

armoir

find that missing piece

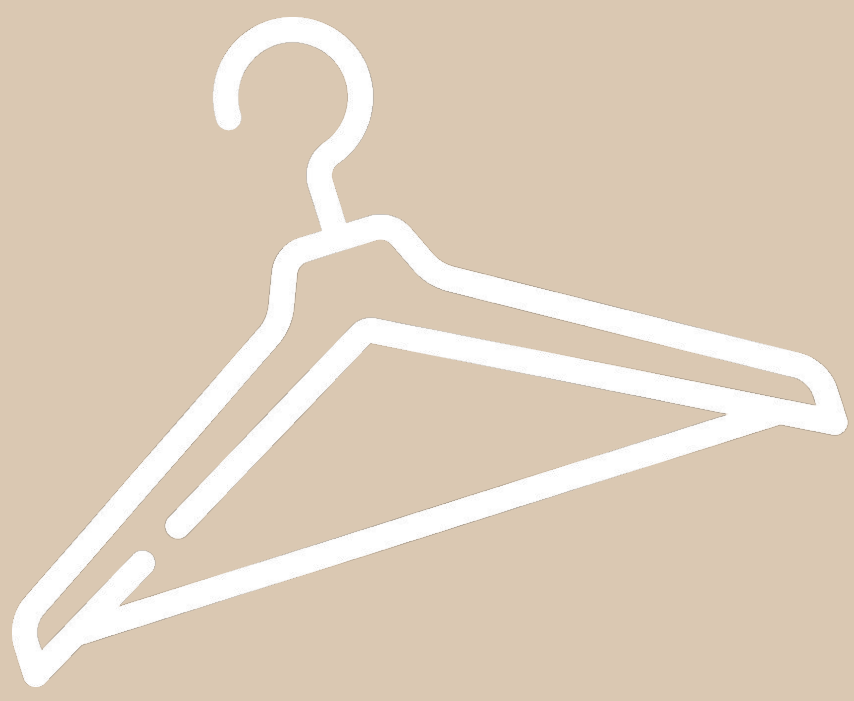
explore



borrow

lend





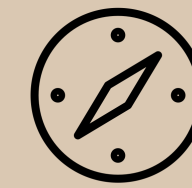
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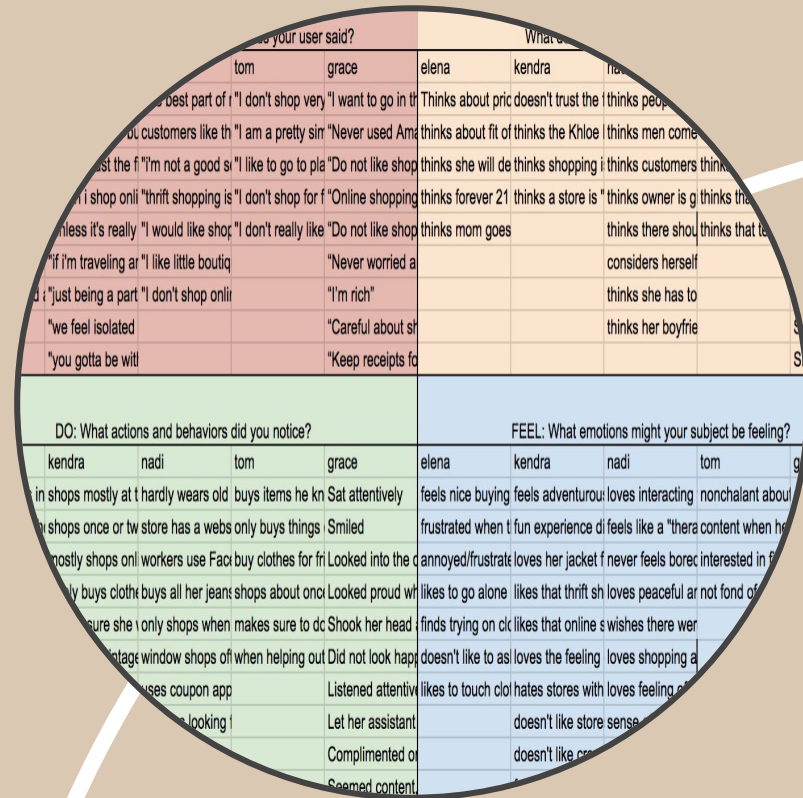


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Problem

People's style doesn't portray them perfectly. They might be:

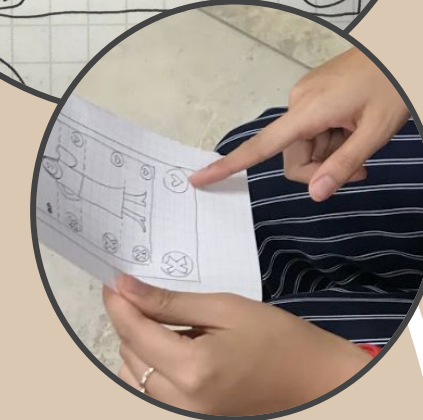
- financially constrained
- out of time
- uninspired



Needfinding



Testing



Personal niche:
see what your community is wearing

Current trends:
stay up to date through friends' fashion

Game the system:
shop on a budget

Discover your style:
find that missing piece

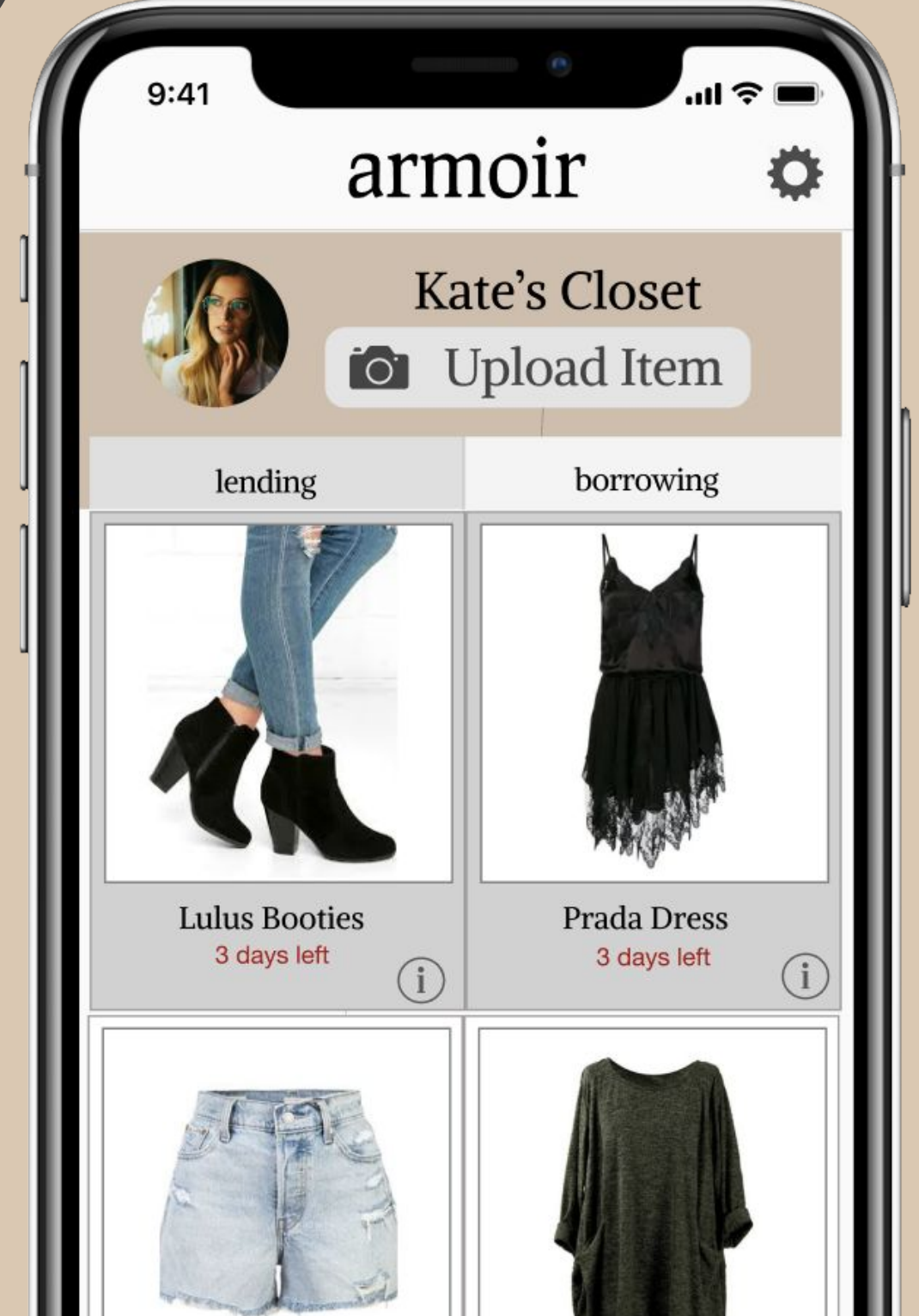
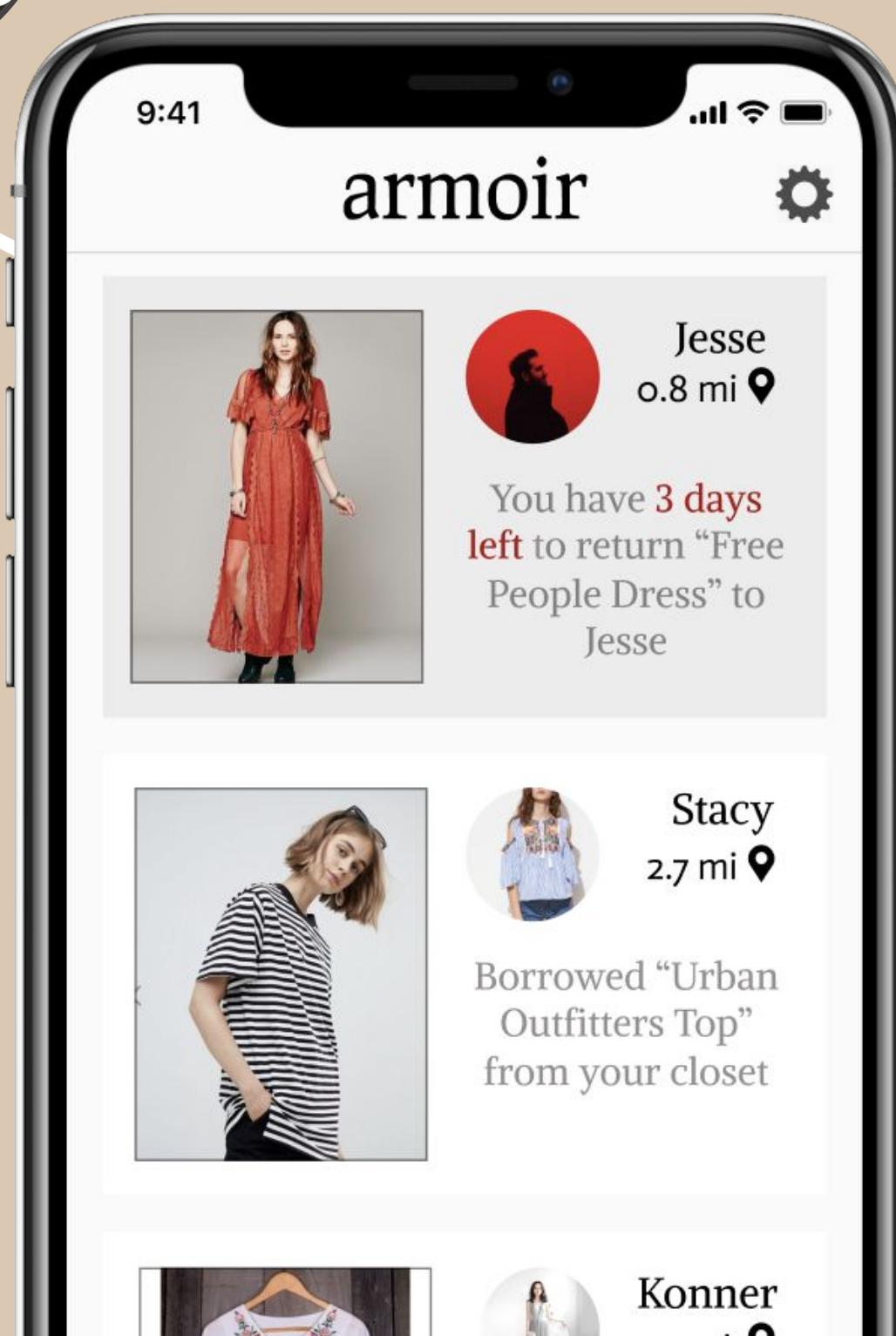
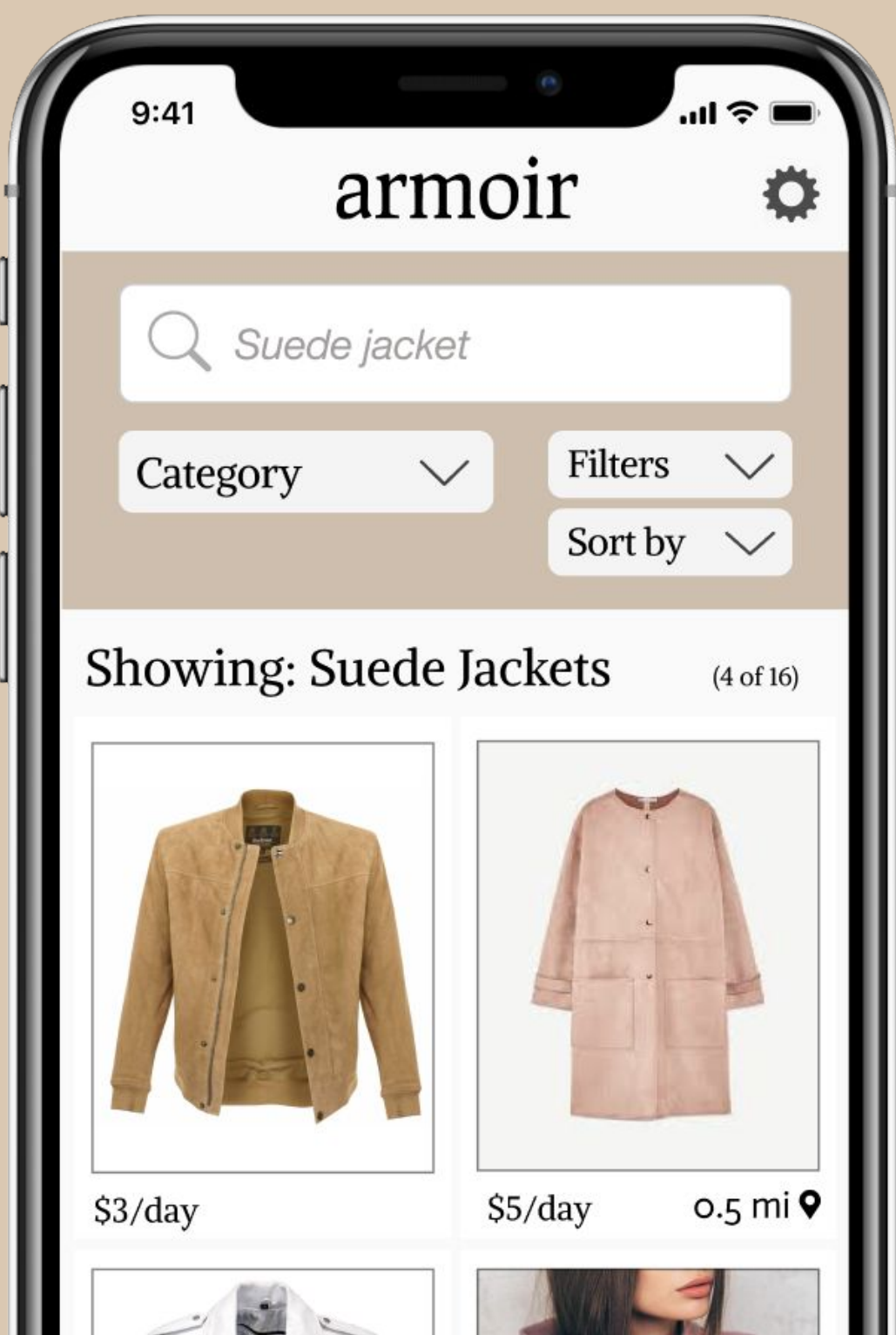
The Solution

A clothes-sharing platform to make the world your closet

Med-Fi



Low-Fi



Explore your friends' closets



Borrow clothes to complete your look



Lend your own!