Key Features

CLOSET CLEANOUT

- Users can tag clothes that they don't wear with options : donate/recycle/ upcycle and resell and learn about each option

- Encourages users to consider what **actions they can take with clothes they do not wear often**

9:41

Tops

Cable Knit Tank Top

$10.00
Zara

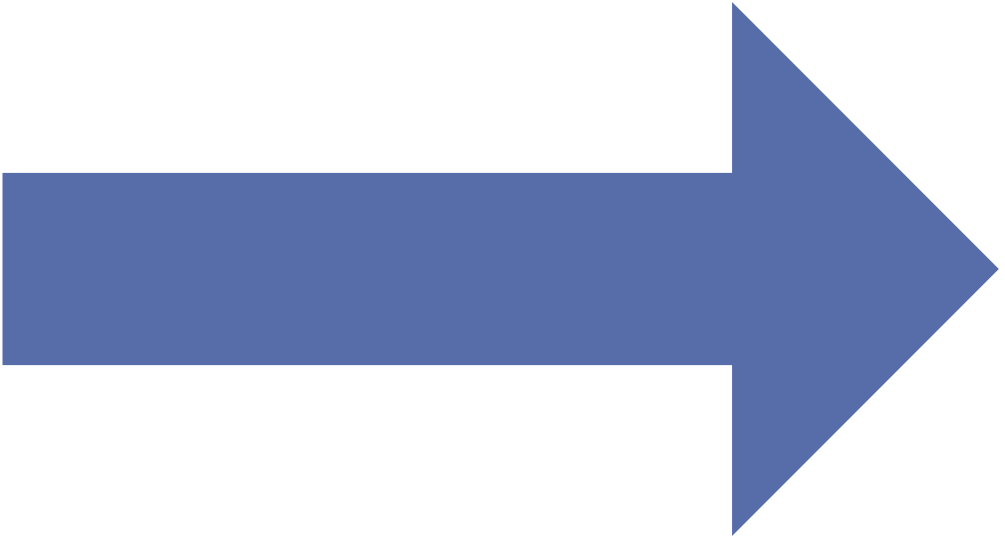
XS	Off-White

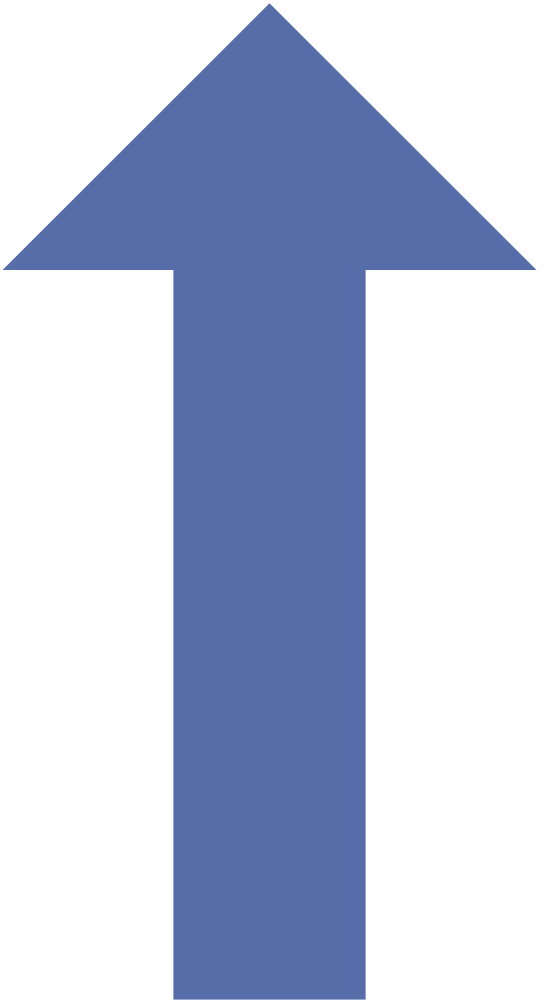
Summer Formal

Clean out

Outfits

Press to play





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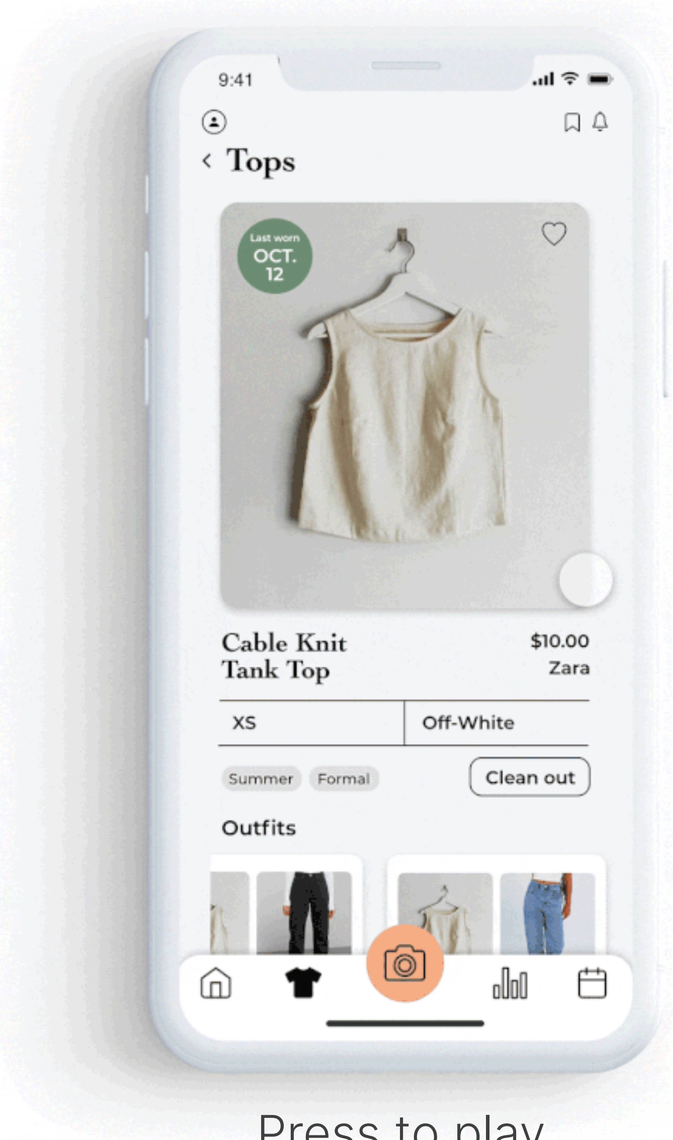


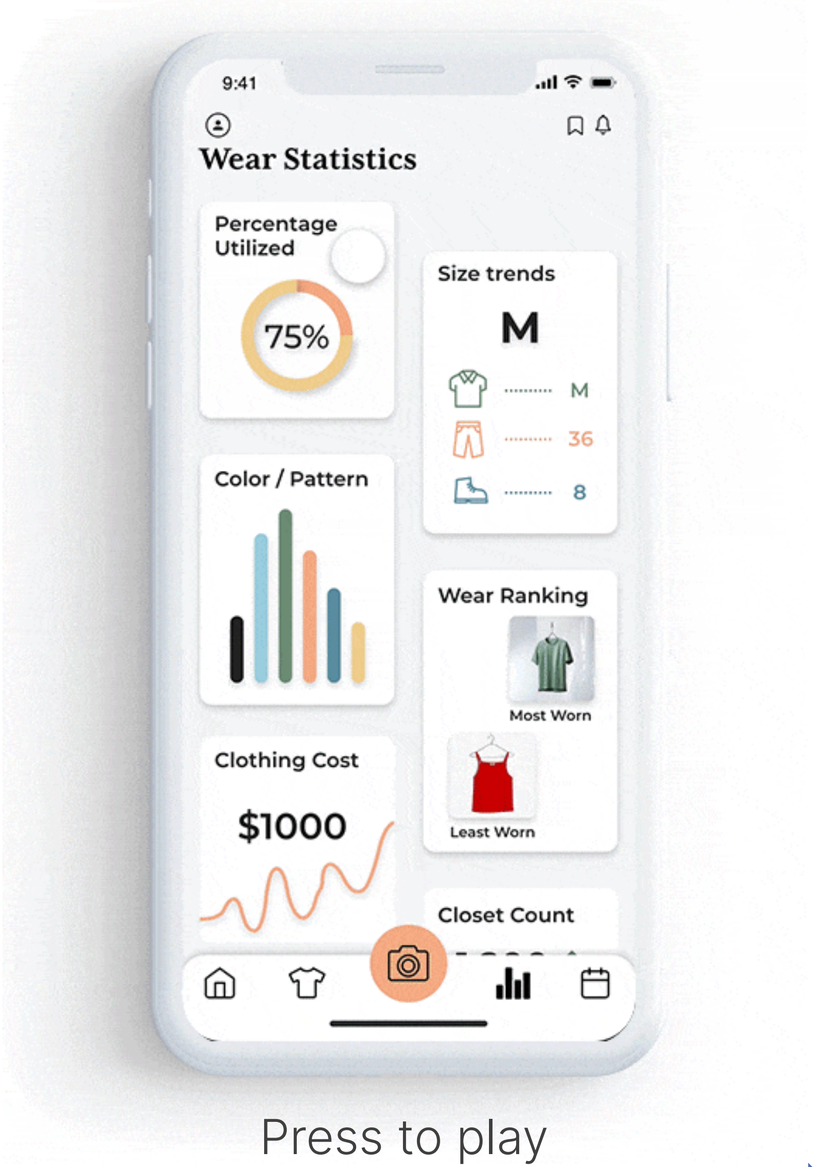
Press to play

Key Features

WEAR STATISTICS

- Users can see information about how they are utilizing their closet and determine what actions to take

- Encourages users to be **more conscious of their clothing consumption patterns** and **utilize more of their closet**



Press to play

Visual Design

reDress

#ECD59F #EAB595 #D3E6F0 #ACD1DE #7097A8 #7F9781 #272727

Cochin

Large Title - 34px
Title 1 - 28px
Title 2 - 22px

Montserrat

Body - 17px
Subhead - 15px
Caption 1 - 12px

For our brand colors, we chose slightly muted colors to convey a **natural and eco-friendly** vibe, but kept the colors vibrant enough to feel energetic.