

WHT2WEAR is a website to help determine what the latest trends are, what trends are expected to arise next, and what trends are expiring to help them determine what clothing items to invest in.

W2W provides fashion lovers and consumers a website where they can read about trends to learn what is already in style, what will be, and what is not expected to be much longer. Users will be able to look up specific items and read a bit about their trend status as well as how the clothing item might adjust over time to keep up with consumer demand. My goal is to provide an accessible site to help people see how short term some trends can be and help them find pieces that can last in their wardrobe while staying up to date with fashion standards. Hopefully, this site will help users to stop consuming so many clothing items that quickly are thrown out and contribute to further waste in our world.

Personas



Women ages 18 – 30

Women who want to learn more about the fashion industry.



Men ages 18 – 30

Men who want to learn more about the fashion industry.

Comps

