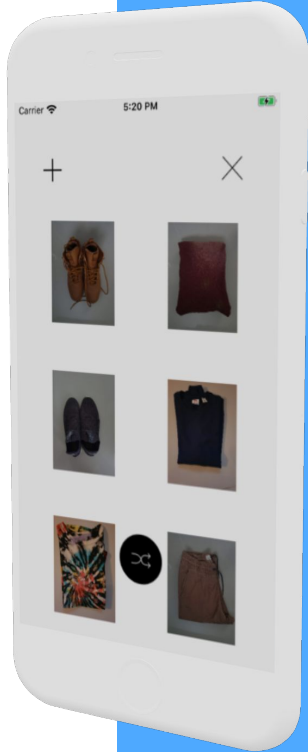# When your dresser meets AI

Fast fashion is a problematic teens and millennials are really aware of and current solutions are ineffective since the way the problematic is addressed is not through technology

# The Problem

AI and new technologies have never been integrated with fashion.

Sustainable solutions are required to reduce fast fashion effects.

There is no easy system for clothing rotations.

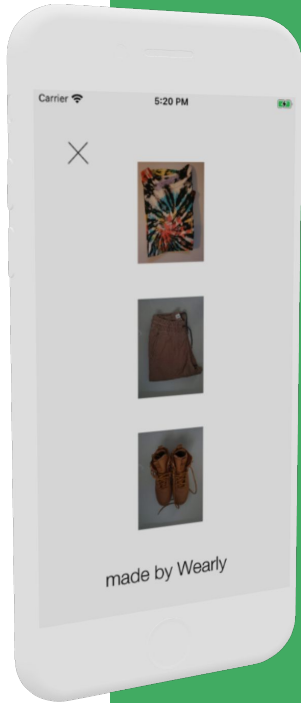People never had power over their wardrobe and their pockets seem to be affected.

We know, matching your clothes can be hard.

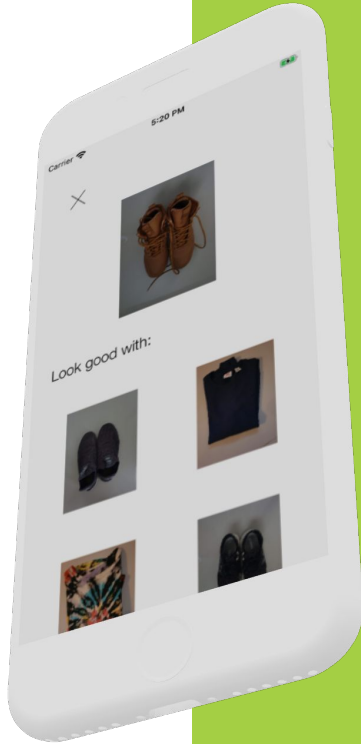"Fashion's pace of growth puts its sustainability goals a challenge".

AI is the solution

# The Solution



With AI we reinvent how you think and use your wardrobe with the goal of maximizing the use you get out of each garment, so that you don't waste time and money on new clothes, creating a more sustainable solution.

# How It Works?

The user uploads pictures of all his clothes to his virtual wardrobe and inputs the needed information (later this process will be eliminated with the help of ML & AI*). When the users wants a new outfit they simply tap a piece of clothing they wish to use and our algorithms will instantly suggest the best combinations. You can easily track your clothes when they are in the washing machine and we hope to add more features to maximize your usage.

# Our Algorithm (actual)

To give the user a random outfit our app selects a random garment from his wardrobe and we use we run it through our algorithm which use color matching techniques such as: Triad and complementary.
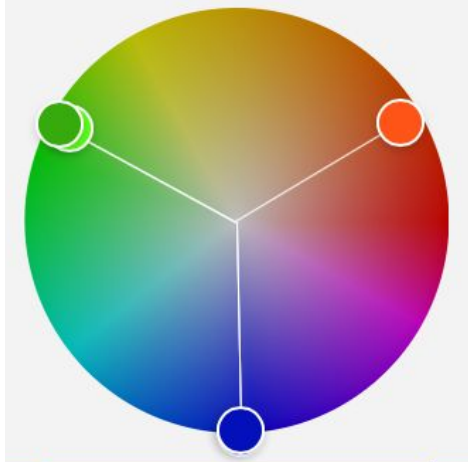


Triad
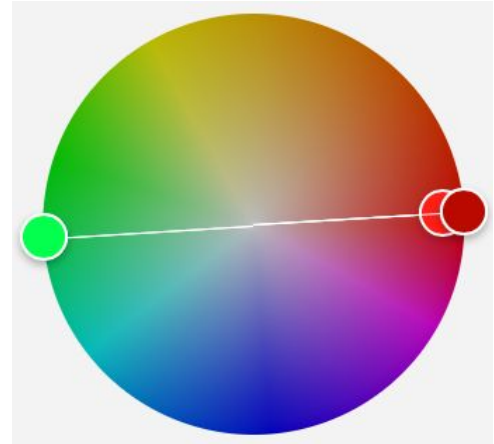


Complementary

# Where are we now?

At the moment we have developed and MVP where the user can upload all his clothes, and tap on each of them which other piece match that one.

We have developed machine learning which classifies the type and color of clothing piece.

We are also working on improving the algorithms that get the user new outfits everyday and developing an AI to improve this process.

And we are developing machine learning that betters our algorithm to understand the user.

# Milestones

## August 2020
Machine Learning and
Artificial Intelligence
Update

## February 2021
Web Marketplace Release

**2020**

**2021**

## June 2020
Marketplace
Release

## December 2020
Marketplace Update

## April 2021
Premium Membership
Release

# The Marketplace June 2020

In our marketplace the user can sell/buy clothes.

We will eliminate fast fashions trends of creating new clothes.

With Machine Learning and Artificial Intelligence we will recommend clothes too users to better match their wardrobe.

This will be one of the sources of income as we take profit on the sell of clothes.
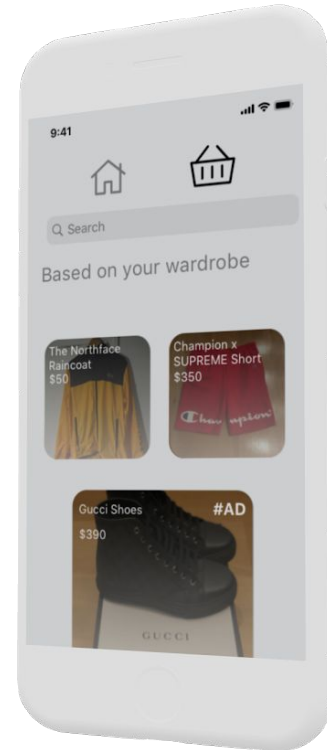
# Web Marketplace

The release of the web marketplace will allow us to become the hottest place to buy and sell used clothes.

This will also allow sustainable clothing companies to sell their clothes directly through our marketplace. In which they can host ads and promote their clothes.

Brining new sources of income and leading the way into a more sustainable future

# Wearly Marletplace

The hotest market for used clothes and sustainable clothing brands.

🔍 search

Adidas Jacket L
$25

Nike Shoes 9.5
$50

Northface x
Supreme Pant M
$350

Gucci Shoes 10
$200

Sustainable Vintage Cloathing

HighestAndBroke

Streetwear of the futrue

# Premium Membership

For our more loyal members we will release a premium membership to give them the best of the best, this will also bring profits up

Discounts on the marketplace.

Notifications of clothes the user might be interested on buying (based on wardrobe).

Posts on marketplace have more exposure.

Clothes exchange with other premium members.

# Marketing Strategy

In order to make Wearly reach our target audience we have a plan. Our plan is to:

Contact different type of influencers with big fan bases that are related to our main focus.

For example influencers that the main subject of their social media is fashion

Influencers that cover subjects as caring about the environment

# Marketing Strategy

We will focus on social media to share Wearly

When the user finds an outfit that fits he can share it through social media and spread the word.

We will reach tik tokers in order to show how the app works and how it makes life easier.

Our target audience is generation z, since this generation is used to getting everything fast, Wearly meets this need.

We plan on showing Wearly as a way of making life lighter and stop users from worrying about daily looks

# Videos



shuffle



matches



upload

# The team

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wearly

your dresser meets AI

Create Account

Log In

made by Wearly

Log In

Enter

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The future of dressing