

# Thimble



Nihar Bobba

Clayton Gentry

Salil Gupta

Ryan Madden

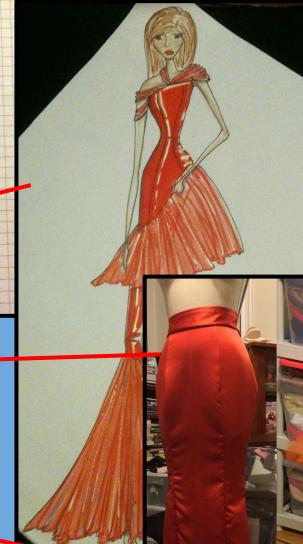
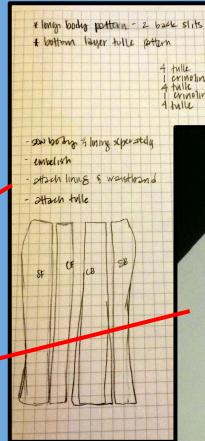
Chacko Poothicote

Henry Spindell



Sarah Albrecht  
Independent Fashion Designer

# Solution



Demo

Thimble

# Customer Segment



PARSONS  
FASHION

FIT

SAIC

School of the Art Institute  
of Chicago

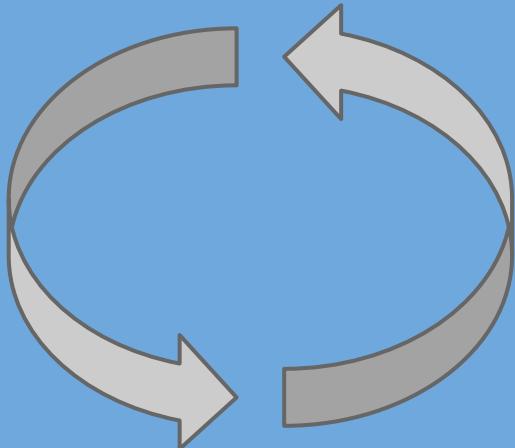
Pratt

# Competitive Advantage

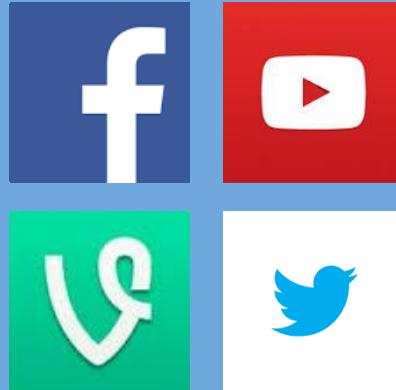
	About Fashion Designers	Personal Portfolios	Platform enables discovery	Tells the story behind designs
Instagram		✓		
Etsy		✓	✓	
Behance		✓		
YouLookFab.com	✓		✓	
annmashburn.com	✓			✓
Thimble	✓	✓	✓	✓

# Next Steps

Community



Social Media



E-Commerce



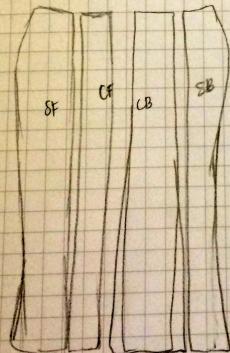
# The Story

\* long body pattern - 2 back slits  
\* bottom layer tulle pattern

4 tulle  
1 crinoline  
4 tulle  
1 crinoline  
1 tulle

- sew bodice & lining separately

- embellish  
- attach lining & waistband  
- attach tulle

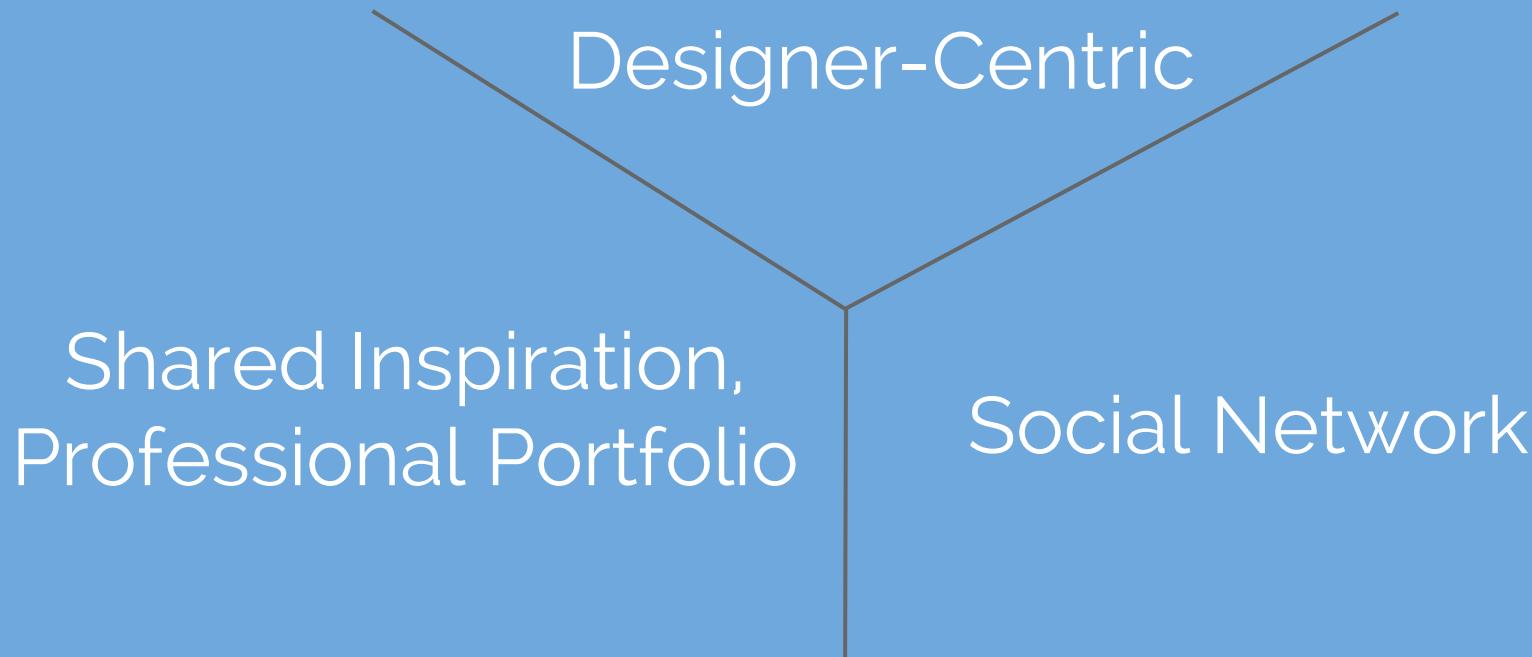


# Thank You

Questions?

# Appendix

# Value Proposition



# Discovery

Thimble Search Sign in

**Pin it**

This image displays a user interface for a fashion discovery platform. At the top, there's a navigation bar with 'Thimble' and 'Search' buttons, and a 'Sign in' link on the right. Below the navigation, there are several cards, each featuring a different outfit or accessory:

- Marissa Webb:** A white blouse with a lace detail paired with black leather pants.
- Janet Doerty:** A blue long-sleeved top paired with a black and white striped skirt.
- Linda Hettlinger:** A red and black ribbed dress.
- Roslyn Dempster:** A beige wrap-style coat with a belt.
- Ilsa Yao:** A white cable-knit sweater with a red infinity scarf, paired with jeans and brown boots.
- Meghan Cotter:** A pair of large, ornate pink pearl earrings.
- Others:** A close-up of a grey and white herringbone patterned scarf; a pair of copper-colored drop earrings with colorful beads; and a back view of a white lace dress.

The bottom of the interface includes a URL: <https://ryanmadden.github.io/fashion-templates/story.html>.

# Further Research

Surveys

Secrecy

Extended markets

# Thimble PRO

- Homepage feature
- Additional templates
- Advanced analytics
- Smarter market insights

# Marissa Webb

Explore

# Portfolio



# Chapter 3: A Natural Fabric

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This week I sketched some dress concepts to suit the natural themes I've been considering lately.







# Chapter 4: The Art Nouveau Dress

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All the way from Paris, I'm proud to finally unveil what I call my Neo-Nouveau Dress. I wanted it to blend the urban greenery I found in the heart of Paris without losing the same fluidity I photographed in the Seine.



*Pin it*



# Competitive Advantage

Etsy fashion Search Browse ▾

MelScarf

Favorite Shop



featured ensemble · 2/20/2015

## Denim Jacket Burberry Style

Burberry Prorsum opened up their Spring 2015 runway show with fitted denim jackets, which I thought was fabulous. Denim jackets are a modern classic and very versatile, especially when worn over skirts and dresses. Here are some of the looks from the show.



· 100 OF A KIND ·

## Slate And Ash Warmup Leggings

BY OUTDOOR VOICES

\$100

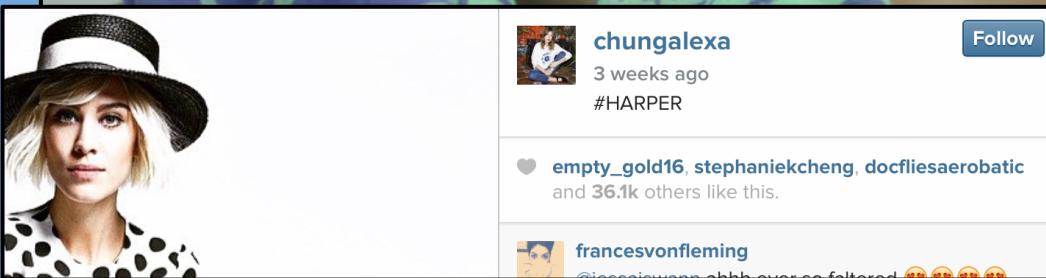
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chungalexa 3 weeks ago #HARPER

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francesvonfleming @inceptioniswhatitlookslikeoverexposed 😊😊😊