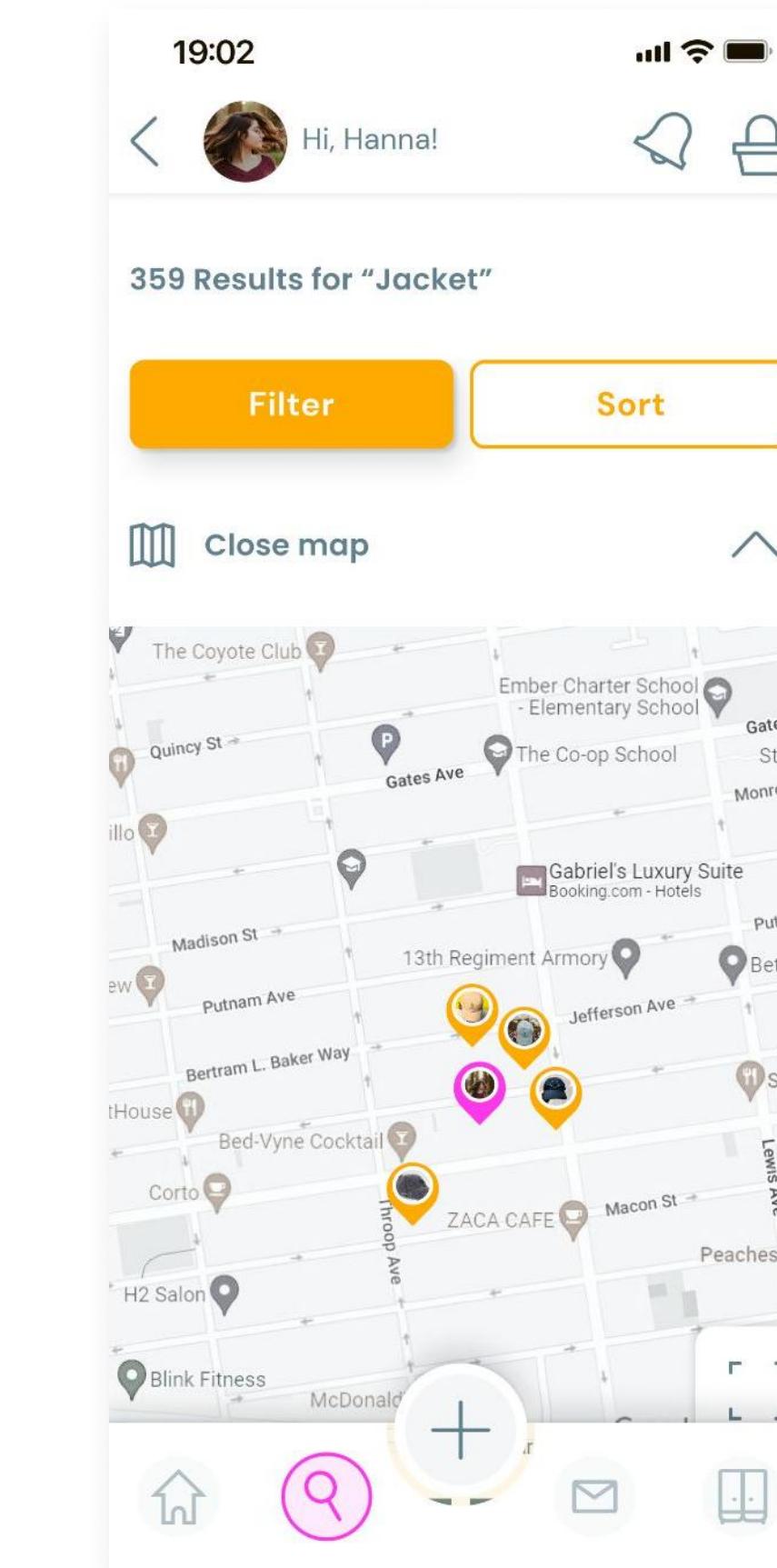
# Mockups



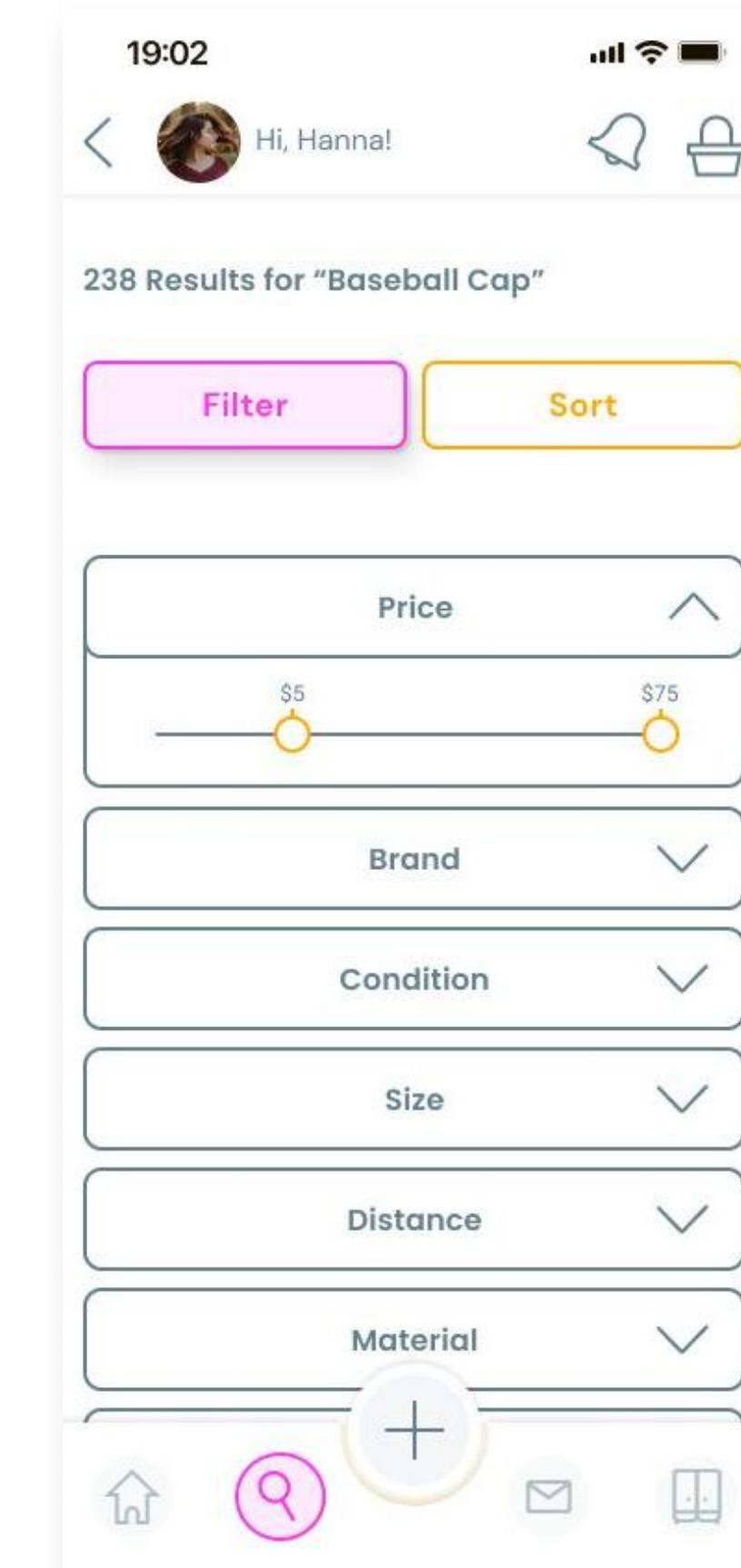
Search



Search Results



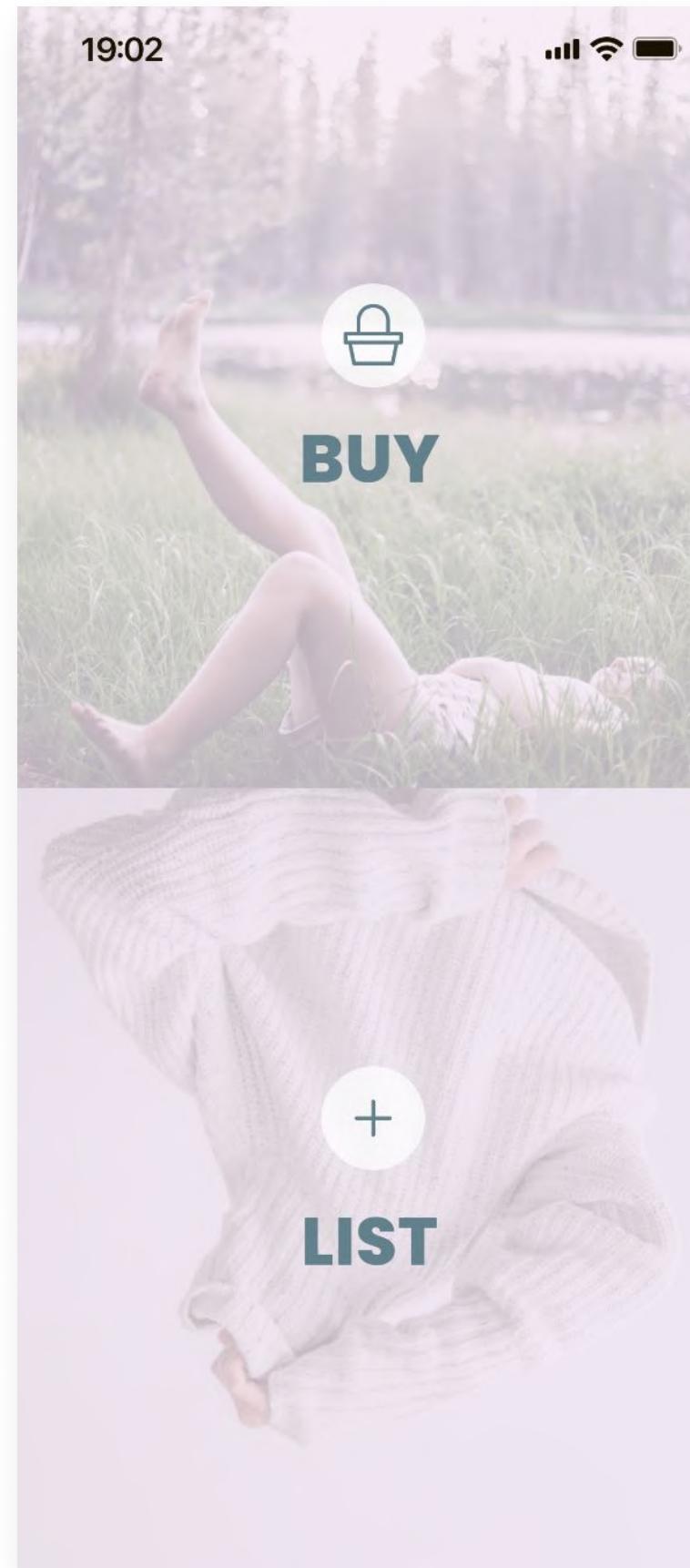
Map



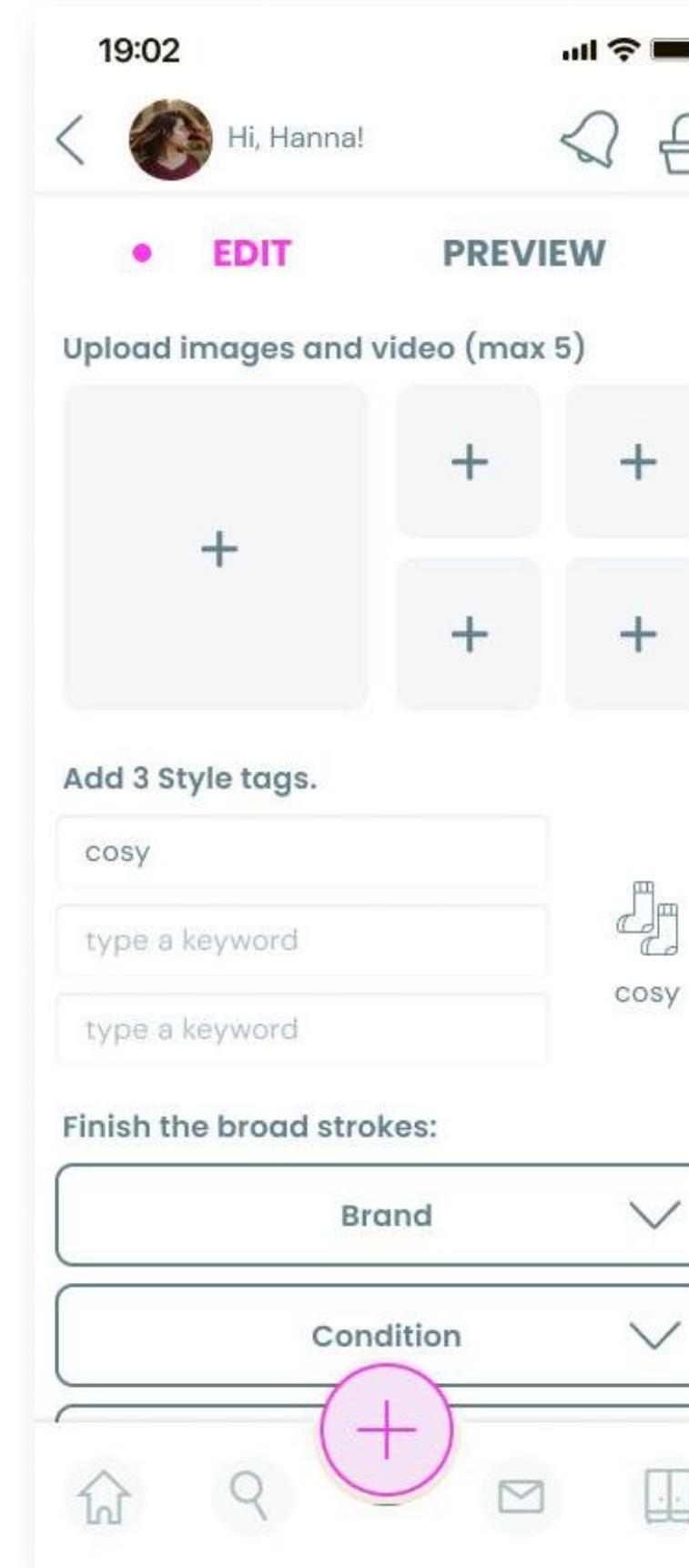
Filter

II

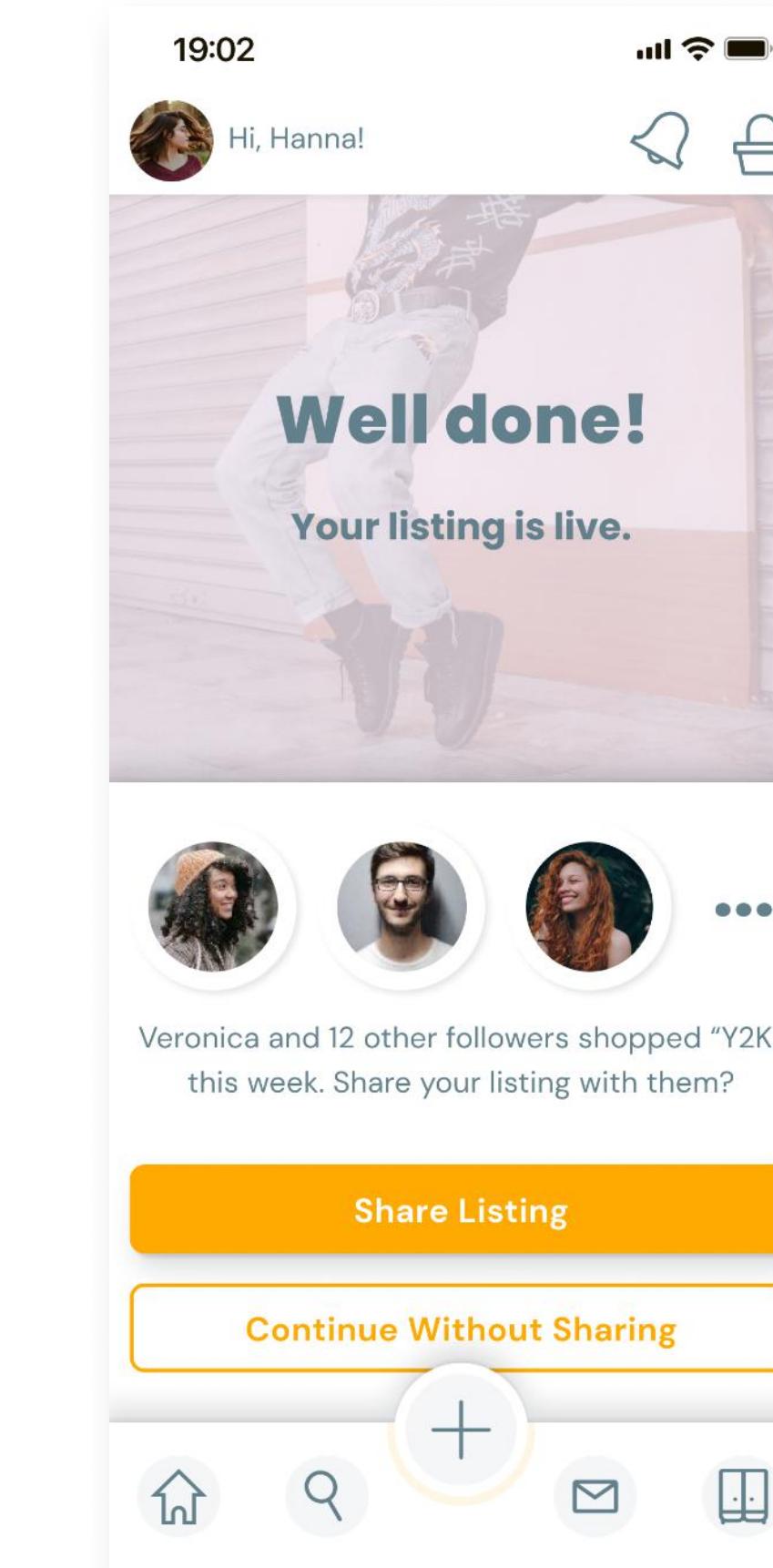
# Mockups



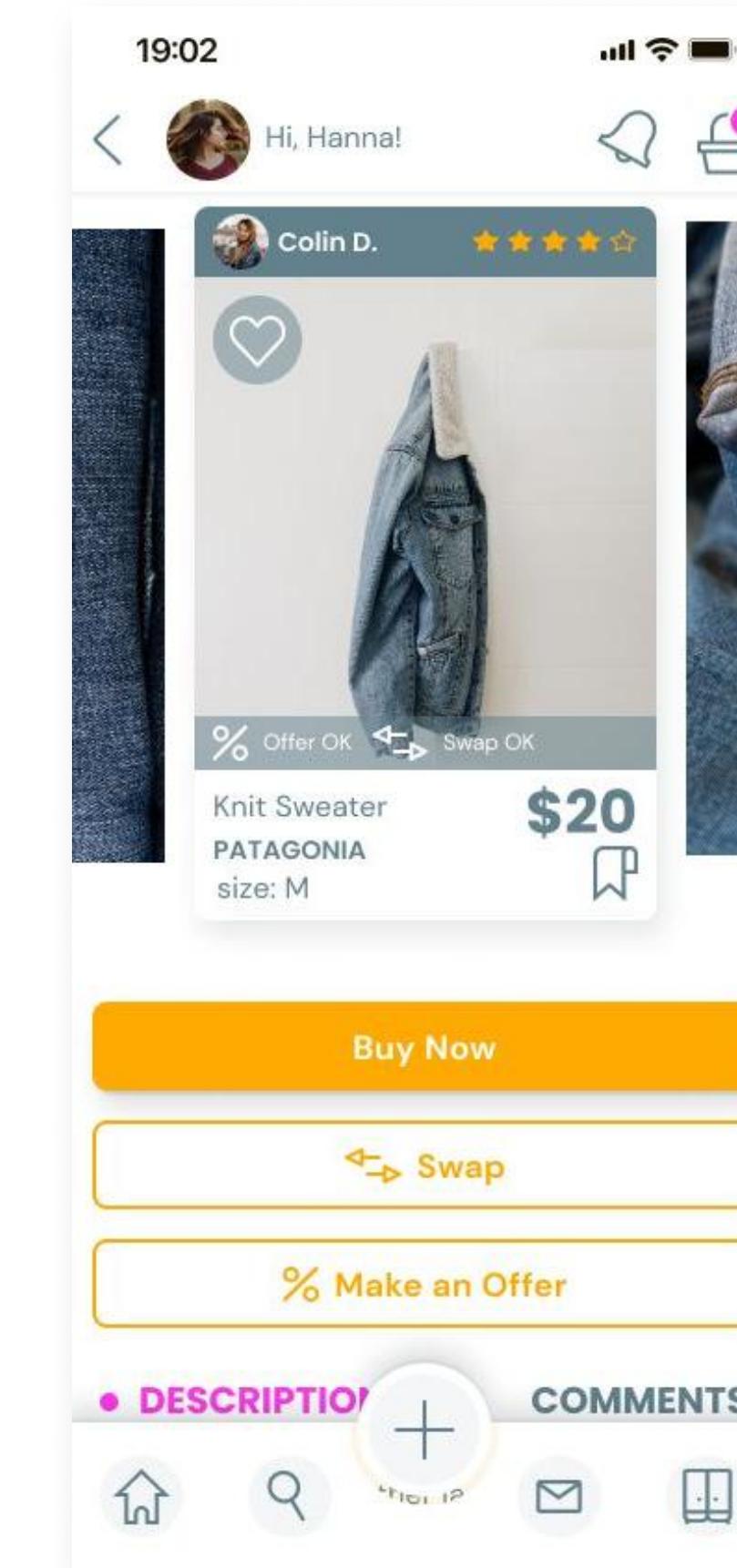
Splash



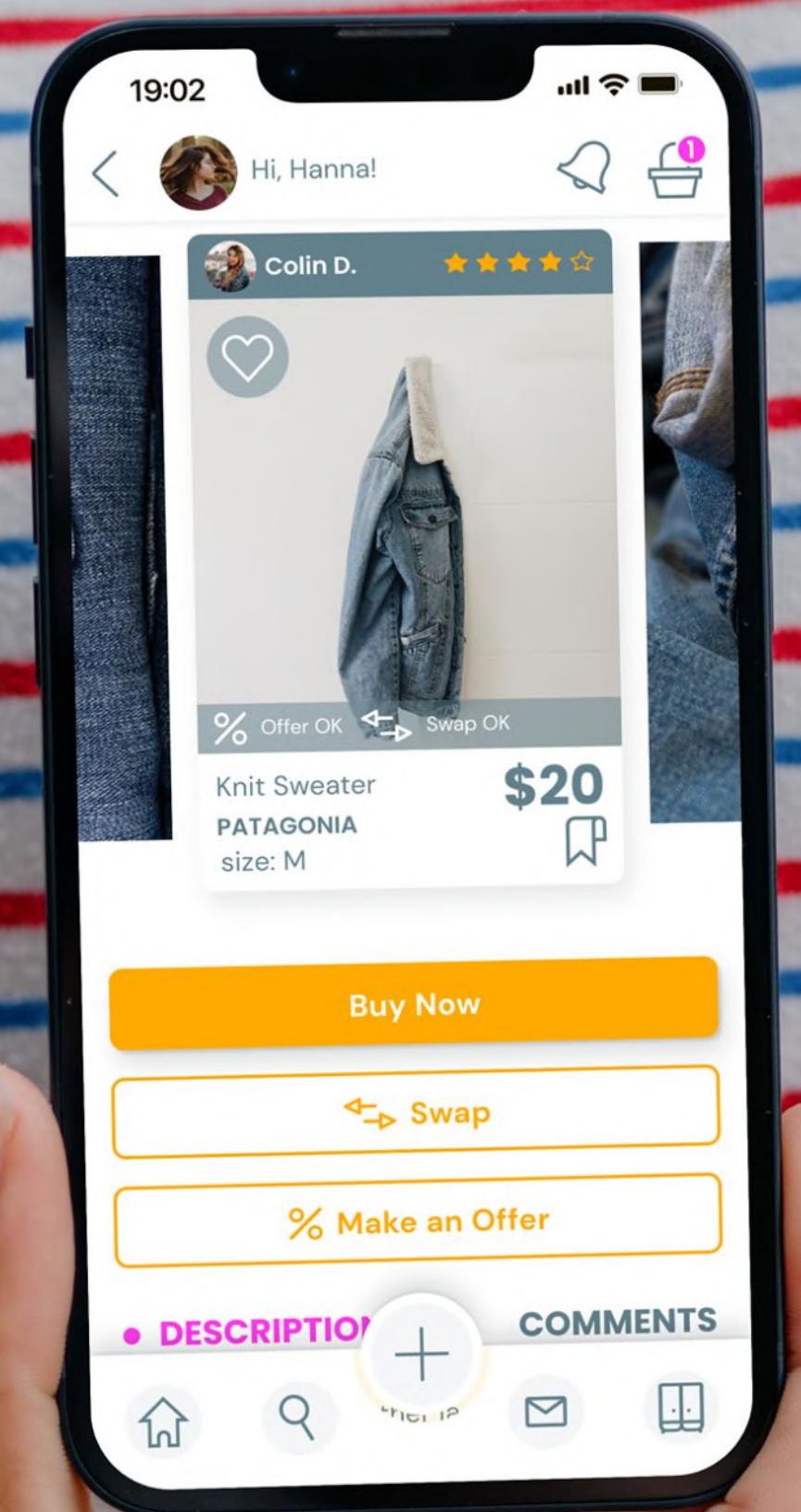
Upload

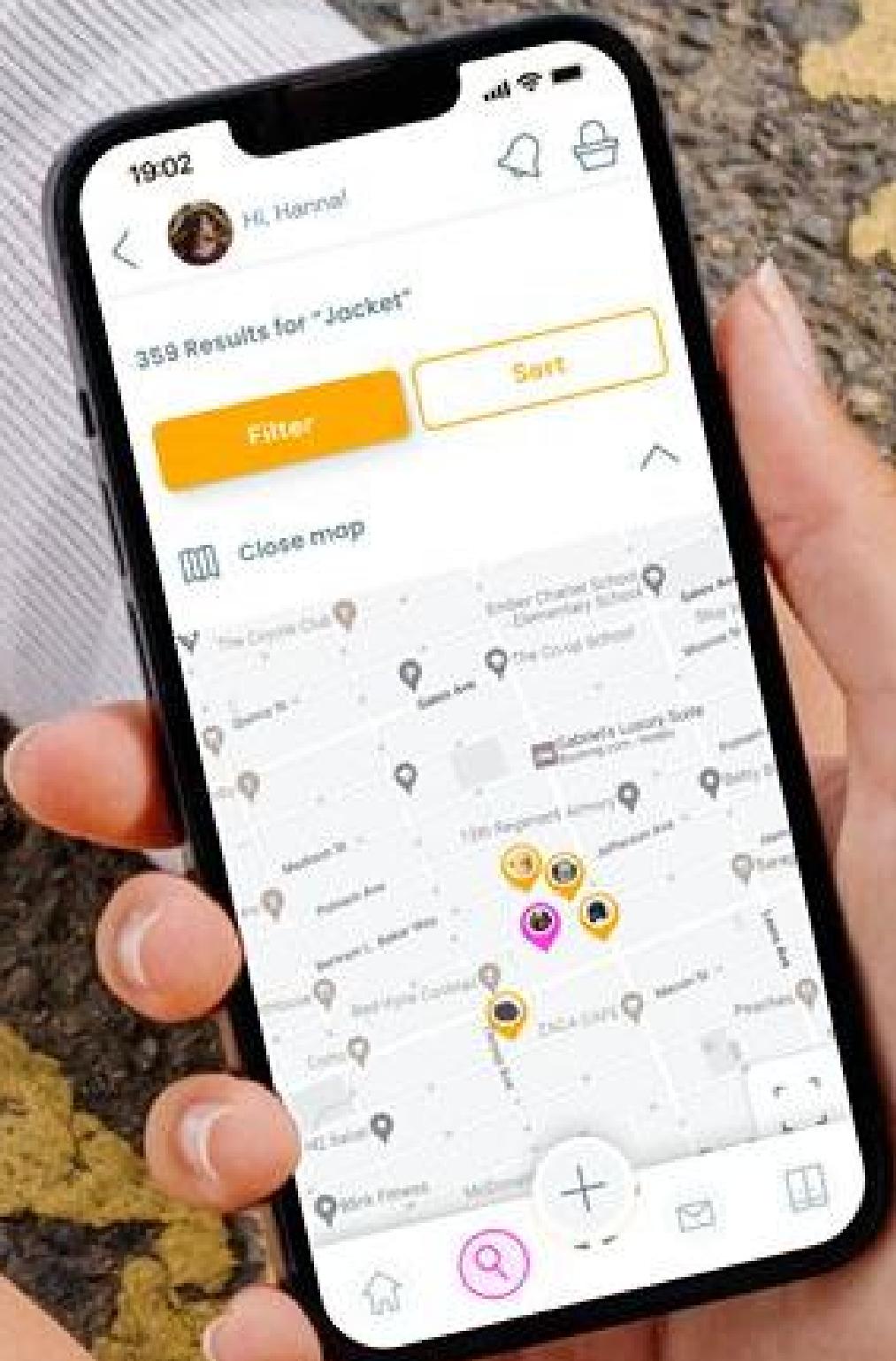


Confirmation



Product Detail





# Thank You

“

**Let's build something great together.**

dianovahello@gmail.com

[in/thediana](#)

[dianaivanova.com](#)