

We are building the first Identity Intelligence Platform powered by wardrobe data.

WEAR WHO YOU'RE BECOMING

Modern consumers aren't struggling with clothing scarcity; they are struggling with identity alignment. We solve the disconnect between who they are and what they wear.

At the intersection of Identity Psychology, Digital Wardrobe Intelligence, and Behavioral Design.



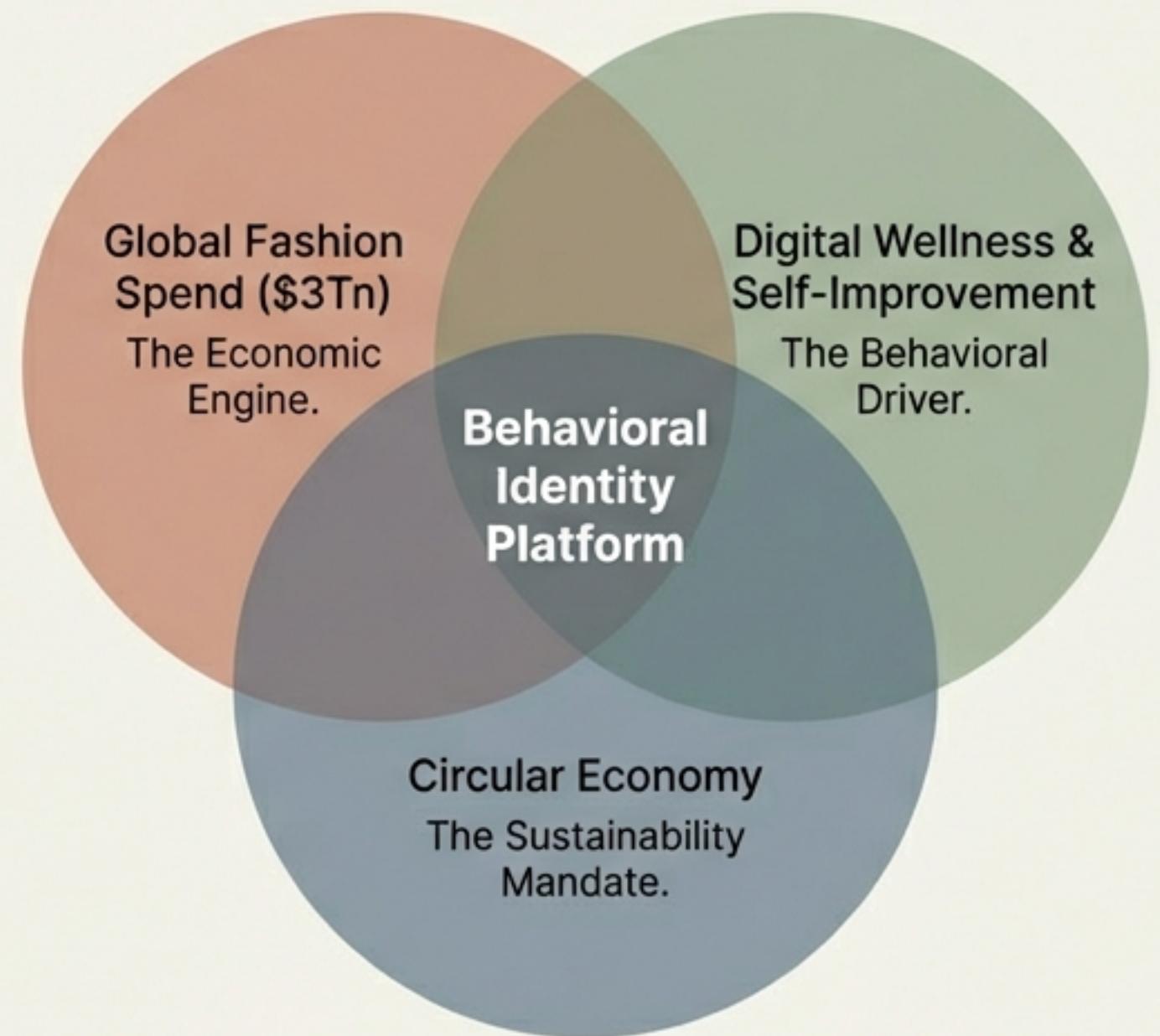
The physical clutter is just a symptom of a deeper identity crisis.



The Psychology of Friction

- Psychological Misalignment: The stress of daily dressing is a conflict between current reality and desired identity.
- Scientific Context: Leveraging concepts of Enclothed Cognition—how what we wear affects our psychological processes.
- The Consequence: High spend, low satisfaction, and a wardrobe full of items that feel like strangers.

We sit at the convergence of a \$3Tn fashion market and the digital wellness revolution.



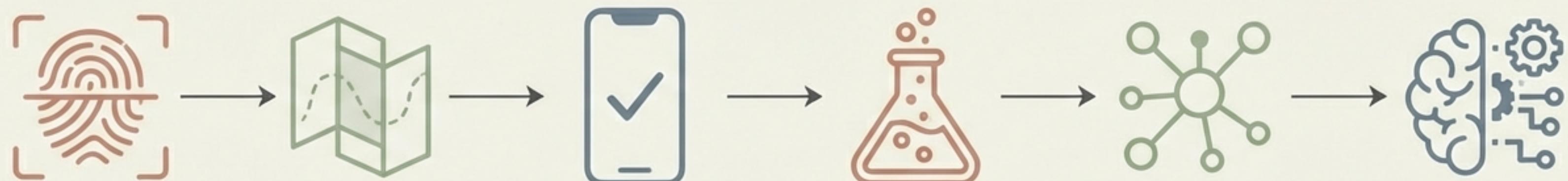
This is not wardrobe management. It is a behavioral interface for identity, with expansion potential into Identity Analytics and Brand Intelligence SaaS.

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A low-friction system that translates psychological insights into daily utility.

Emotionally Intelligent Onboarding: The app asks how you want to *feel*, not just what size you wear.



Identity Audit

Capturing the "Energy Signature".

Gap Mapping

Current Wardrobe vs. Desired Identity.

The Daily Engine

Frictionless outfit recommendations.

Experiments

Controlled style challenges.

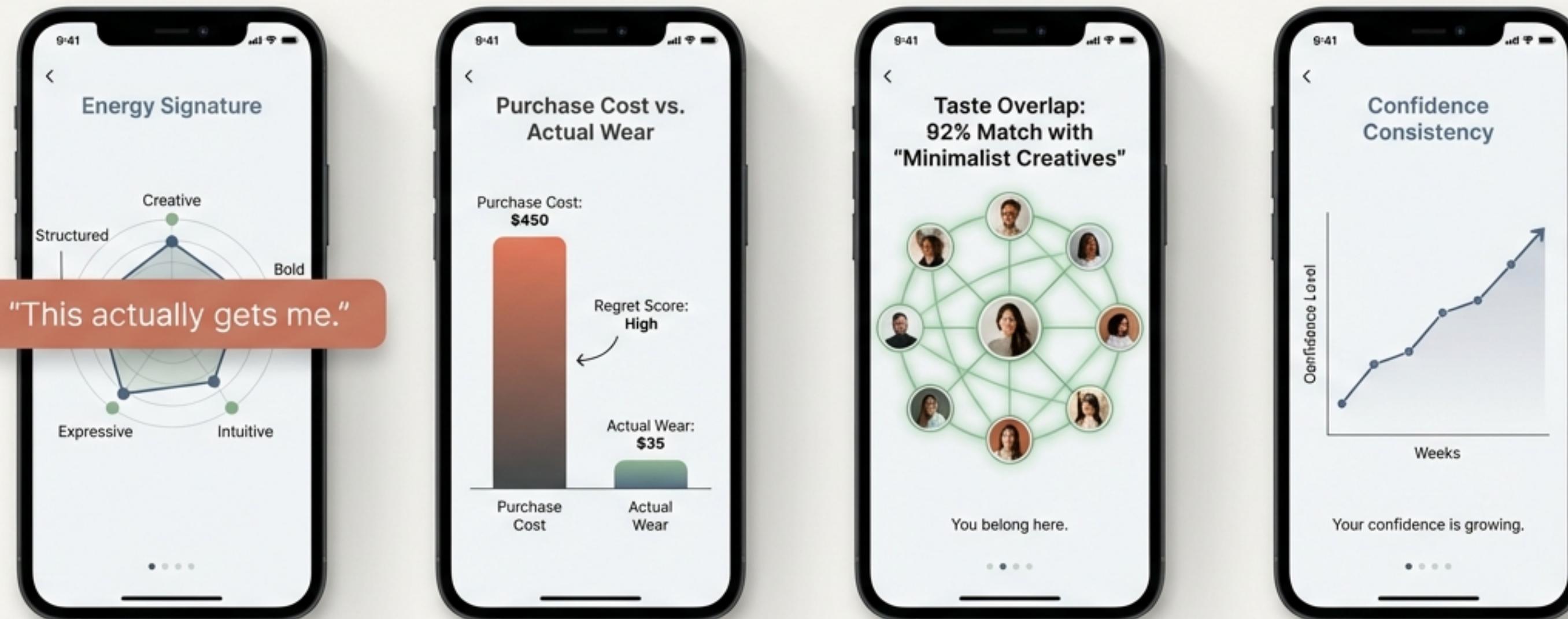
Social Layer

The Taste Graph.

Intelligence

Regret Reduction & Cost-per-Wear.

Retention is driven by specific moments where the user feels deeply understood by the data.



We use data to mirror the user's evolution, creating a feedback loop of self-discovery that is harder to churn from than a simple utility tool.

Our interface is built on behavioral science, not just aesthetic trends.

1

Social Psychology

How we relate to others.
Focusing on belonging without competition using 'Taste Graphs' rather than follower counts.

2

Cognitive Psychology

How we make decisions.
Reducing decision fatigue and cognitive load through automated outfit curation.

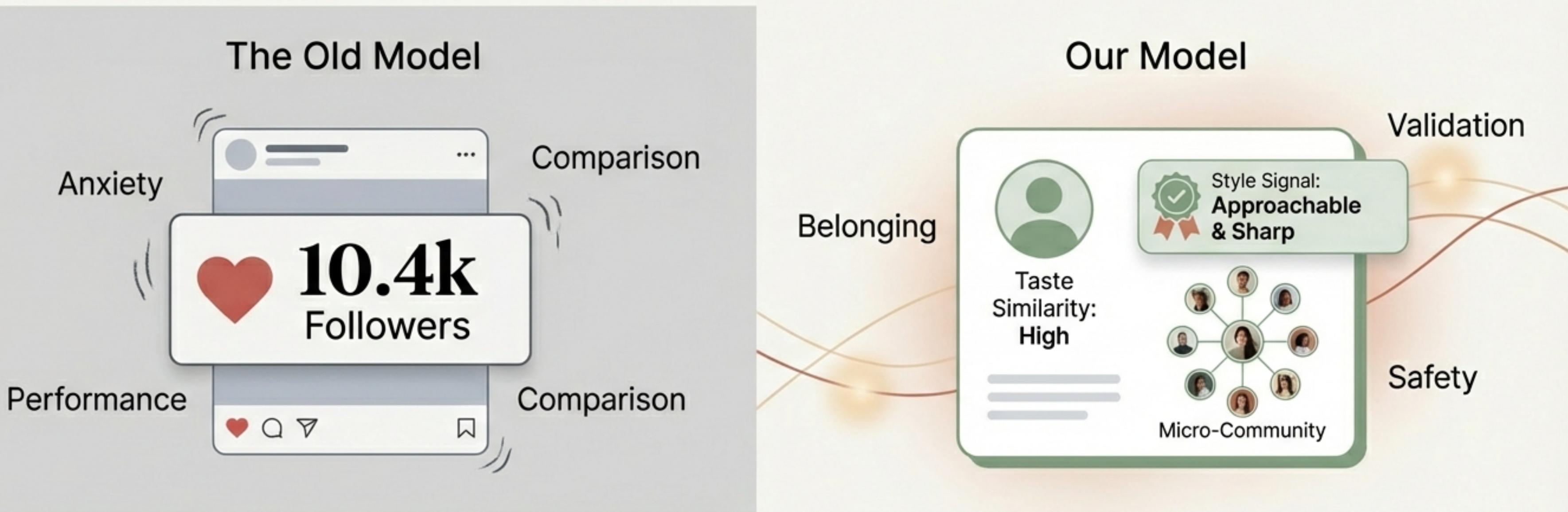
3

Personality Psychology

Who we are.
Aligning the 'Big Five' personality traits with specific aesthetic choices.

Bottom Line: We apply Behavioral Activation Principles to encourage small actions that build confidence. (Note: Psychology-backed product design. Not therapy. Not clinical.)

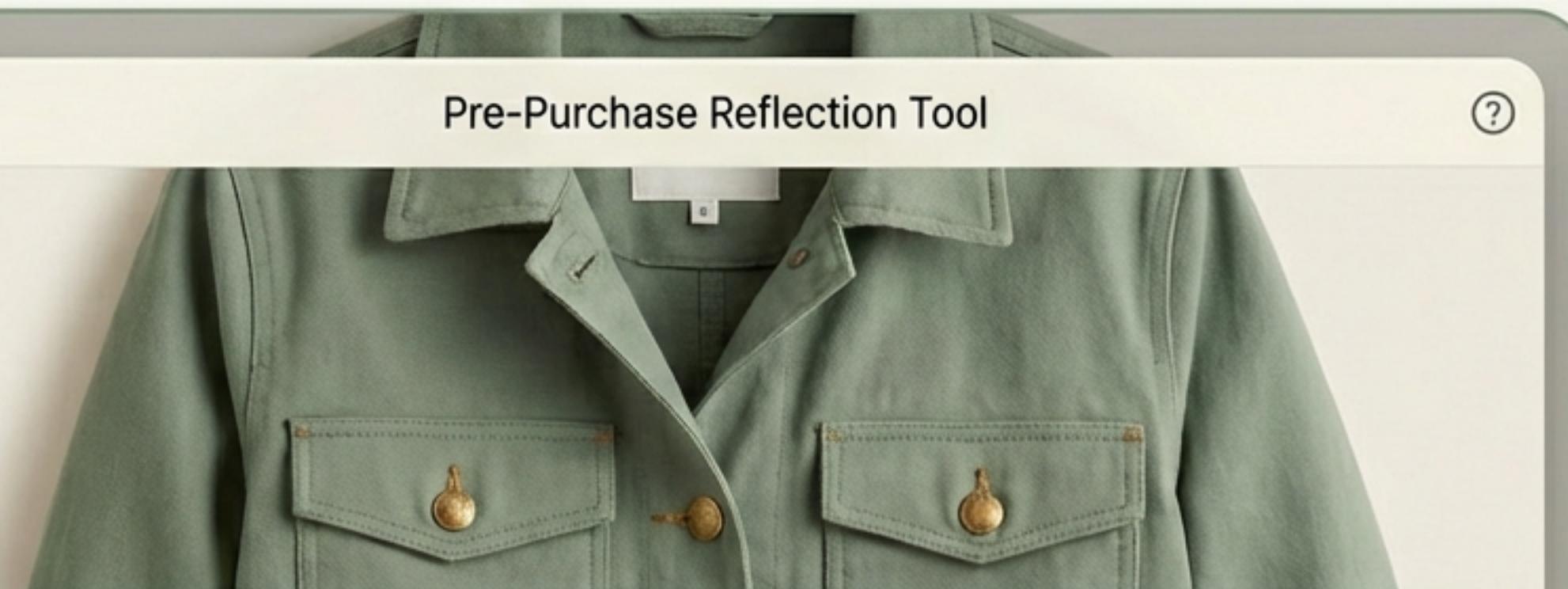
We are replacing performative vanity metrics with genuine taste signaling.



Users crave community but fear judgment. Our 'Taste Graph' connects users based on aesthetic overlap, fostering belonging without the pressure of performance.

Shifting consumer behavior from impulse accumulation to intentional acquisition.

Pre-Purchase Reflection Tool



ANALYSIS RESULTS

- Data Point 1**
Similarity Overlap:
You already own 3 items like this.
- Data Point 2**
Pairing Compatibility: Matches 82% of your work wardrobe.
- Data Point 3**
Projected Cost-Per-Wear: \$4.50
(Based on your usage habits).
- Data Point 4**
Identity Alignment Score: High

Key Behavioral KPIs

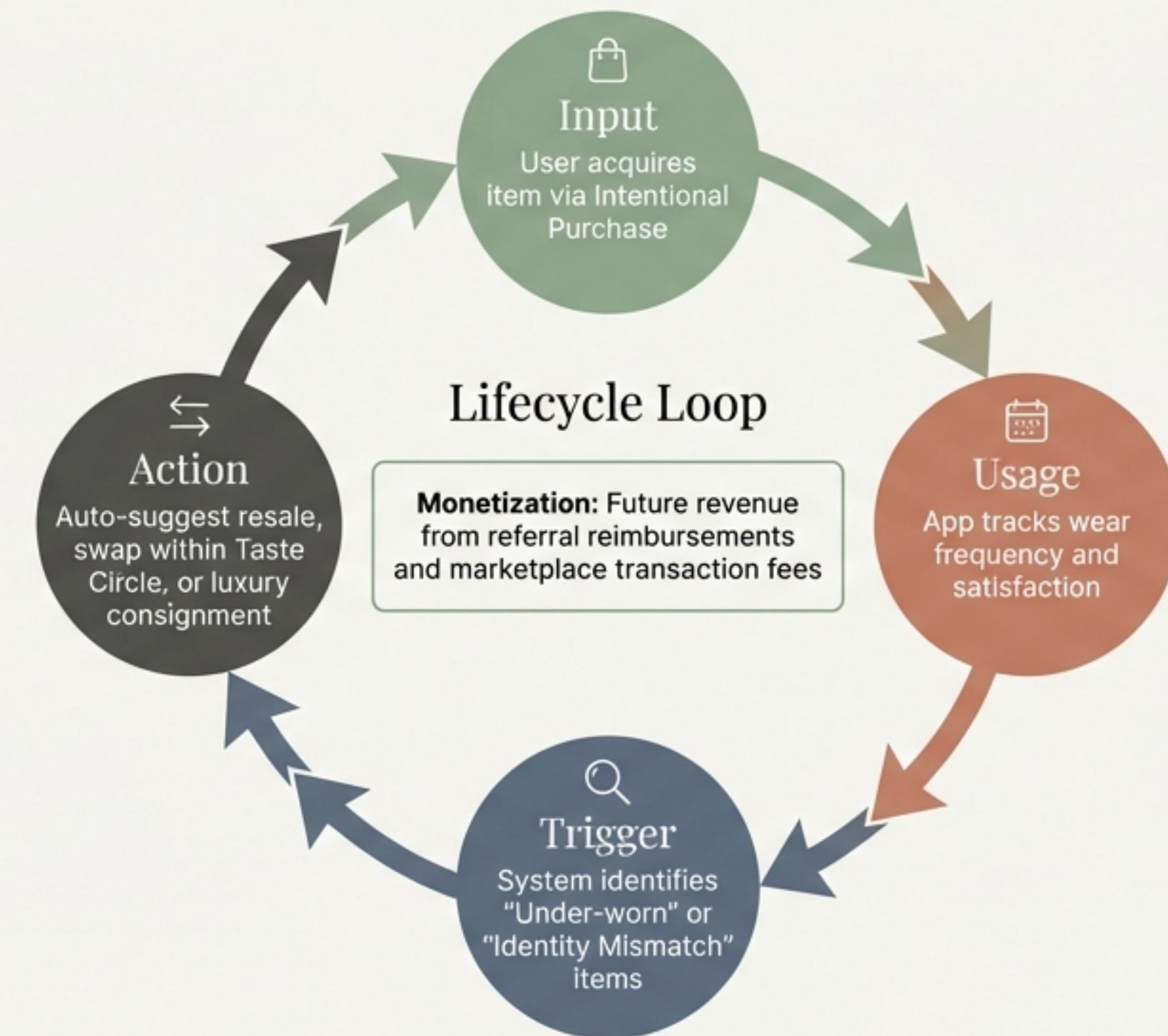
65%

Regret Reduction %

78%

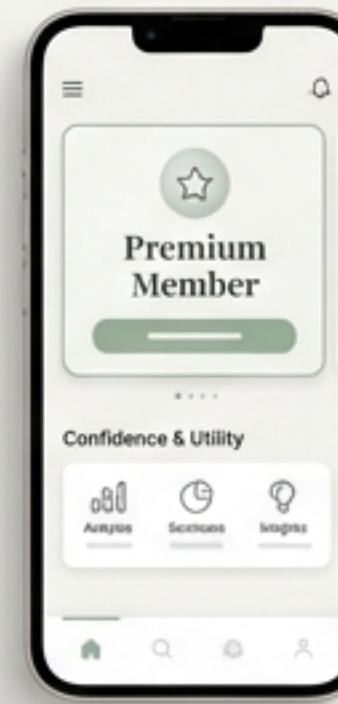
Wardrobe Utilization Rate

Data-driven lifecycle management unlocks the value in the back of the closet



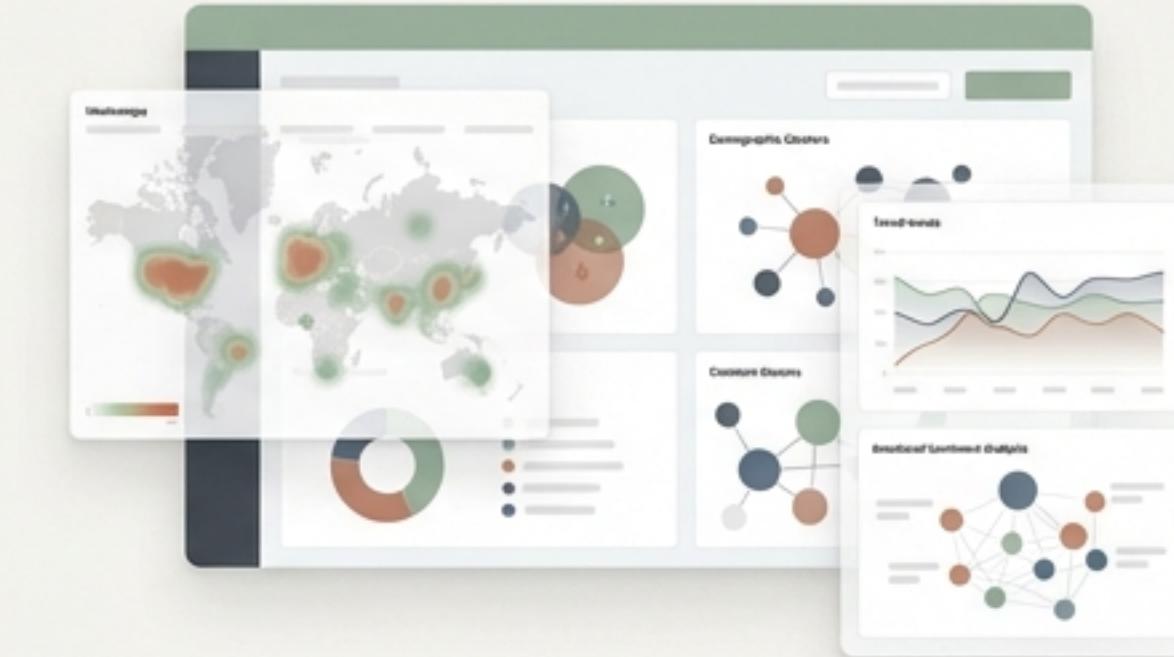
We scale from a consumer subscription to a B2B identity intelligence infrastructure.

Consumer Subscription



Freemium to Premium model. Revenue derived from users seeking confidence and utility.

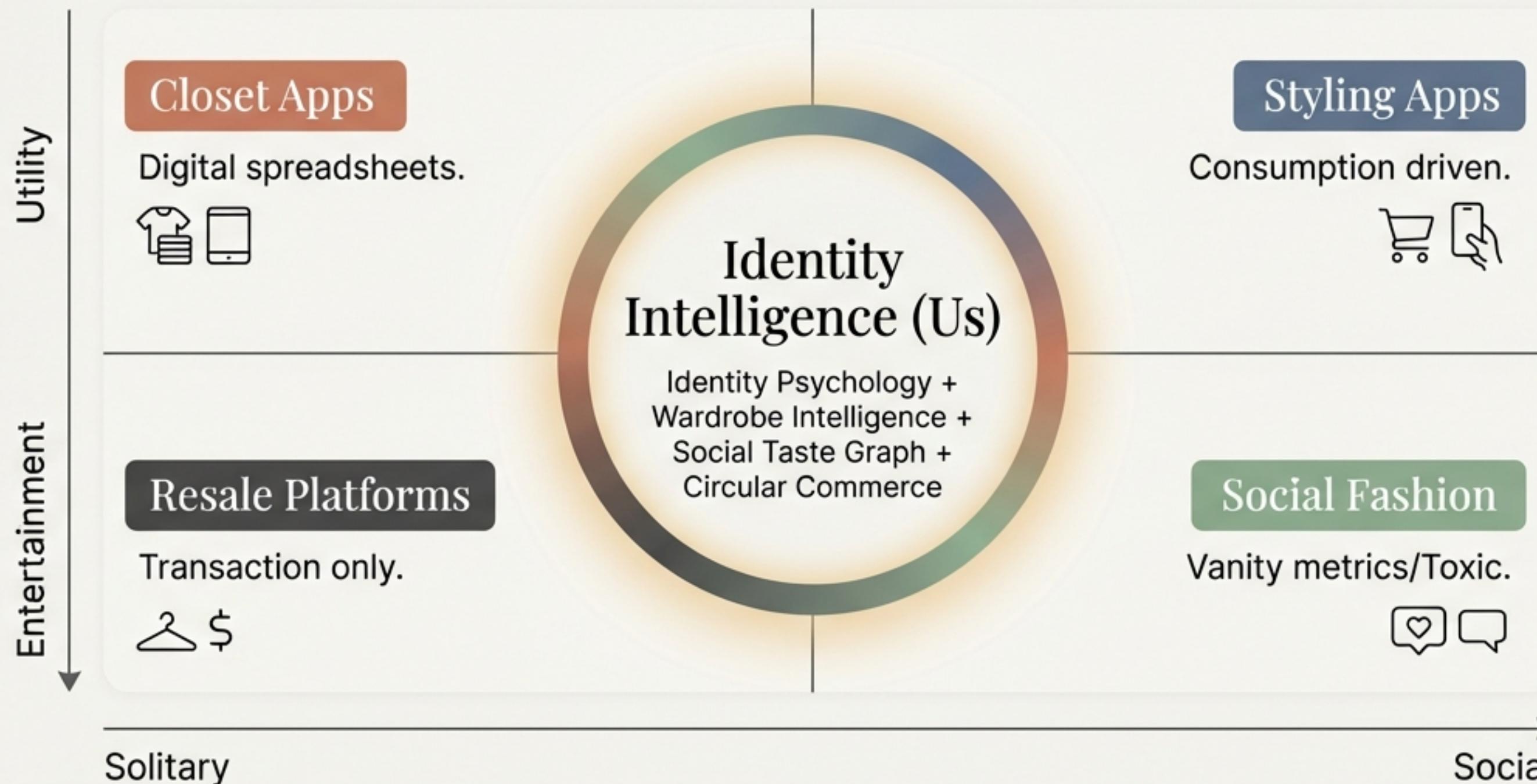
Brand Intelligence SaaS



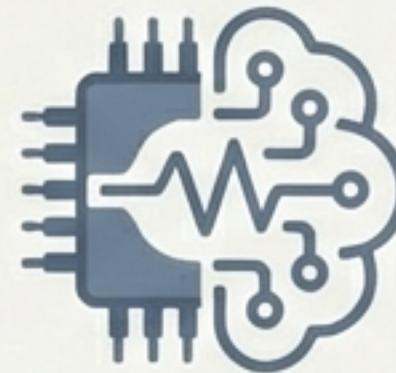
Aggregated, anonymized identity insights sold to brands.

- Emotional tagging trends
- Identity cohort clusters
- Wear frequency vs. Purchase intent gaps
- Regret purchase signals

Filling the whitespace between utility apps and social shopping.



Three macro-shifts have prepared the market for identity-aligned consumption.



AI Personalization Maturity

We can finally deliver personalized insights at scale without manual stylists.



Post-Pandemic Identity Shifts

A global re-evaluation of "who we are" and how we present ourselves.



The Rise of Conscious Consumption

The shift away from fast fashion towards "fewer, better things".

Social Graph Fatigue: The user desire for intimate, safe micro-communities over massive public platforms.

Bridging the gap between academic rigor and the fast-fashion supply chain.



Sarah [Lastname]

Founder & CEO

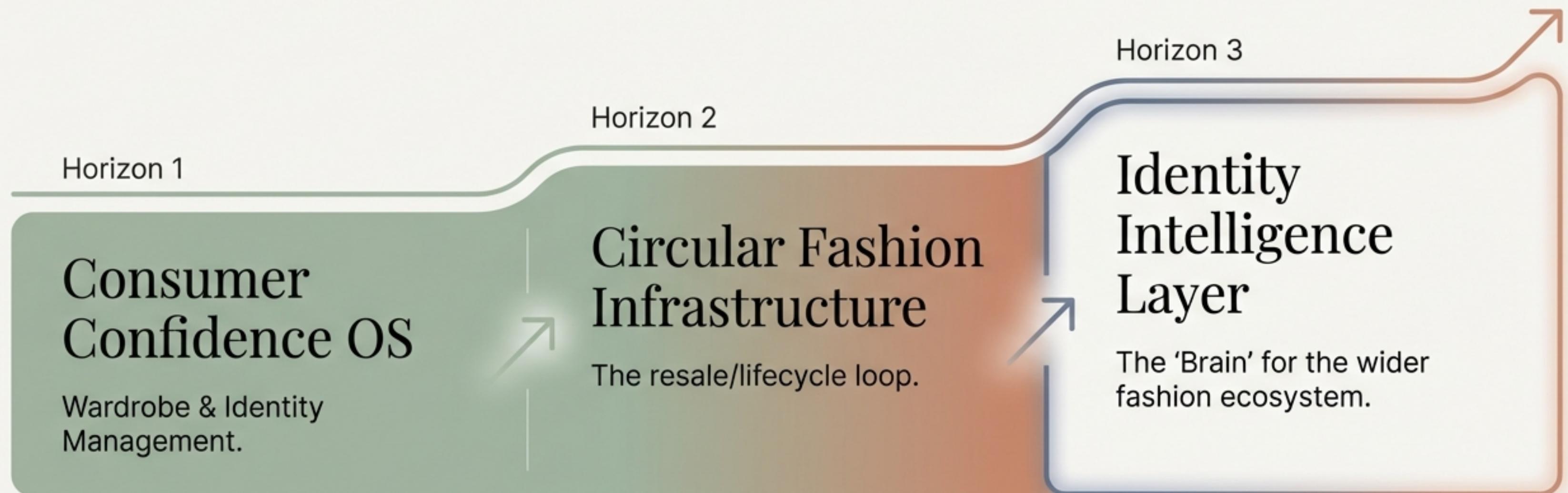
The Science: PhD in Psychology. Research focus on wellbeing, identity formation, and self-concept.

The Industry: Grew up in a fast-fashion family business. Deeply understands the supply chain and consumption culture.

The Synthesis: Unique ability to bridge the emotional (**Psychology**) with the economic (**Fashion Business**).

Contributor to MyNewPerfect (Identity reflection platform).

Evolving from a consumer OS to the intelligence layer of the fashion ecosystem.



Becoming the infrastructure for identity-aligned consumption in the AI era.



Confidence, Measured.

Style with Intention.
Identity, Aligned.
Measurable growth.

sarah@companyname.com
www.companyname.com