

ECO-STYLIST

COMPETITIVE ANALYSIS

Completed by Mac Fullerton, Cassandra West,
and Abi Williams on October 3, 2021

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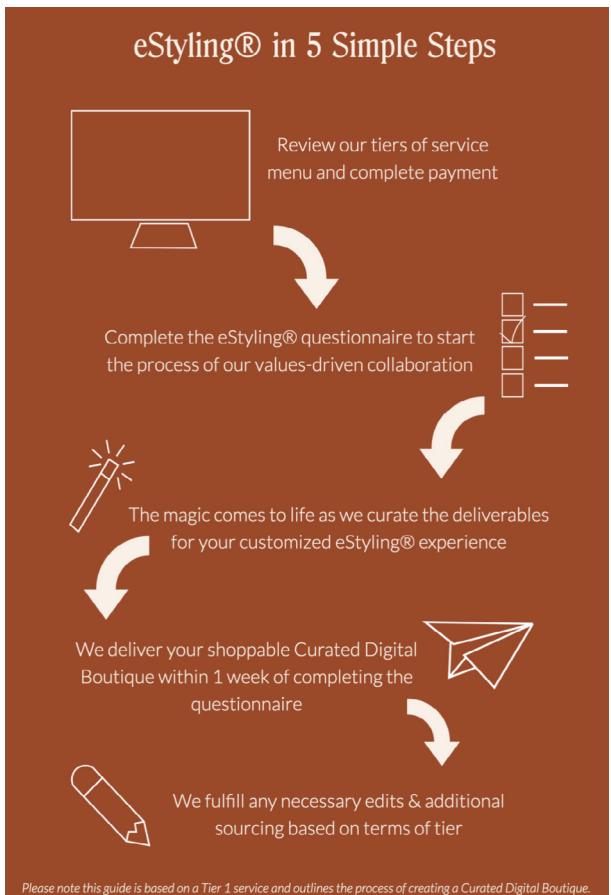
Next Level Wardrobe | nextlevelwardrobe.com

Cassandra Dittmer

cassandradittmer.com

Visibility of System Status 4/5

Cassandra Dittmer's website flows so that the user understands the process of how they go about purchasing the service. They know the outcome is a purchased styling package with Cassandra. The purchase form used causes a prompt signup and checkout process. The user get their feedback almost immediately. Overall, the rating for the website is "good." There are no found violations of the usability heuristic "visibility of system status."



2 → What's your email address? *

name@example.com

OK ✓ press Enter ↵

Powered by Typeform

Match between system and the real world 4/5

Cassandra Dittmer's website uses language that is clear, concise, and appropriate to eco-friendly users. The information in which she can help appears in natural and logical order. The user understands the checkout process via a clickable "Purchase Here" button and a quick checkout via common Typeform. Overall, the rating for this app is "good." There are no found violations of the usability heuristic "match between system and the real world."



CASSANDRA DITTMER

is an international sustainable brand consultant and fashion stylist. After years of working and traveling internationally, she witnessed the increase of negative impacts that the fashion industry has on both the environment and its labor force that make everything possible. In 2019, Dittmer made the promise that if she stayed in the fashion industry, she would align her business practices with her values by centering transparency, inclusion, and community.

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SHE CAN HELP YOU WITH

01 STYLING

With nine years of styling experience, Cassandra can help you align your wardrobe with your values. She mixes her refined aesthetic and curatorial eye with her international network of sustainable, fair trade, and ethically made products to find the right piece for any occasion.

For tailored recommendations and/or styling consultations please start by filling out the styling questionnaire.

[LEARN MORE](#)

02 COLLABORATION

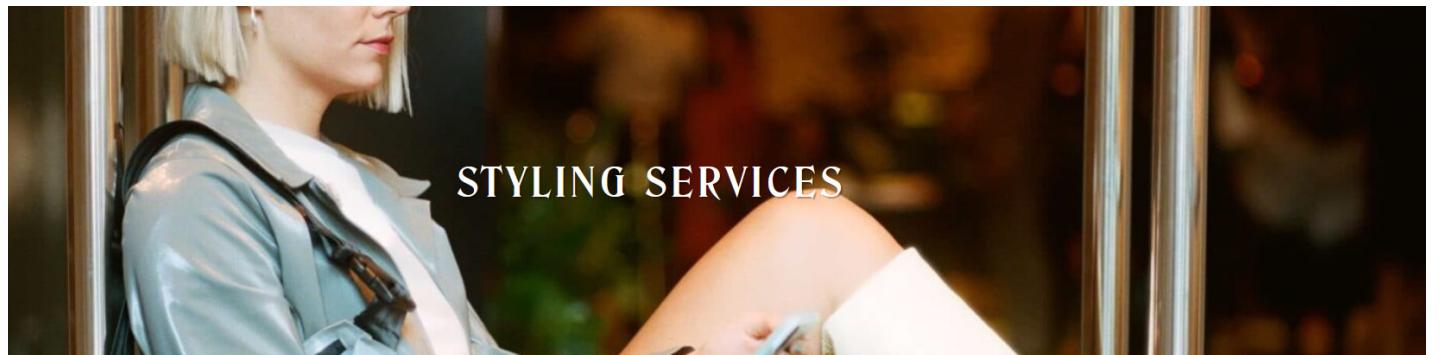
Cassandra is open to immersive collaborations with established and emerging sustainable, fair trade, and ethical lifestyle companies. She also uses her expertise to help brands and institutions who want to increase their awareness and incorporate more sustainable business practices.

Collaborations include but are not limited to brand ambassador programs, design collaborations, Instagram content production and features, brand content curation, and creation and marketing strategy.

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Aesthetic and minimalist design 4/5

The Cassandra Dittmer website interface contains information relative to the goal of the company, which is to support sustainable fashion. The styling services page is designed in a hierarchical manner with the title “Styling Services” in all caps. Below that, a smaller font is used to explain more about the stylist and services. The flow is scrollable, and it looks attractive. From a visual design perspective, the rich colors impress and instill trust. The overall evaluation is “good” when comparing the website to the usability heuristic “aesthetic and minimalist design.” The signal-to-noise ratio is favorable and the user can easily use the website.



With nine years of styling experience, Cassandra can help you align your wardrobe with your values. She mixes her refined aesthetic and curatorial eye with her international network of sustainable, fair trade, and ethically made products to find the right pieces for any occasion.

Be it event specific, fully-styled outfits, staple overhauls or a targeted item search, eStyling is a service that can do it all. Every piece is carefully chosen to exemplify your style beliefs while also making you look and feel your best. Cassandra's elevated and personalized eStyling is structured to integrate what matters most to you into what you wear, and alleviate the time it takes to find brands that fit your lifestyle.

Shopping your closet is one of the most sustainable ways to reinvent your wardrobe. For those who request fully curated looks by Cassandra, she will work with you to utilize your closet treasures as much as possible alongside pieces from her tailored network of independent boutiques and small brands.

eStyling is different from the traditional styling model for many reasons. One of the many benefits is this service is entirely virtual, it's an experience you can have from the comfort of your home.



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Consistency and standards 4/5

The CTA buttons used are: "Subscribe Here," "Purchase Here" and "Click Here." They adhere to industry conventions. The information architecture is straightforward and also follows industry standards. The website is a scrollable platform that offers the user the information they were looking for and offers "call to action" buttons to click on so they can purchase the styling service or subscribe. The overall evaluation is "good" when comparing the app to the usability heuristic "consistency and standards," and it does not violate this particular principle.

Get Started with eStyling® !

Purchase Here

KEY TAKEAWAYS

The Cassandra Dittmer website is designed for efficiency but is also attractive. Users will feel comfortable going through the process of purchasing a service, and they will trust that they are making the right decision. The minimal user interface design and colors create a calm browsing experience. Less is certainly more in this case. The somewhat heavy information pertaining to the sustainable practices of the fashion industry is made to feel light and airy. This is no small feat.

The services offered are the same as what is offered on Eco-stylist, but the Cassandra Dittmer website makes the e-styling experience feel more exciting and special. The user becomes emotional by reading about Cassandra's noble mission and wants to contribute to it. By using Cassandra as the persona, the user wants to dress like her, be glamorous like her, and be ethical like her. The user can quickly move from wanting to be an ethical fashion supporter to being an ethical fashion supporter, with the use of this website. The company successfully uses strong branding, consistency, and video content to market to the users.

Aesthetic & Minimalist Design 3/5

The design is truly stark, taking advantage of a muted color palette to bring the images to the forefront. However, the use of white space is uncomfortable.

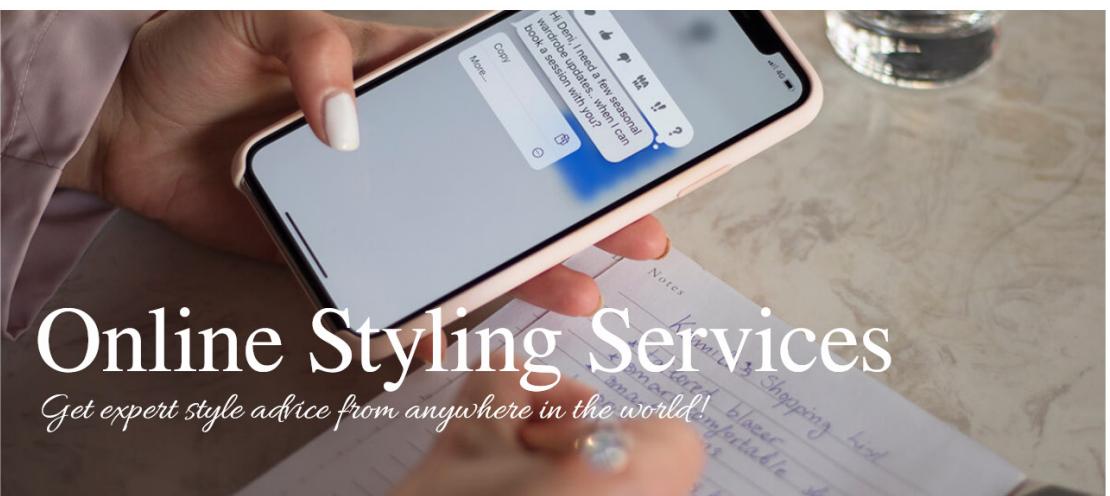
Balance: The images are odd dimensions, dwarfing their details on the main page. Balance is stronger on Service Detail pages, where the longer text stands up to the images.

Alignment: Deni Kiro clearly follows a grid, so alignment is obvious.

Proximity: The photo grid is too tight on the horizontal, and inconsistent with the lateral. Elements don't have enough room to breath.

Repetition: Because of the grid, repetition is clear and consistent.

Color: A muted Color palette brings the images to the forefront



Online Personal Stylist For Woman
★★★★★
£250.00



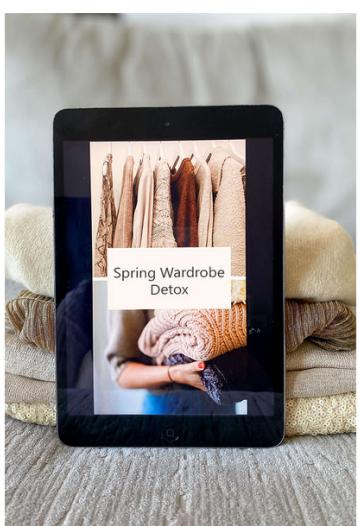
Online Personal Stylist For Men
★★★★★
£250.00



Fashion Course Webinars
£15.00 – £50.00



Style Coaching: One-To-One Consultation
★★★★★
£125.00



Online Wardrobe Detox
★★★★★
£185.00



Capsule Wardrobe Plan By Deni Kiro
★★★★★
£350.00

Consistency & Standards 4.5/5

Deni's Services pages follow e-commerce standards, which can help Users better understand where they're at and what they're doing. They don't have to relearn how to review an offering for this site specifically, helping them to focus on the offering itself.

Clear Language is used that matches Users' experience on other websites. No idiosyncratic terms that may be confusing for Users.

“How it Works”

“What You Get”

“Buy Now”

The only weird element is “related products” which threw me off, as they're offering Services.

Each Service gets its own detail page, hopefully giving Users enough information to decide.



£185.00

★★★★★

Online Wardrobe Detox

Being organised is the key to success! It's often what we hold on that holds us back. If you want to improve your life immediately, start with clearing out your wardrobe. During an online Wardrobe Detox, your wardrobe stylist reviews your clothes and takes you step-by-step through the process of efficiently clearing out your wardrobe. This session is about organizing your clothes and identifying the key missing items that will allow you to wear 100% of your clothes.

The Online Wardrobe Detox gives you access to expert style advice from the comfort of your home. The session starts with an online style consultation via Zoom. Your wardrobe stylist will review and organize your clothes, shoes and accessories to make the most of your wardrobe. Your clothes will be organised into three piles – “keep”, “replace” and “sell at the vintage shop”. Your stylist will identify what needs updating or no longer fits. We will then compile a concise shopping list of missing key items throughout the appointment.

HOW IT WORKS

- We start with an introductory call to get to know each other and discuss your brief.
- You will then have a 1.5 hours Wardrobe Detox Online Styling session via Zoom with your personal stylist. You will learn how to efficiently clear out your wardrobe step-by-step, organize your clothes & accessories.
- After the online session, you will receive a booklet with outfit ideas, tips on aftercare and the storage of your clothes. Your stylist will compile a list of missing key items to complement your existing wardrobe.

PRICES & BOOKING

Online Wardrobe Detox costs £185. If extra hours are required, an additional charge will apply. Gift Vouchers are available. Contact us by [email](#) for more information or book a free initial consultation.

1 ▼ BUY NOW

SKU: WC-2
Category: Online Services

PERSONAL STYLING PERSONALISED WARDROBE WARDROBE CLEANSE WARDROBE CONSULTANT WARDROBE DETOX WARDROBE EDIT WARDROBE MAKEOVER WARDROBE REFRESH WARDROBE STYLIST WARDROBE STYLIST LONDON WARDROBE UPDATE

Related products



Online Personal Stylist For Men
£250.00



Style Makeover For Women (Full Day)
£750.00



In-Store Personal Styling For Women
★★★★★
£250.00 - £625.00

Content Consistency 3/5

Deni Kiro focuses on the persona of Deni herself, even in the images of the Service Details. This doesn't match with the content of the accompanying text, meaning that more text must be used to convey to Users that the service is for them not for Deni.

For the sustainable styling specifically, Deni Kiro does not provide any examples of sustainable brands, or metrics for how they evaluate "Ethics" and "Sustainability". This removes User's ability to confirm for themselves if Deni is earnest, or greenwashing.



£150.00

Sustainable Virtual Styling

Sustainable Styling is all about making you feel great, looking great and doing good through conscious fashion choices. Hire a personal stylist to show you how to dress sustainably and maximize every fashion purchase. The experience begins with an online consultation via Zoom, to conduct a professional body shape & colour analysis. You will be introduced to new sustainable brands and pick up insider styling tips on which styles emphasize your personality, originality and self-assurance. You can show garments from your existing wardrobe to your stylist which you don't know how to style or wished you could wear more. Your sustainable stylist will come up with 10+ styling ideas for each garment to help you maximize your existing wardrobe. Every session aims to give you styling tips on how to shop consciously, buy less and wear more. Our incredible knowledge of ethical labels, designers and boutiques ensure we can source one-of-a-kind looks whether you are looking for seasonal staples, finishing-touch accessories or a whole new sustainable wardrobe.

Post-session, you will receive a style report with outfit ideas on how to wear your existing clothes, sustainable brand suggestions and style tips tailored to your personality, body shape & unique requirements.

HOW IT WORKS

- The styling experience begins with an in-depth virtual consultation to identify your clothing likes, dislikes, budget and lifestyle needs.
- Then your Sustainable Styling stylist will spend some time researching and putting together a style report the best sustainable brands and styles for you. Your sustainable stylist will give you a follow-up phone call to take you through the styling selection.
- You will receive a personalised report with outfit suggestions, along with tips, style inspiration and a list of missing items.
- You will also receive suggestions for sustainable fashion brands with links to clothes and accessories to complement the existing wardrobe that you can shop online.

WHAT'S INCLUDED

- Learn how to dress sustainably and restyle your existing clothes.
- Discover sustainable brands and ethical small business that are right for you.
- Guidance on colours, styles & trends that flatter your body shape.
- Pick up insider tips on how to be more conscious about shopping habits and dress sustainably.

Looking for further support about moving towards sustainable dressing? Start your sustainable journey with a [Wardrobe Cleanse Home Visit](#). Contact us by email or phone 07557 236616 for more information or book a free initial consultation.

BUY NOW

SKU: PS-3-1

Categories: Online Services, Styling Services

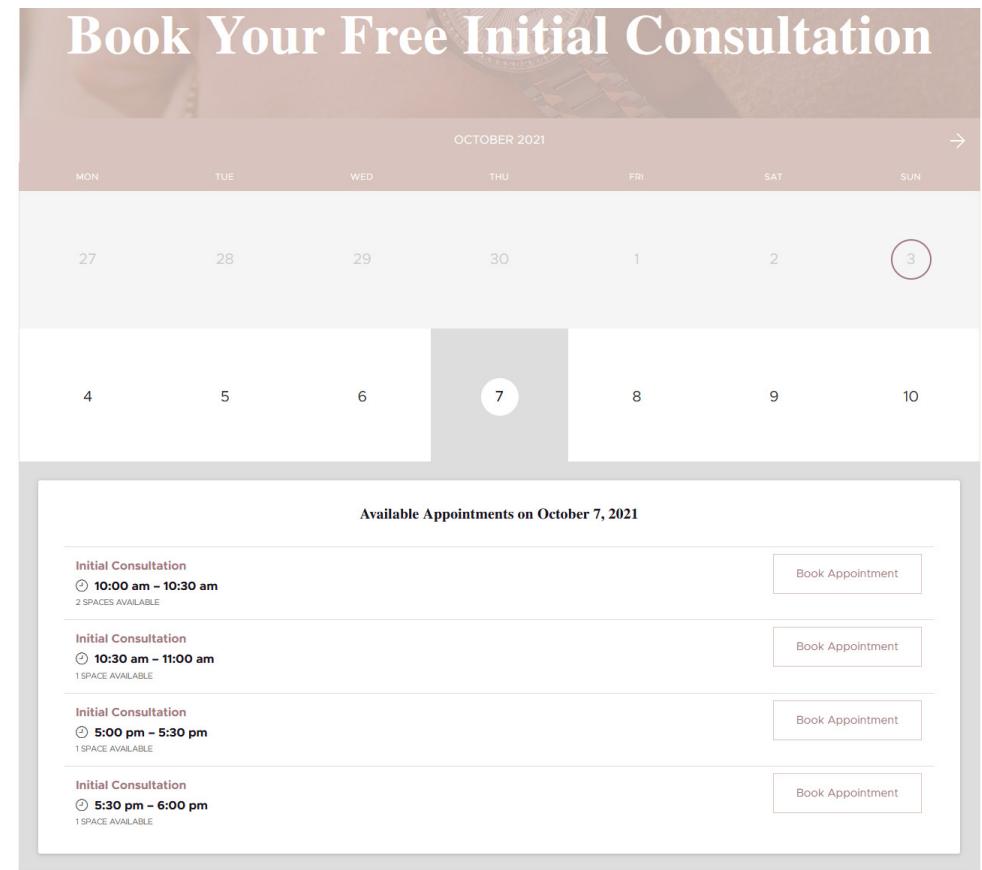
HOW TO DRESS SUSTAINABLY PERSONAL STYLING SUSTAINABLE STYLING SUSTAINABLE STYLING STYLIST SUSTAINABLE STYLIST

DESCRIPTION REVIEWS (0)

"

"A small sustainable capsule wardrobe can provide you 10 times more options to wear over a huge wardrobe."

Book Your Free Initial Consultation



Match Between System & Real World 4/5

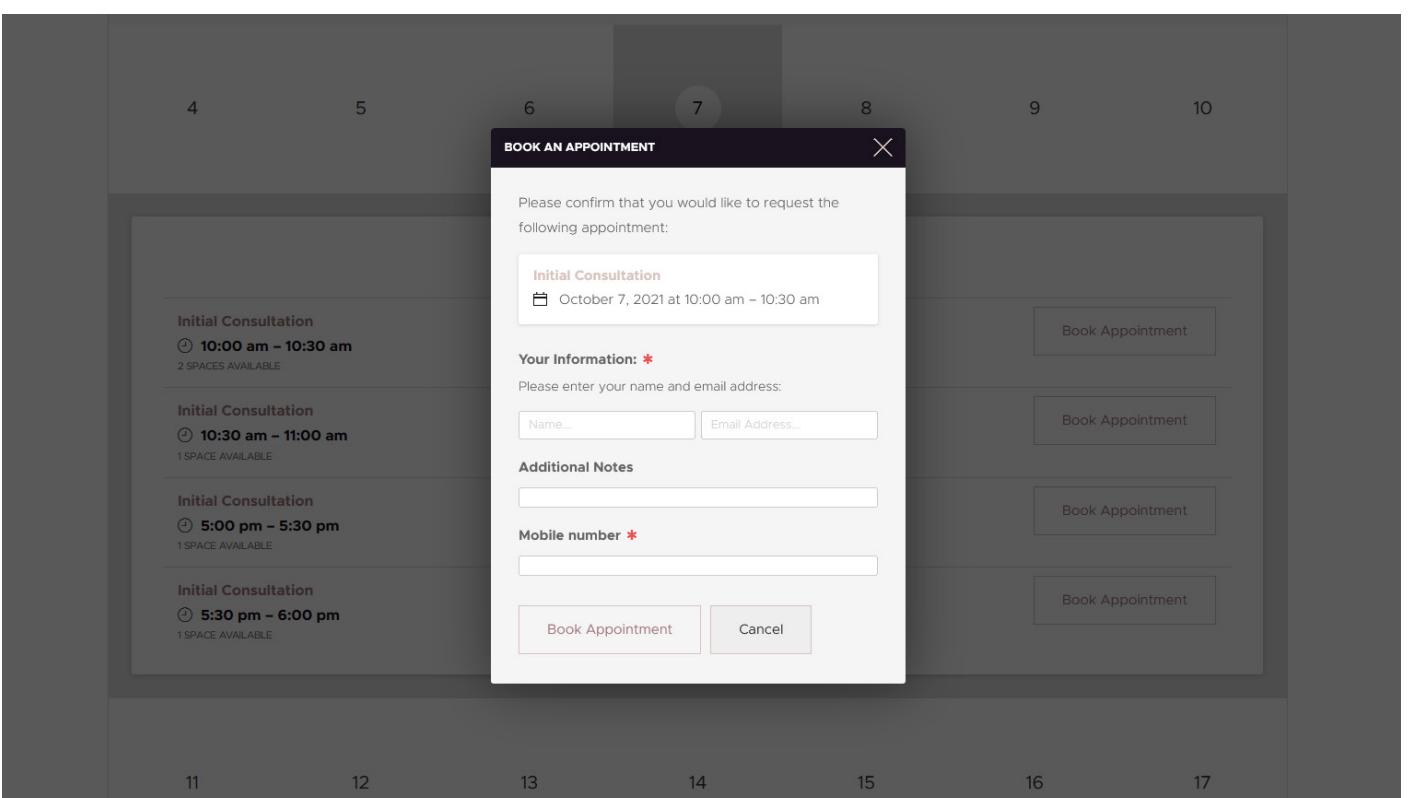
The Booking Calendar is a calendar. Here, too, System status is visible to the User as they're selecting a slot.

GET IN TOUCH

User Control & Freedom 4/5

Affordances are given throughout the booking process, and the ability to cancel a transaction is available at any point.

GET IN TOUCH



KEY TAKEAWAYS

The site is fine: being built with a template means that the base Usability meets a decent standard. Because it doesn't try to reinvent its approach to presenting services, Users will feel more at ease moving through the process of identifying and purchasing one.

Despite the Minimalist color palette, certain pages feel crowded, leaving the site to feel like an extension of her instagram, rather than a business. This potentially undermines her goal.

While her services offered are comparable to Eco-Stylist, her visual tactic is different, focusing on the persona of Deni as the main selling point.

This accentuates the "Personal" of Personal Style. There are no visual examples of how she has successfully styled someone other than herself. My best speculation is that her services are most purchased by followers who are looking for her. I can't say if this is useful to users when selecting a service.

The content of the text focuses on the benefit to the user, what they expect to receive, and the time they will get.

These are all very useful details when choosing a product or service. However, Denikiro.com doesn't provide brands, past examples, or metrics, which leaves significant room for misinformation for users looking to meaningfully edit their wardrobe. There are few options on this site for Users to dig deeper into information, should they choose. The detail pages could benefit from an expanding "More information" section, which would allow for users to decide for themselves exactly how much information they need to ingest before they make their choice.

The images should also be used to convey information specific to the service itself. That it's all images of Deni leaves me feeling that I will wind up looking like Deni when she's done with me. Some people go for that. Some people will think they're dealing with a hobbyist, not an authority.

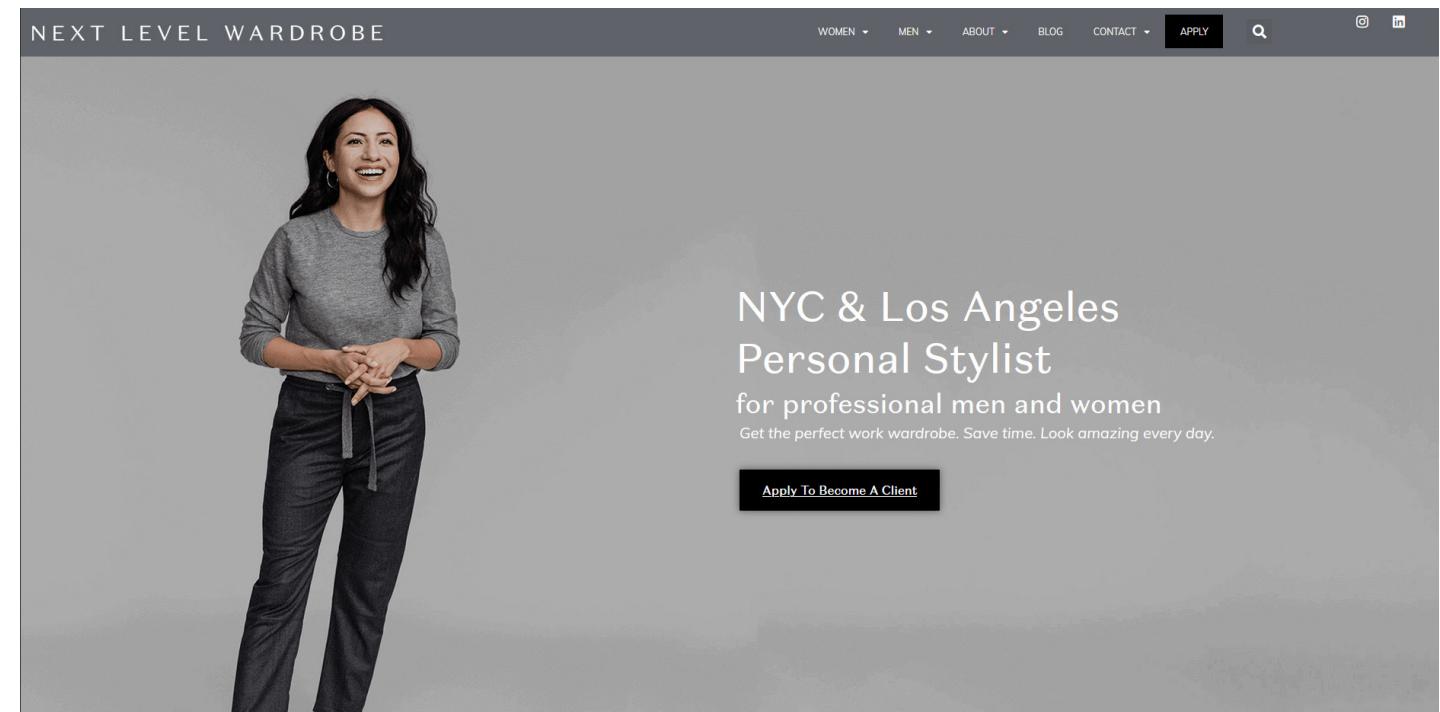
Next Level Wardrobe

nextlevelwardrobe.com

Aesthetic & Minimalist Design 3/5

The main layout is easy to understand with the main information given on the homepage in a short and succinct way. Text blocks are small enough to easily read through with helpful headlines that direct the eye.

Apply page is set up as an embedded Google Form. While easy to work through it doesn't feel professional or branded in any way.



STYLE CONSULTATION APPLICATION

2022 New Client Application

Thank you in your interest in Next Level Wardrobe.

I'm currently booked for 2021 and am pre-booking clients for 2022. The services I'm offering in 2022 are going to be virtual for the first quarter.

I work with successful men and women all over the world to create a work wardrobe they love to wear, that fits their body perfectly and that they'll have for years to come.

I only take on a select number of clients for a season and don't extend an invite to everyone.

This application helps me determine if I can help you in your style journey and if it'd be a good fit. With that being said, it's important that you are thoughtful and honest with your answers.

***Please visit my website to read more about the 2 services for new clients that I offer:
nextlevelwardrobe.com

I appreciate you taking the time and I'll be in touch very soon with next best steps.

-Cassandra
Founder, Next Level Wardrobe

boasterst33@gmail.com [Switch account](#)

* Required

Email *

Your email

Content Consistency 2/5

Button types and design are fairly consistent throughout the site though the Apply button at the bottom of the About page is set up differently and doesn't have hover effects similar to the other buttons. Content width is also not consistent with text blocks sometimes close to the edges of the screen other times centralized. The testimonials section is broken up into two parts with a highlighted testimonial and a slider. The highlighted one is built with text and images and the other is scrolling images with text embedded.

Client Transformations

The grid displays four rows of transformations:

- Row 1:** A couple smiling; testimonial by Matt, Software Engineer at Amazon.
- Row 2:** A woman in a teal top and black leggings (Before) and a woman in a red plaid suit (After).
- Row 3:** A man in a grey and white striped sweater and dark pants (Before) and a man in a brown pinstripe suit (After).
- Row 4:** A woman in a grey and white striped sweater and dark pants (Before) and a woman in a brown pinstripe suit (After).

Testimonials:

- Matt (Software Engineer, Amazon):** "The experience with Next Level Wardrobe was completely eye-opening. Working with Next Level Wardrobe was so systematic and methodical - it almost seemed magical!"
- JoAnna (New York City):** "I no longer stress or feel anxious about what I am going to wear. Even though I work in a very formal office environment, you pulled pieces for me that fit seamlessly in and out of the office."
- Chris (New York City):** "I loved the private room experience and the cologne experience. I felt VIP and expensive!"

[G Google Reviews](#)

Visibility of System Status 3/5

Inner pages include breadcrumbs at the top of the page to help show where the user is inside the architecture of the site. Button hover effects give feedback to the user before they click to go to a new page. Icons in the results section on the homepage are hover-able which is confusing to users since clicking on them doesn't bring you to a new page or popup.

Men's Virtual Image Consulting

Virtual Executive Image Consulting



Apply Here

The image you present reveals a story.

Men in high-powered positions will make the most lasting impact when they use their appearance to signal professionalism, trustworthiness, and success.

Leveraging your executive image is the best way to command respect, leave a lasting impression and truly step into your role as a true leader.

Though most executives realize the importance of image, they have little time to craft one. This is where Next Level Wardrobe's Virtual Executive Image Consulting for Men can help.

With this service, we connect with you over video and use image crafting techniques with tried-and-true styling tactics to create an executive brand that is authentic and intentional. We customize a style and visual strategy built for your body, your unique personality, and your career goals, then empower you with tools to bring that to life with the style tactics.

If you are an executive level professional who wants to tell the right story with your image but lacks the time to create it, we can help you.



Who's this service for

This virtual executive image consulting service is for professional men who have big career aspirations and want to be seen as a leader. They've hired coaches in other areas of their life (personal trainers, business coaches and more) to help get them the best long lasting results.

Ideal candidates for this experience include entrepreneurs, CEOs, and C-level managers that need to emanate confidence and authority.

This personalized service has four steps that create the perfect style and aesthetic for your body type, personality and industry, no matter where you live or where you work.

For a quicker alternative to personal styling that focuses on styling tactics, see our [Online Personal Styling for Men](#) page.

Next Level Wardrobe Results



SAVE TIME

No more subscription boxes, watching YouTube or reading endless how-to guides.



EVERYTHING DONE FOR YOU

Have peace of mind that everything will be done-the first time around.



CUSTOMIZED SUGGESTIONS

No cookie cutter templates here- all advice is personalized to your body type and goals.



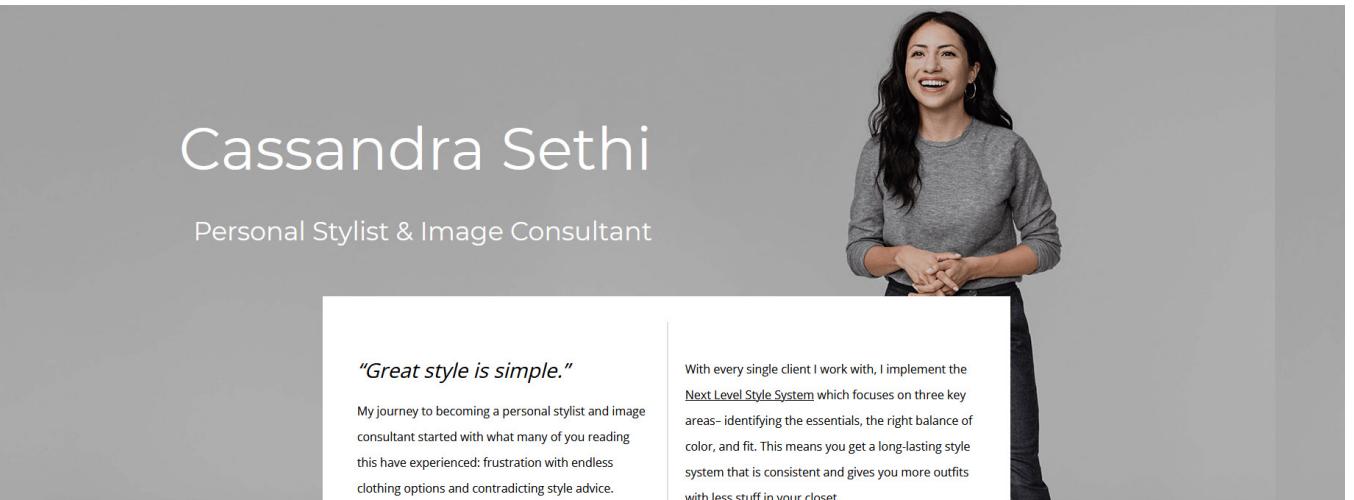
UNLIMITED OUTFITS

Create more outfits with less clothing in your closet- for every event in your calendar.

Match Between System & Real World

3/5

The website uses general language and signals that this is a service for professionals versus everyday clothing. Users have to scroll to the middle of the homepage for details on how the service works after reading through customer testimonials. The results section uses recognizable icons for each result to add interest and split up content. Photography is used on a few pages showing the main stylist working with clients to style them. Photos on the About page give users a clear understanding of Cassandra's style.



Cassandra Sethi

Personal Stylist & Image Consultant

"Great style is simple."

My journey to becoming a personal stylist and image consultant started with what many of you reading this have experienced: frustration with endless clothing options and contradicting style advice.

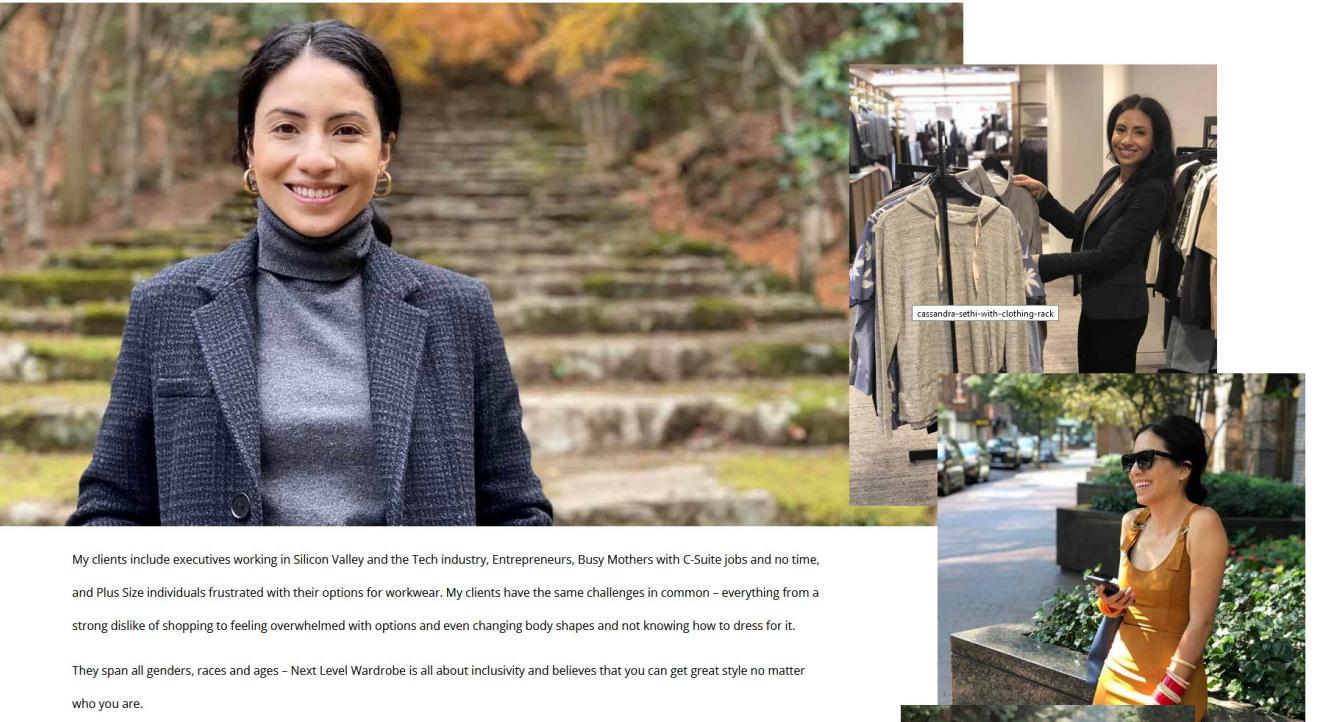
For most of my twenty-year career working in the fashion industry, I was confused about what to wear. Even though I had created SoulCycle and Equinox's retail businesses, I realized that my closet was full of fast fashion, trends, and items that weren't me. They didn't reflect my success, values or ambitions.

I started Next Level Wardrobe with the mission to help successful professionals get great style, in a systematic way. Because I believe that yes, you can systematize your style – just like you would anything else in life.

With every single client I work with, I implement the [Next Level Style System](#) which focuses on three key areas - identifying the essentials, the right balance of color, and fit. This means you get a long-lasting style system that is consistent and gives you more outfits with less stuff in your closet.

The best part is that even though there's a system, it's completely personalized to each and every client that I work with. All product suggestions and outfit keep in mind:

- Your lifestyle and preferences
- Your professional goals
- Gaps in your wardrobe (no duplicate buying what you already have)



KEY TAKEAWAYS

Overall Next Level Wardrobe focuses most of its content on the main stylist and her offerings. Similar to Eco-Stylist the site features an up-to-date blog with links to apply embedded in the text. The main purpose of the site is to push people to sign up through the style consultation application and many of the pages have direct links to this. Because of this, it feels like the site has a singular focus and makes understanding it easier.

The design of the site is fairly lackluster due to a lack of photography and color. The photography that is used looks like stock photography with the occasional “realistic” image used in the testimonials section.

The gray, white, and black color scheme feels professional but the inconsistent margins and padding refute that feeling. There is also an overabundance of highlighted/bolded text that makes readability of the site go down.