



Revolutionizing the fashion industry

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.

Random Outfit Generator



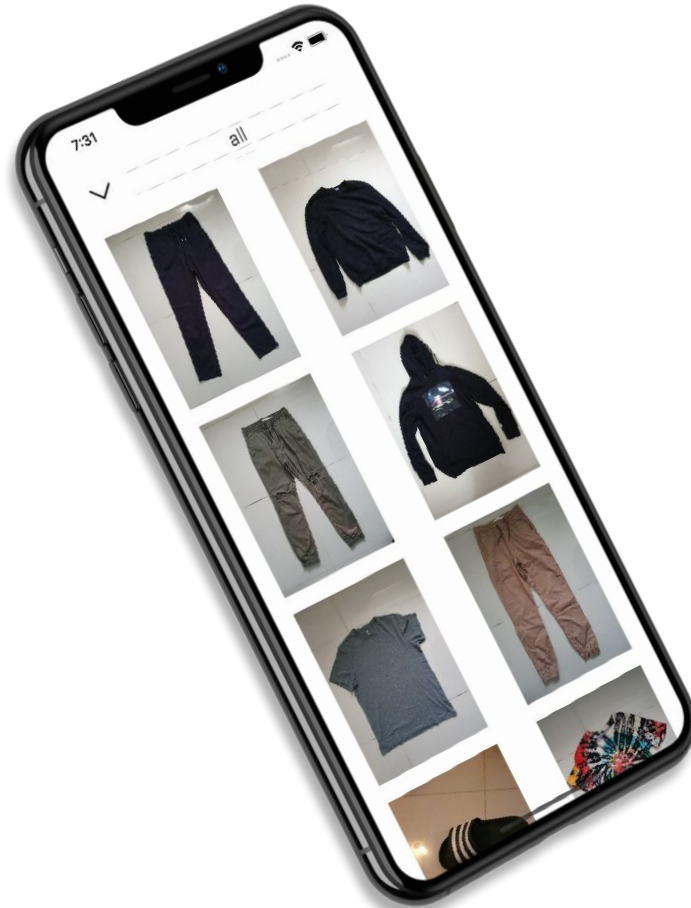
“Fashion’s pace of growth puts its sustainability goals a challenge”.

source: <https://www.businessoffashion.com>

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 solutions**.

The Wardrobe



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.

What motivates us?

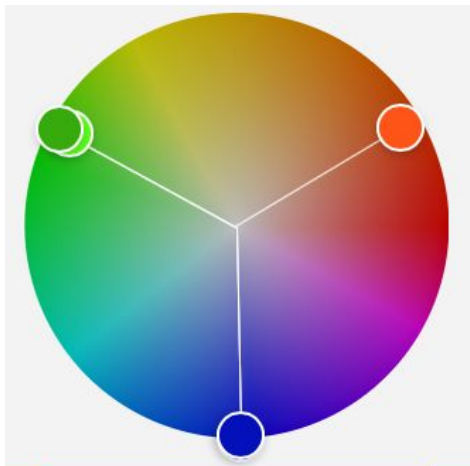


As Gen Z we feel that it is our duty to make sure that we accomplish the goals set by the UN.

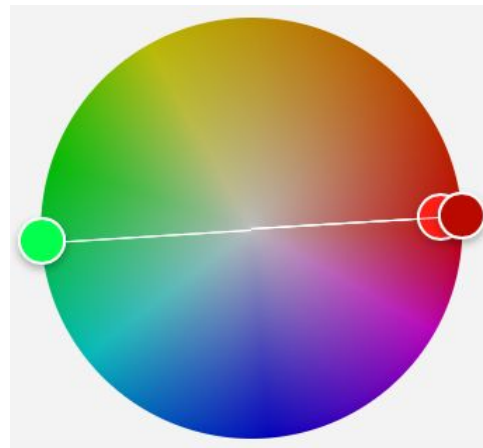
Algorithms that **disrupt** the fashion
industry.

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

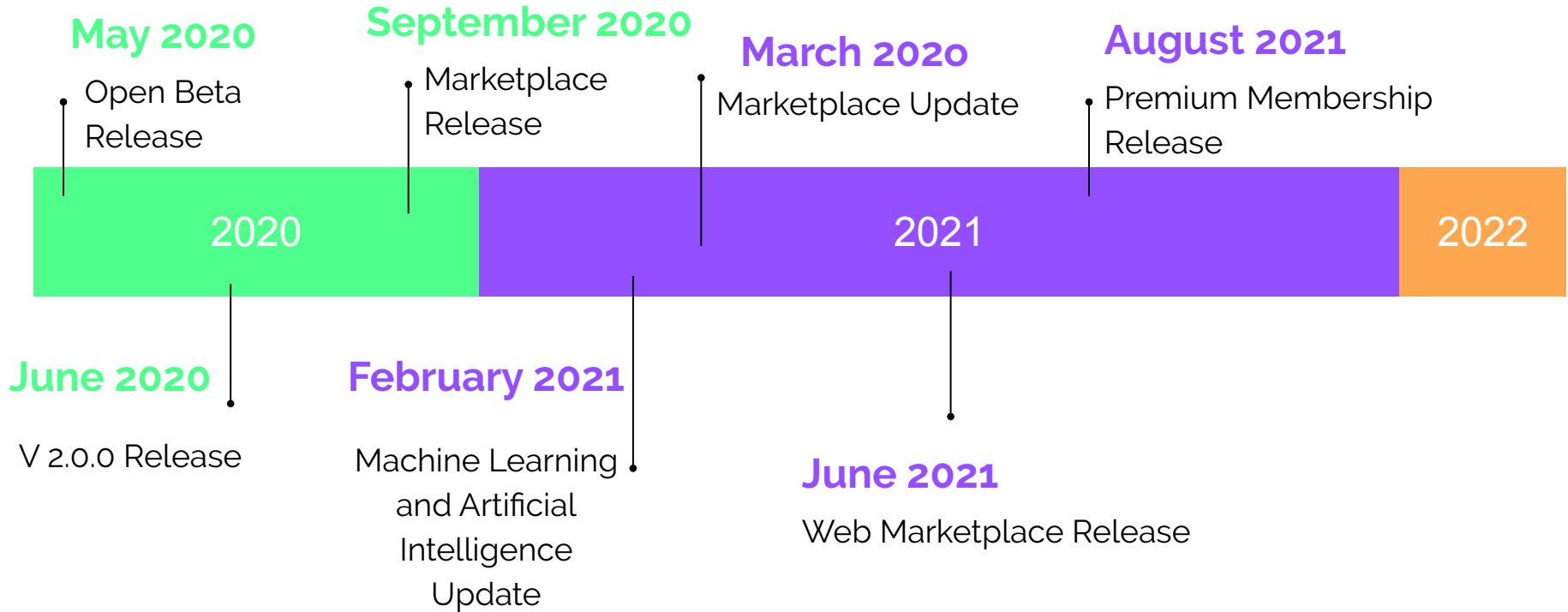


Complementary

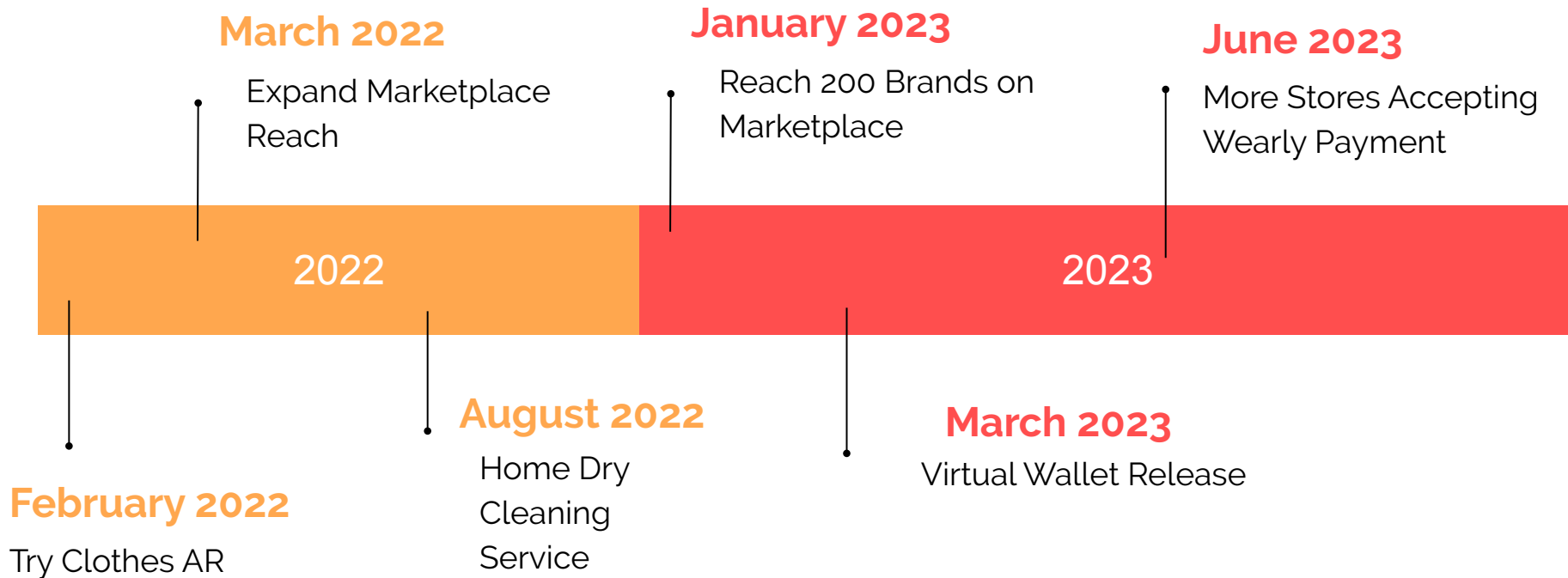
The Market



Milestones



Milestones



Where are we now?

We've released our app to a selected group of beta testers on TestFlight and are receiving feedback to improve our app

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

Wearly V 2.0.0 released to beta testers.

Marketplace is being developed.

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

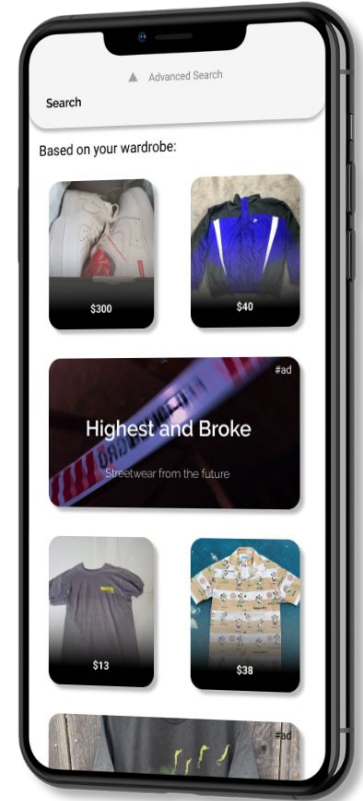
The Marketplace

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

Log In

The hottest 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



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.

Try Clothes AR

With this new feature we will revolutionize how people shop online.

Now our marketplace customers will be able try clothes from their home without making size mistakes.

When someone uploads a piece to the marketplace our app measures the clothes with augmented reality and creates a 3D model.

Now buyers can try before they buy.

This technology has never seen before and will change online shopping for ever.

Dry Cleaning Service

No more hectic lines at the dry cleaners.

With information about how our users use their clothes

Our dry cleaning service will be the most powerful

The app will detect what clothes are dirty by checking what was worn during the week and on the chosen date they will be picked up at the customers doors.

We will have different service tiers to satisfy our customers.

Virtual Wallet

With our virtual payment wallet we will allow users to be more responsible with the way they spend their money in stores, this way we lower the amounts of new clothing created to reach our sustainability goals.

When a user purchases an item at a store it automatically transfers the item into Wearly app.

Our premium members will receive in store discounts.

You can collect WEARPoints and receive all kinds all benefits.

Marketing Strategy

In order to make Wearly reach our target audience we have a well thought plan.

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.

#thewearlychallenge

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

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



The team



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The future of fashion is in
our hands