



# Your Next Era Starts in Your Closet

30 ELEVATED STAPLES TO REFLECT THE  
WOMAN YOU'RE BECOMING



Team Capsulify

# Why We Created Capsulify

**Capsulify** was born from a very personal journey—one that many women can relate to. It began with Ayuni, the founder and CEO, who once found herself completely overwhelmed by fashion advice scattered across blogs, Instagram posts, and endless Pinterest boards.

All she really wanted to know was: *Where, how, what do I start with?*

As someone who was new to styling, Ayuni dove into capsule wardrobe books in search of clarity. Piece by piece, she began curating her own wardrobe. But like many of us, she quickly realized that not every piece that looked great on the model worked for her own body. Through trial, error, and a lot of experimentation, she began learning what actually flattered her unique shape, height, and coloring.

Ayuni, an inverted triangle and a blend of deep autumn and deep winter, wished for a tool that could simplify the process—something that didn't just tell you what to buy and wear, but helped you visually plan your wardrobe, understand your flattering cuts based, and discover the colors that truly suit you, all based on your actual shape and height—not just aspirational photos.

So, she decided to build that very solution herself.

With a background in development, Ayuni brought together three trusted collaborators—Martin, Roshan, and Aditi, each skilled developers who shared her vision. Together, the four of them created *Capsulify*: a user-first, styling app that helps women take the guesswork out of dressing beautifully and confidently.

*Capsulify* isn't just an app—it's a reflection of real women's needs, created by a team that truly understands the journey of becoming.

# Introduction



There's a version of you that already exists.

She walks with intention, gets noticed when she enters a room, and dresses like the woman who already has everything she wants.

This version of you isn't some distant dream — she's just waiting to be reflected.

And it starts in your closet. This guide is your invitation to step into your next era. Not by chasing trends or buying more, but by creating an intentional, elevated wardrobe that reflects your worth, honors your shape, and helps you feel magnetic in your everyday life.

Let's build your capsule. Let's meet her.

# The Capsule Wardrobe Formula

## Why Your Next Era Starts in Your Closet



Your wardrobe is a mirror — not just of your style, but of how you see yourself. When your clothes feel intentional, flattering, and beautiful, they shift the way you show up.

A capsule wardrobe isn't about limiting your style. It's about setting it free.

It's not about minimalism — it's about magnetism.

When every piece supports your confidence, getting dressed becomes effortless. You step into your day with clarity, ease, and softness — no more decision fatigue, no more “nothing to wear” spirals.

# How to Start

## Mindset & Prep

Before you build your capsule, pause and reconnect with your intention:

- How do you want to feel when you get dressed?
- What energy are you calling in this season of life?
- Who is the woman you're becoming — and how does she dress?

You don't need a closet full of expensive pieces. You need a curated selection of items that work for you.

Start with what you already own. Get clear. Keep only what fits your next era.

## The Capsule Formula

### Simple & Powerful

Your wardrobe will be built from 27 elevated staples:

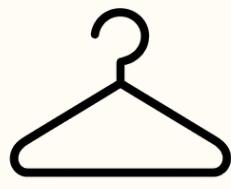
- 7 bottoms
- 6 tops
- 2 dresses
- 4 outer layers (blazers, cardigans, jackets)
- 3 bags
- 5 shoes

#### **Key rule:**

- All tops should match all bottoms.
- Each outer layer should match all tops and bottoms.
- Dresses replace a top + bottom — and should work with outerwear too.
- You are free to add or delete recommended items of clothings as you see fit.

*This isn't restrictive — it's empowering. You'll be amazed how many outfits you can create from just 27 pieces when everything works together.*

# The KTAGS System



## Keep

*Items to keep  
in your  
wardrobe*

Fit well and are flattering

Frequently worn



## Throw

*Items to  
discard*

Worn out

Damaged



## Give

*Items to  
donate or give  
away*

Good condition but unwanted

Suitable for someone else



## Sentimental

*Items with  
sentimental  
value*

Hold special memories

Not worn but meaningful

# The Capsule Formula



Black long-sleeved top



White long-sleeved top



Accent-colored top



Black tank top



White tank top



Accent-colored blouse



Black tailored trousers



Beige tailored trousers



Taupe casual pants



Dark blue jeans



Semi-casual black tailored skirt



Casual skirt



Beige shorts



Black blazer



Beige blazer



Black cardigan



Casual jacket



Black clutch



Black tote



Brown / Beige tote



Little black dress



Casual accent-colored dress



Black pumps



Black strappy heels



Beige wedges



Gold / Silver sandals



Black ballet flats

# Why Capsule Wardrobes Work for Feminine Confidence

- They eliminate daily overwhelm.
- They give you space to express and impress.
- They help you dress for how you want to feel, not just what fits.
- They reflect intentional living — the essence of feminine magnetism.

## Common Myths

*"This will be too expensive."*

It's not about buying everything new. It's about curating what you already own, and adding mindfully.

*"It's too overwhelming."*

The capsule formula simplifies everything. Once you know your shape and color palette, it's intuitive.

*"I'll get bored."*

When your wardrobe reflects your essence, every outfit feels like you. You don't need more — you need better.

*"I can't wear what you recommend. I don't like it"*

The formula is just a basic guideline. you will choose what flatters you the best.

# Tops



## **Black long-sleeved top**

Your elegant base layer — goes with everything. No bulky fabric as you will need to layer this with an outer layer.



## **White long-sleeved top**

Your elegant base layer — goes with everything.



## **Accent-colored long-sleeved top**

Color to add interest to your base. Find colors that fit your skin tone.

# Tops



## Black tank top

Chic alone or layered under a blazer. Satin or silk.



## White tank top

Chic alone or layered under a blazer. Satin or silk. Straps are wide enough to cover bra straps for maximum versatility. If you live in a cooler climate, go for a top in thicker weight. If you are conscious of how your arms look, pick one that comes with sleeves .



## Accent-colored blouse

Adds colors and personality to your outfit. Find colors that fit your skintone. Sits well untucked too. Sits well when you throw on an outer layer like blazer and cardigan. Get two tops at a minimum with bright colors in block or prints.

# Bottoms



## Black tailored pants

Your day-to-night, boardroom-to-cocktail essential. An alternative color is deep charcoal.



## Beige tailored pants

Soft, elegant, and elevating

# Bottoms



## Casual taupe pants

Relaxed polish that feels feminine and effortless.



## Dark blue jeans

Universally flattering. Your go-to for weekends or casual meetings.

# Bottoms



## Semi-casual tailored black skirt

A classic silhouette that brings structure and grace. Can be worn for work or casual. Look for details like peplum, frills so that it doesn't look too boring.



## Casual skirt

Light, pretty movement for warmer days.

Denim skirt is universal but feel free to change to other skirts that can be a good base for other items in your wardrobe. Keep it simple with little embellishments.



## Stone or off-white shorts

Perfect for a summer city stroll or vacation ease. Accessorize with belts to accentuate your waist.

# Layers



## Black blazer

Structured, sleek, and instantly powerful. The length ideally should sit halfway through your bum. Find one that's fitted at the waist

## Light neutral blazer

Stone, cream, or camel — adds polish and softness. The length ideally should sit halfway through your bum. Find one that's fitted at the waist.



# Layers



## Black cardigan

$\frac{3}{4}$  sleeve, fits at the waist, ends halfway through the bum. V-neck and scoop neck are best as they make you look younger. The shorter the cardigan, the easier it is to style it.

## Casual jacket

You can also go for biker's jacket, or bomber jacket depending on your climate.



# Dresses



## Little black dress

Can be dressed up or down — heels or sneakers, coat or cardigan. The classic staple for all women. Slightly above-the-knee or below-the-knee. You'll wear this from office to evening parties. Choose sleeves according to your preference.

## Casual accent-colored dress

Adds softness and personality to your neutrals. Play around with prints. Smaller prints are more flattering than big ones. Find one that's suitable for work and play.



# Bags



## **Black tote**

Your everyday carryall — neutral, sleek, structured.



## **Brown / Beige tote**

For events, dates, or dinner — minimalist or romantic.



## **Black clutch**

Functional and stylish. Hands-free elegance.

# Shoes



## Black pumps

Classic and commanding. Slightly rounded toes are ideal as they give you more room to put on stockings for colder days and not to mention more comfortable to walk in.

## Nude wedges

Elongate the legs and go with everything.



## Black strappy heels

Delicate, feminine, perfect for dates or summer. These are your party heels.

# Shoes



**Gold / Silver sandals**  
Polished comfort

**Black ballet flats**  
Soft, sweet, and romantic.



# FAQs

## 1. Do I have to upload photos of my entire wardrobe? That sounds overwhelming!

Not at all! Just start with the core pieces we recommend—only if you already have them. Don't stress about uploading everything at once. You can always come back and add more later. 😊

## 2. Why can I only have 3 colors for tailored pants? Isn't that too restrictive?

Great question! These recommendations are your foundation—the bare minimum needed to create endless outfit combos. Bottoms are your base, and they should go with all your tops, jackets, shoes, and bags. That's why we keep the palette tight. But hey, if you want more variety—add away! 🌈

## 4. I don't have tailored black pants—what now?

No problem! You don't need to upload items you don't own yet. Use this time to explore what black tailored pants could do for your wardrobe—you might discover they're worth adding later. 😊

## 5. I don't think I even need black pants.

That's okay! You can swap recommended items for pieces that better fit your lifestyle or style preferences. The formula is flexible. 🙌

## 6. I want more black pants/skirts/tops/shoes.

Yes, yes, yes! You can add as many as you like—just click the + icon in each category. We suggest building the basics first, then expanding as your style evolves. ❤️

## 7. It feels like too much work to upload my whole closet.

That's exactly why we give you a simple formula to start with. Just choose what we recommend, skip what you don't have, and come back later. Even with a few core pieces, you'll start seeing beautiful combinations. ✨

## 8. I don't wear short skirts.

No problem—swap them for long skirts or another bottom you love. This is your wardrobe. Own it. 🤴

## 9. I'm not sure the recommended items will suit my body shape.

Click on the Body Shape icon and choose yours—we'll recommend cuts that flatter your silhouette. If something doesn't feel right, try another option. This is your style playground—have fun experimenting (without breaking the bank)! 💸

## 10. These clothes aren't really my style.

Totally fair. We start with timeless, elegant pieces that work for most wardrobes—but your personal style comes alive through accessories, textures, and playful swaps. Think of these as your stylish foundation, not the final word. 🎨

## 11. I don't think these flatter my figure.

You might be surprised! Often, it's not your body—it's the cut. Find your body shape (take our quiz!) or chat with our stylist. Once you know what suits you, it all clicks into place. 🌟

## 12. Won't we all look the same if we follow this formula?

Absolutely not! Even with similar pieces, your body shape, skin tone, fit preferences, and styling choices will make your look completely unique. Think of it like music—same notes, infinite songs. 🎵

## 13. I'm not sure I can pull this off.

You absolutely can. You're not unstylish—you just haven't had the right tools yet. This is about discovering what makes you feel magnetic. The clothes are the ones that need adjusting, not you. (But hey, a little movement and self-love always helps 😊)

**Capsulify** is your personal styling assistant—an app designed to help you curate a wardrobe you love and feel confident in.

No more second-guessing your style. No more “nothing to wear” moments.

With **Capsulify**, you’ll build a wardrobe that reflects the woman you’re becoming.

### **What you’ll love inside Capsulify:**

**Build Your Capsule Wardrobe**

Learn exactly what categories of clothing you need for a stylish, functional wardrobe that works for your life.

### **Style for Your Unique Beauty**

Get personalized clothing suggestions based on your body shape, style preferences, height, and skin tone.

### **Organize by Color with Ease**

Your wardrobe is automatically sorted by color, event and the weather helping you see what pieces complement each other beautifully.

### **Preview Outfits on You**

Try on different outfits digitally so you can feel confident before you even get dressed.

### **Outfit Suggestions Made for You**

Get daily inspiration on what to wear based on the weather, your plans, or how you feel.

### **Seasonal Style Refreshes**

Stay current with seasonal wardrobe updates that blend timeless staples and on-trend pieces.

**Ready to step into your  
new era?**

**Start with  
Capsulify**