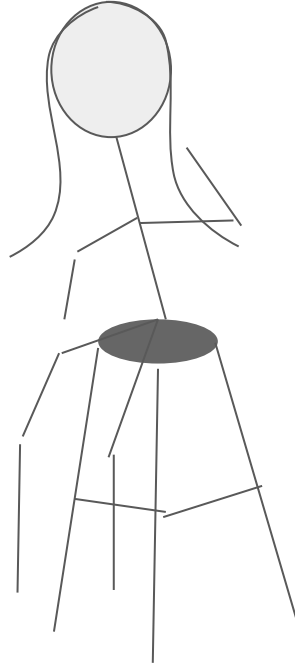
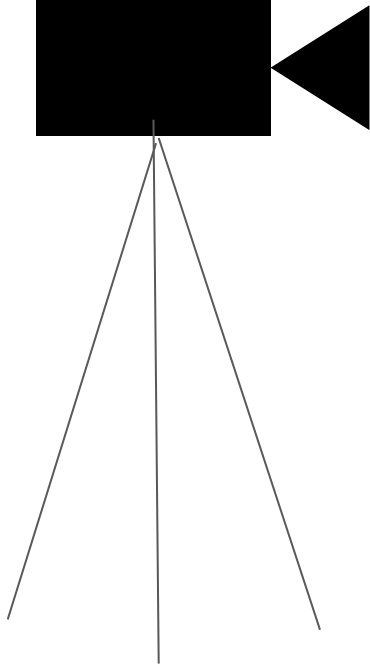


Sharon's story



Sharon is a YouTuber living in Los Angeles, California. She spends nearly every hour meticulously planning her videos. In fact, Sharon's YouTube career reached new heights recently as she created her new makeup channel.

One day, while watching YouTube, Sharon sees an ad for an app that promises to help people change their wardrobes up based on user feedback.

Being the busy woman that she is, Sharon is always interested in spending less time thinking of ways to impress other L.A. influencers when possible.

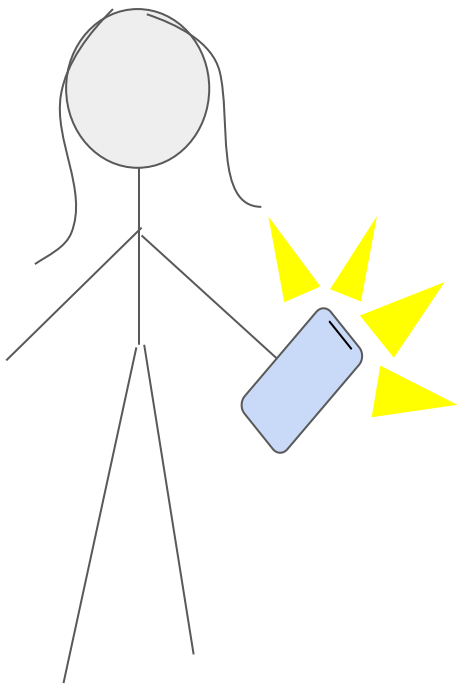




Interested, Sharon downloads the app from the advertisement onto her phone.

Sharon enters her wardrobe and lets the app's algorithm choose an outfit for her.





That evening, Sharon gets a notification that an influencer company wants to sponsor her next video and wants to meet over lunch for an interview.

Sharon, donning her outfit generated by the fashion app, heads off to her lunch where she hopes to get her sponsorship later that week.

