

# Niche, please!

Dagne Hammond

# The Niche

The Japanese street fashion called Lolita. This has become extremely popular within the West even though resources for the subfashion are still very rooted in the East. i

# Who are Lolitas? I



Gothic Substyle



Classic Substyle



Sweet Substyle

# What do they do?

Travel

Post Outfit pictures

Make wishlists

Create coordinates

Collect items

Share wardrobes

Buy retail

Give critique

Sell and create

Buy second hand

Blog and vlog

Keep up to date with releases

Attend meetups

Drink and spill the tea

# The Key Three

Travel

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# Creating Coordinates

Collecting and showing  
off what they own

Buying and keeping up  
with brands

# Creating Coordinates

- Have to deal with a large number of delicate items
- Have to be at home to access and plan
- Slow ideation process

# Currently Use

- Polyvore
- Sketching
- Flat Coordinates
- Trying on



# Proposed

- Plan coordinates when away from the closet
- Cleaner and more consistent presentation
- Faster ideation
- Save coordinate ideas
- Bring in pieces you can buy to plan future coords

# Collecting

- Chance to show off and get cred
- Allows other lolitas to discover new brands
- Inspo for others
- More information than coordinate break downs

Headbow - Innocent World  
Blouse - Innocent World  
Bustier - Innocent World White  
Skirt - Innocent World White  
Socks - VM Beth  
Boots - An Another Angelus

If you'd like to see my coordinates more than once every three months, feel free to follow me on Instagram:  
<https://www.instagram.com/mintkismet>  
(I don't accept friend requests on Facebook if I don't know you)



# Currently Use

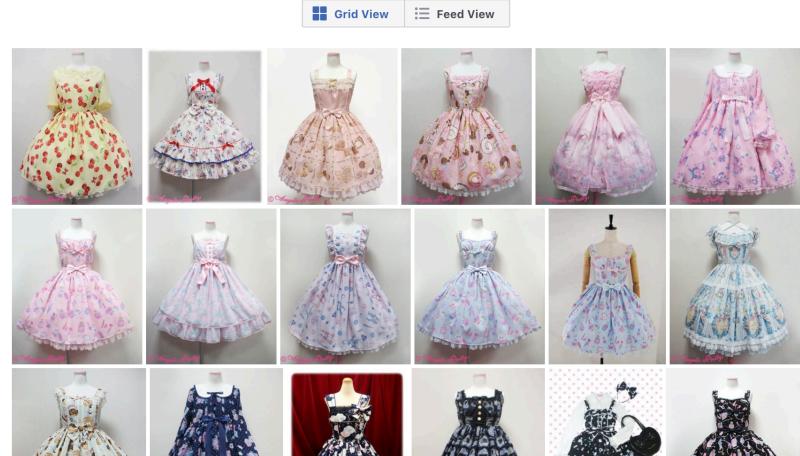
- Facebook
- Wardrobe posts and tours

Lolita Owned

Things in my closet as well as my collection

49 posts · 0

✓ Following ▾



# Proposed

- Add in pieces gradually instead of all at once
- Make wardrobe posts easier to create
- Allow Lolitas to find new brands and sources of the pieces
- Show off all that brand you have but don't wear

# Buying

- Release dates and prices revealed within a week of the selling date
- Most of the information is in Chinese or Japanese
- No alert system to stay updated
- Hard to avoid spontaneous purchases

# Currently Use

- Lolita Updates Facebook page
- Stalking sites
- Reading Japanese Magazines



# Proposed

- Release date calendar
- Bring together information from different brands to one place
- Follow and get alerts from specific brands
- Less missed release dates
- Hopefully less surprise spending