

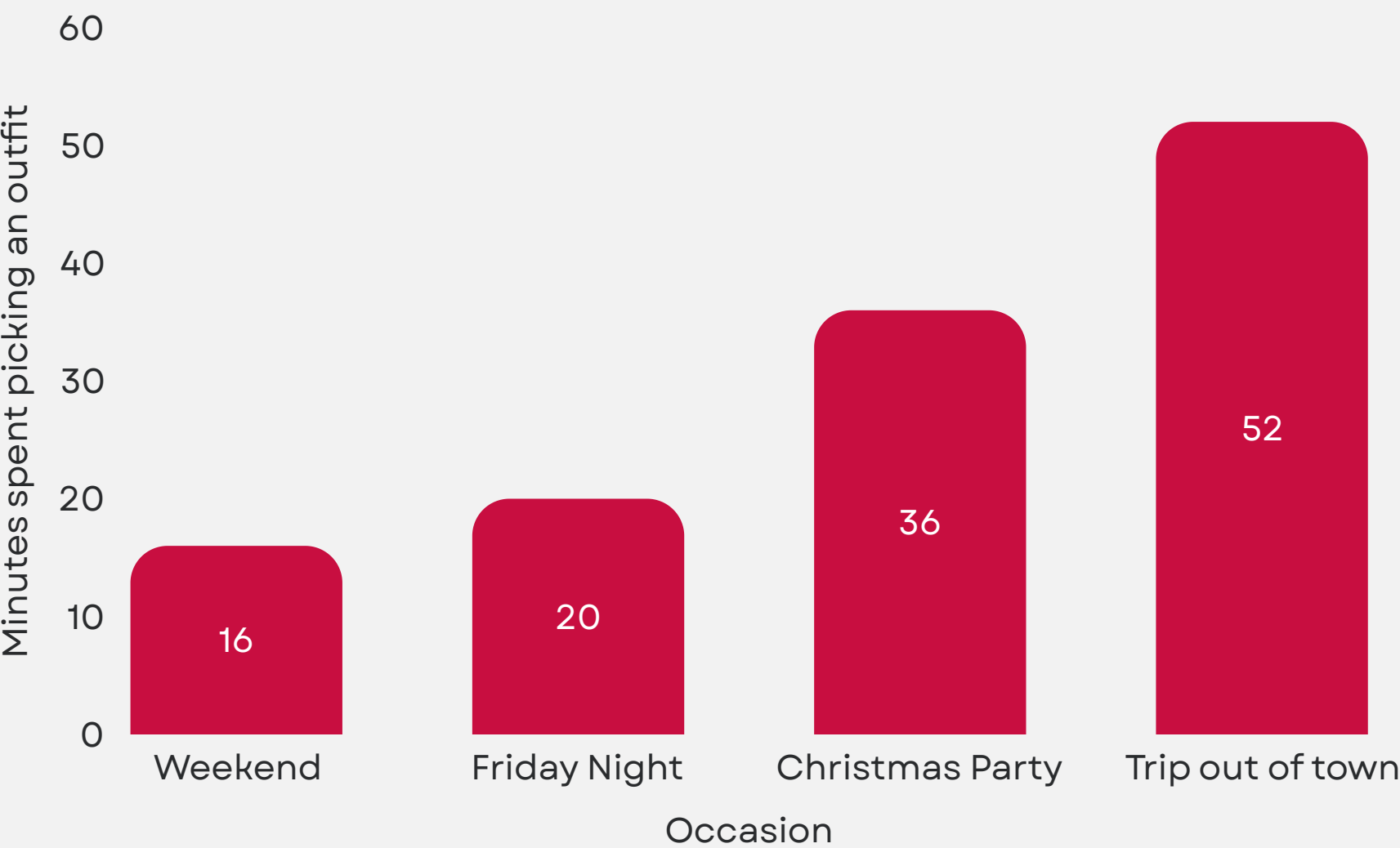
# DRESSD

[www.dressd.me](http://www.dressd.me)

# The Problem(s)

## Why Do We Constantly Feel Like We Have Nothing To Wear?

Many of us often wonder what to wear, despite having overflowing wardrobes – leading to impulse buys before events and ending up in the same situation again



**The average woman, in the course of her lifetime, spends almost one year standing in front of her closet deciding what to wear**

**People do not wear at least 50% of their wardrobe**

**\$500 Billion is lost each year because of under-wearing and failure to recycle clothes**

**We believe it's time to assist  
people in choosing their outfit.**

**1**

***Making the  
most out of  
their  
wardrobe***

**2**

***Saving them  
time and  
money***

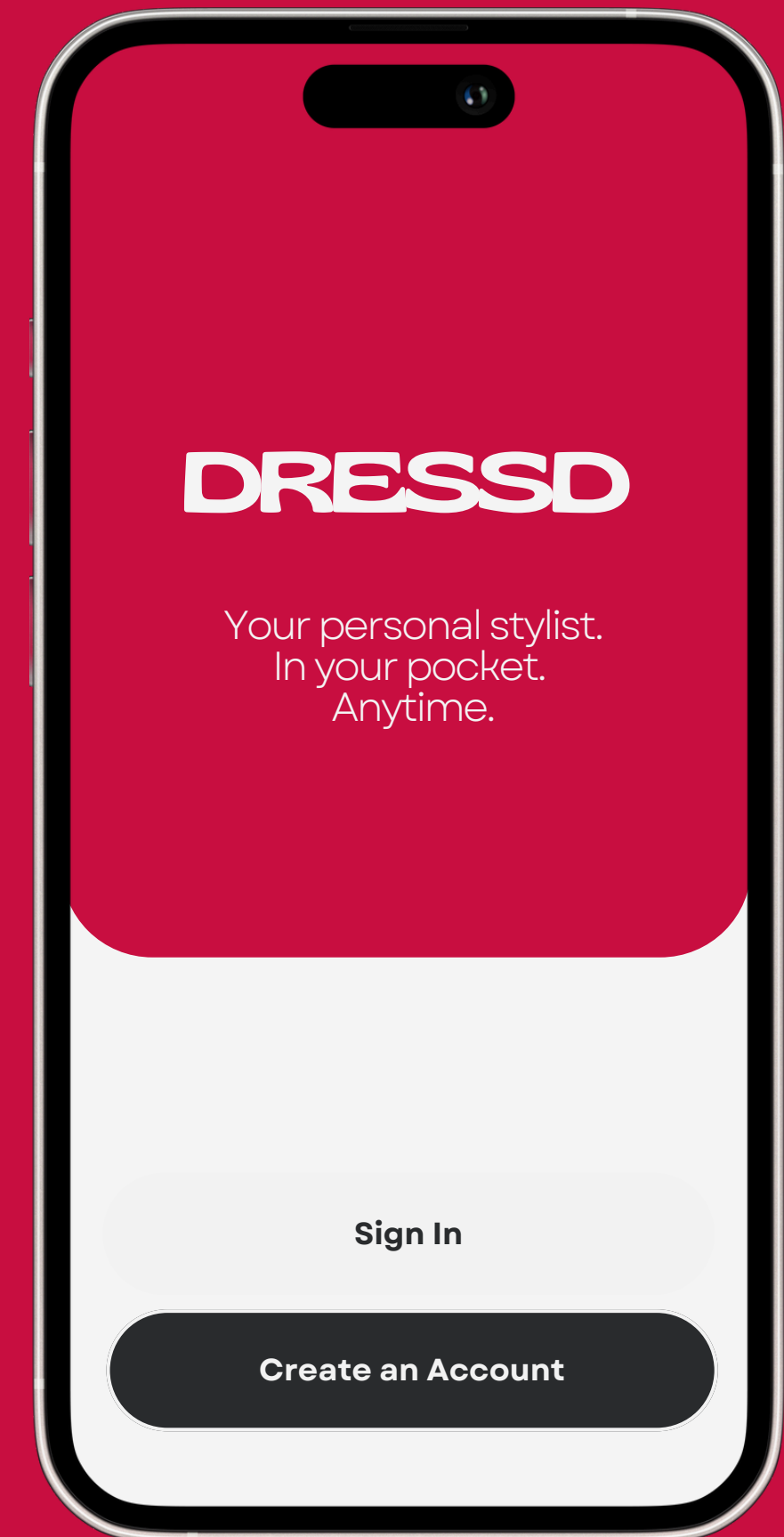
**3**

***Suggesting  
key pieces to  
make the most  
out of their  
wardrobe***

**DRESSD is a personal stylist.**

**It understands your wardrobe,  
your needs,**

**and comes up with the outfit  
that suits you best.**



**DRESSD is a generative,  
AI-based mobile application.**

**It generates an image of the  
user wearing a desired outfit,**

**using user's owned clothes or  
suggested ones**

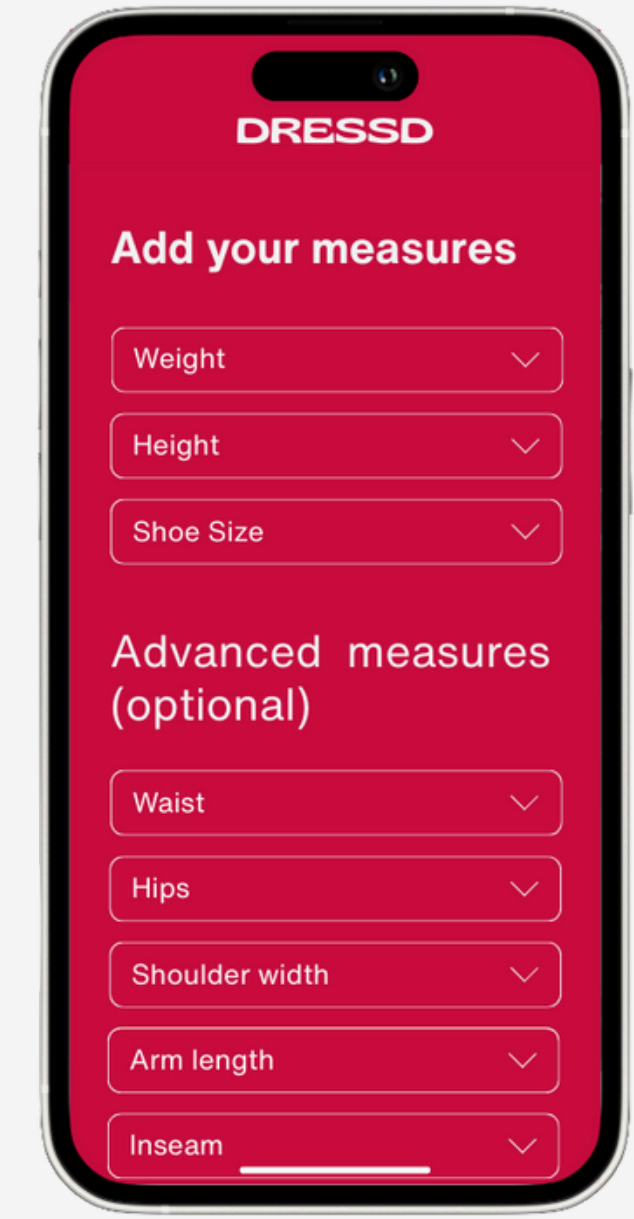
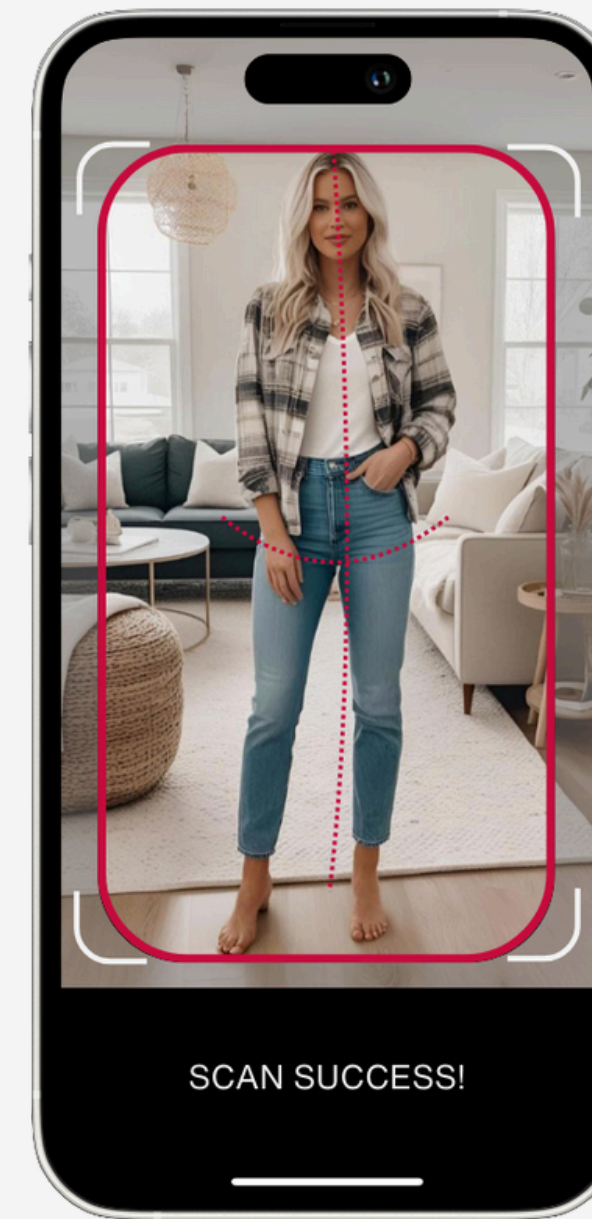
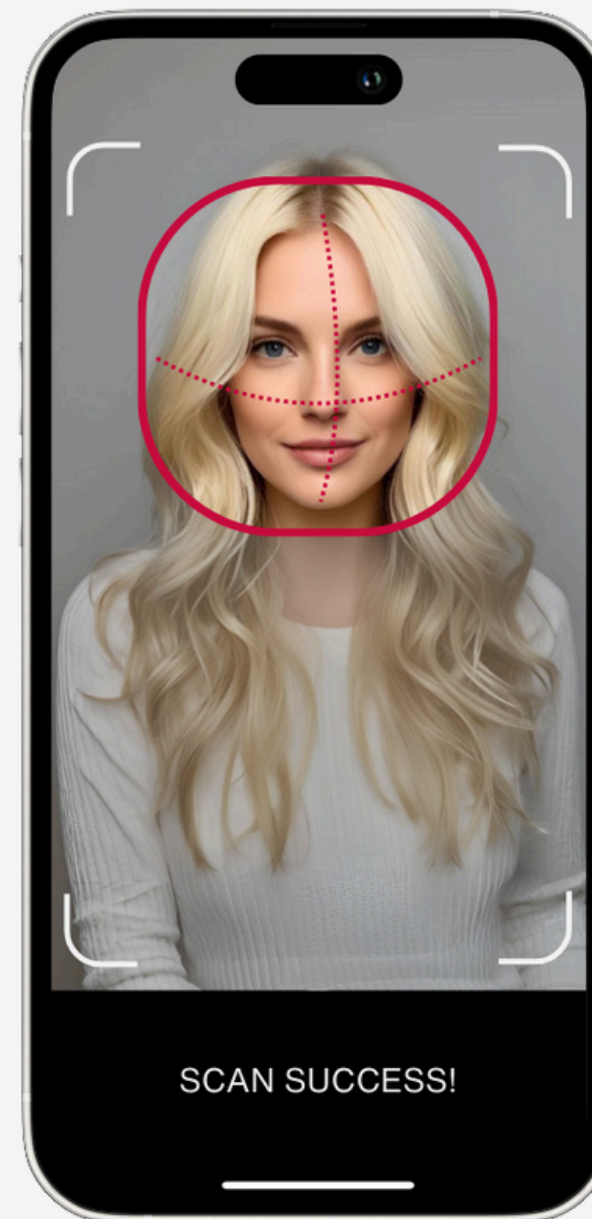


# DRESSD - getting to know the user

## The stylist is familiar with the user through uploaded data

To enable a high level of personalization, the user is prompted to **scan their face and body shape** and **provide a detailed set of body metrics**, including measurements such as height, weight, chest, waist, and hips.

This information allows the app to deliver outfit suggestions **tailored to the user's unique body type, ensuring accurate sizing and better overall fit**. In addition, the visual previews of the outfits are generated using **imagery that closely resembles the user's physical appearance, making the experience more immersive, relatable, and confidence-boosting**.





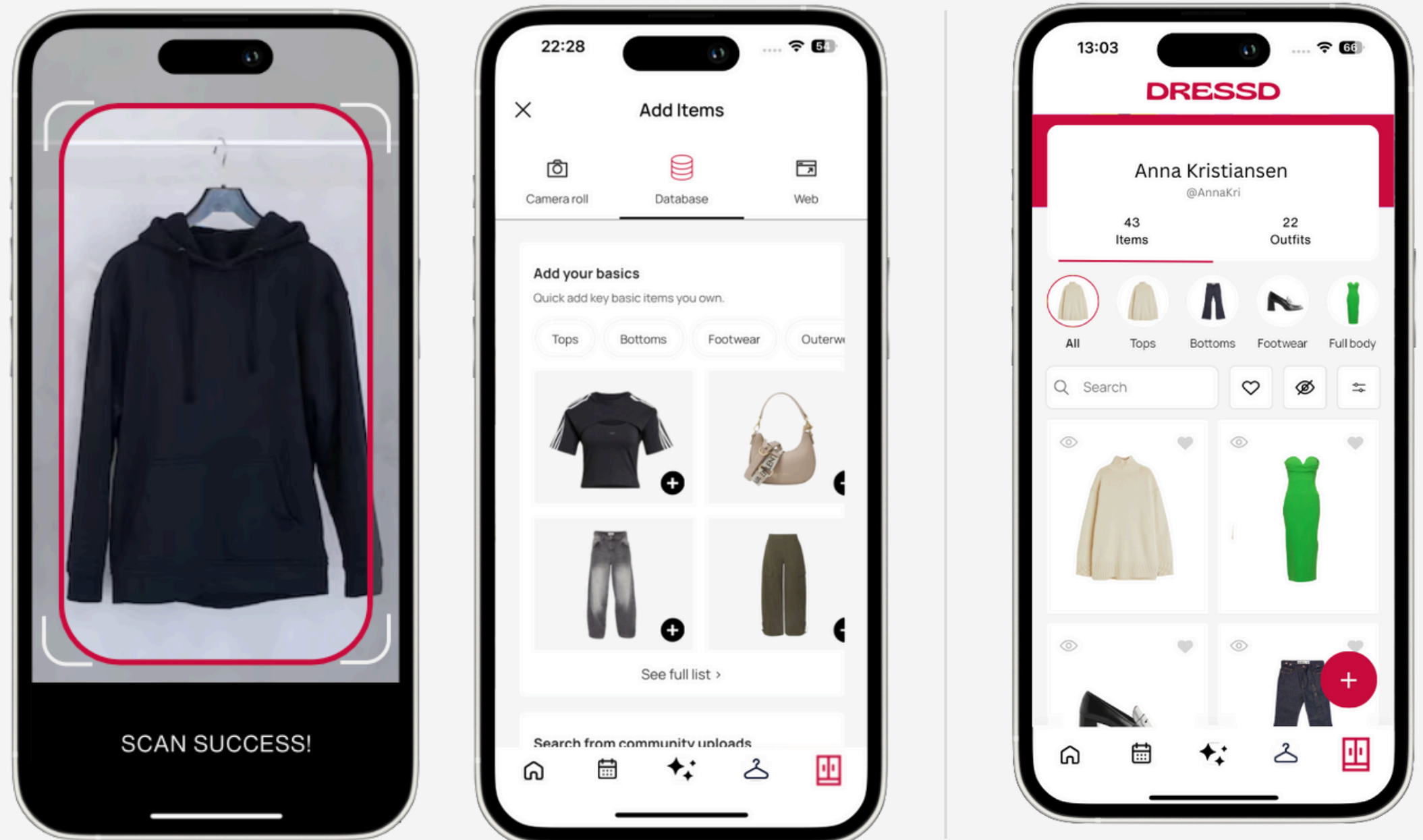
# DRESSD - getting to know the user

## The stylist is familiar with the user through uploaded data

The user is also encouraged to **upload their wardrobe items into DRESSD**, which can be done through several methods:

- **DRESSD database:** Selecting items from the app's built-in clothing database;
- **In-app web search:** Using in-app web search to find and import specific garments;
- **Photo scan:** Directly scanning or photographing their clothes.

By doing so, the app can generate outfit suggestions that **prioritize what the user already owns**—maximizing wardrobe use, minimizing unnecessary purchases, and helping users rediscover pieces they might have overlooked.

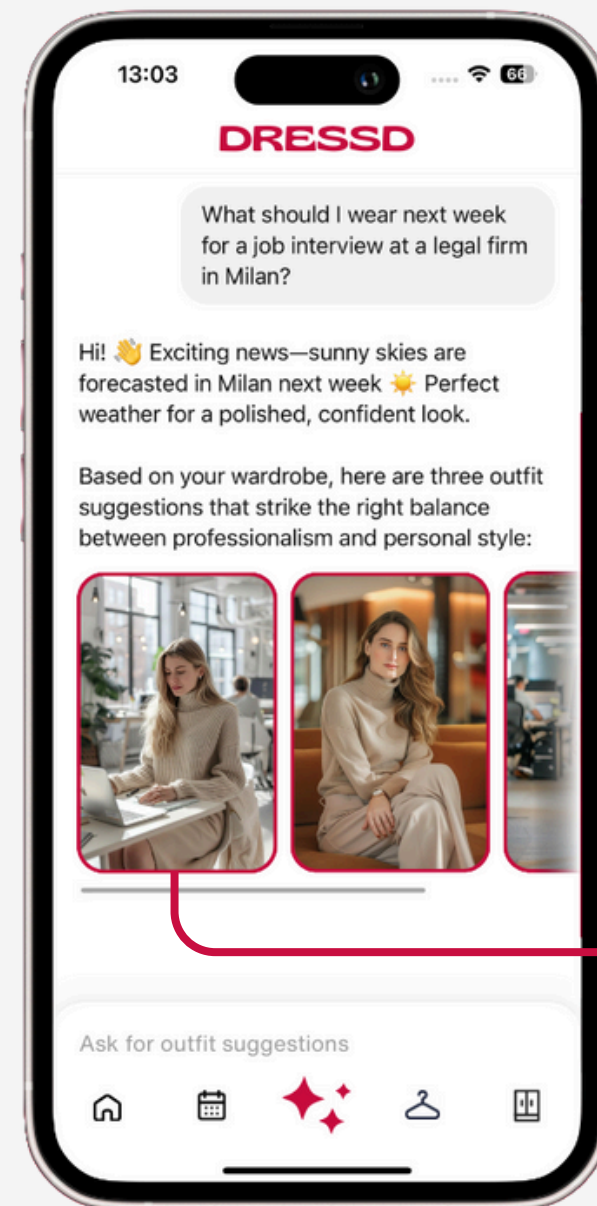


# DRESSD - user interaction

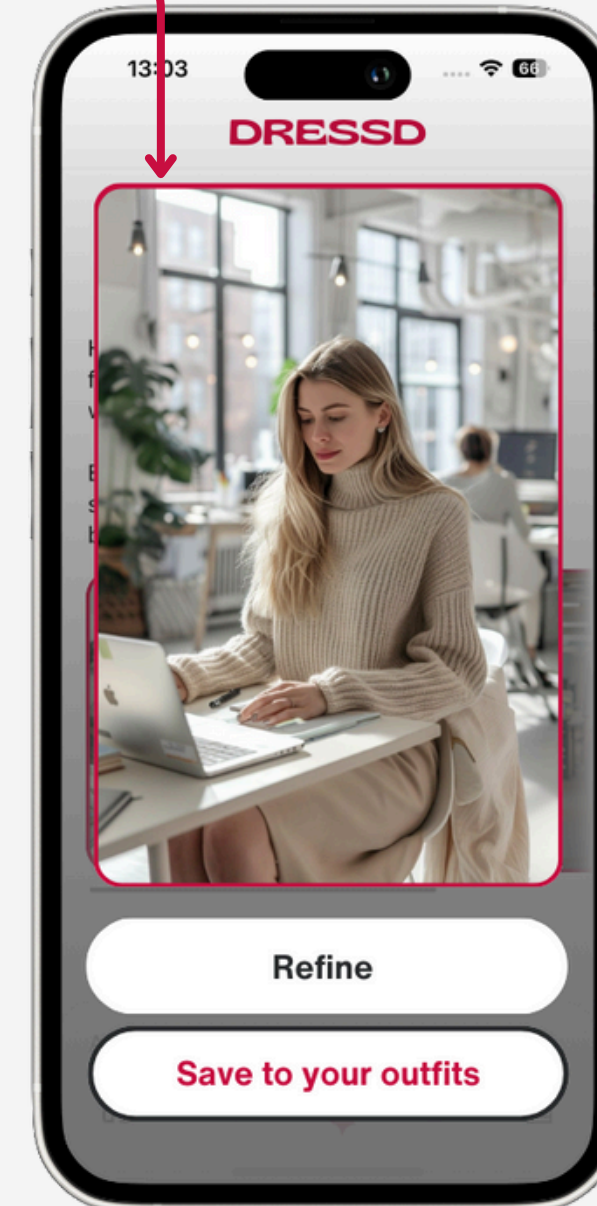
## Users will interact with DRESSD stylist through chat...

Users can interact with the virtual stylist through an intuitive chat interface, allowing them to specify their needs in a natural way. They can share details such as the occasion, preferred clothing styles, specific items they want to include, or even color preferences and mood.

Based on this input, DRESSD will generate a selection of outfit suggestions. Each outfit is accompanied by a realistic visual preview that shows what it would look like on the user.



**The user can tap the outfit to get further insights**



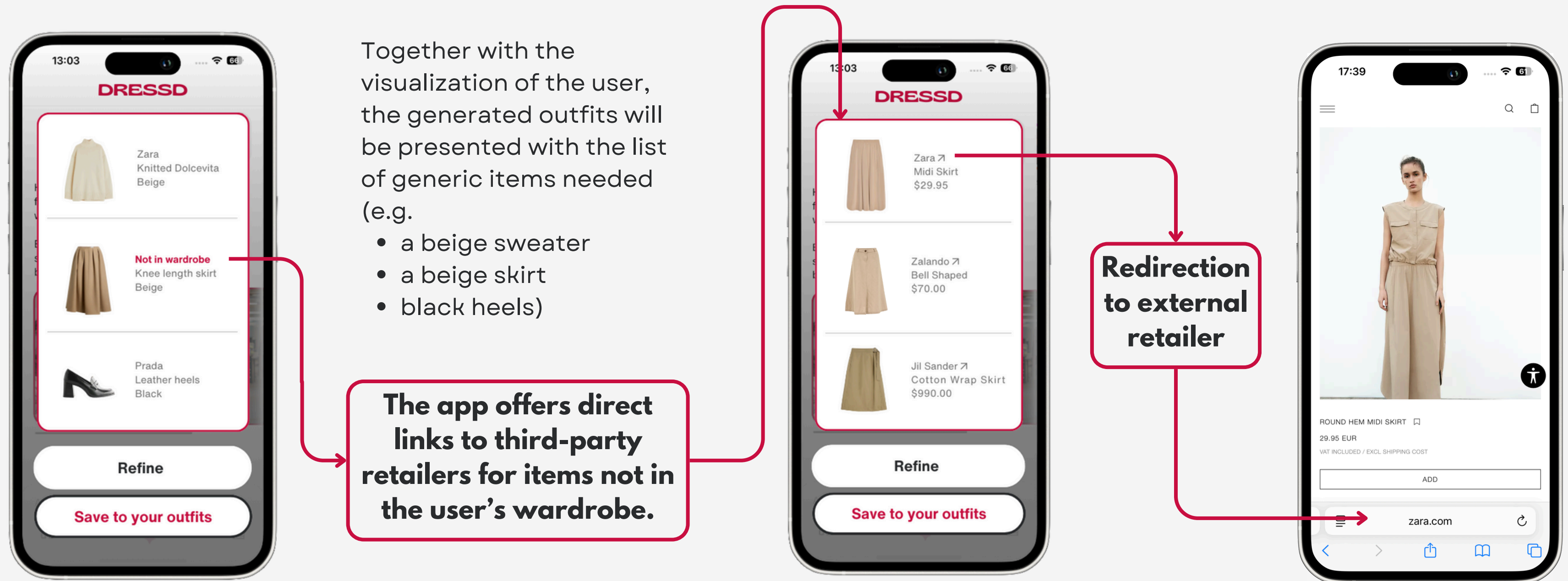
After viewing the generated outfit, the user can either:

- **Save the outfit** directly to their account for future reference or immediate use.
- **Refine the outfit** by sending follow-up messages to the virtual stylist. For instance, they might request a specific item, adjust colors, or tailor the outfit to personal style nuances.



# DRESSD - user interaction

... and outfits will feature items from external retailers



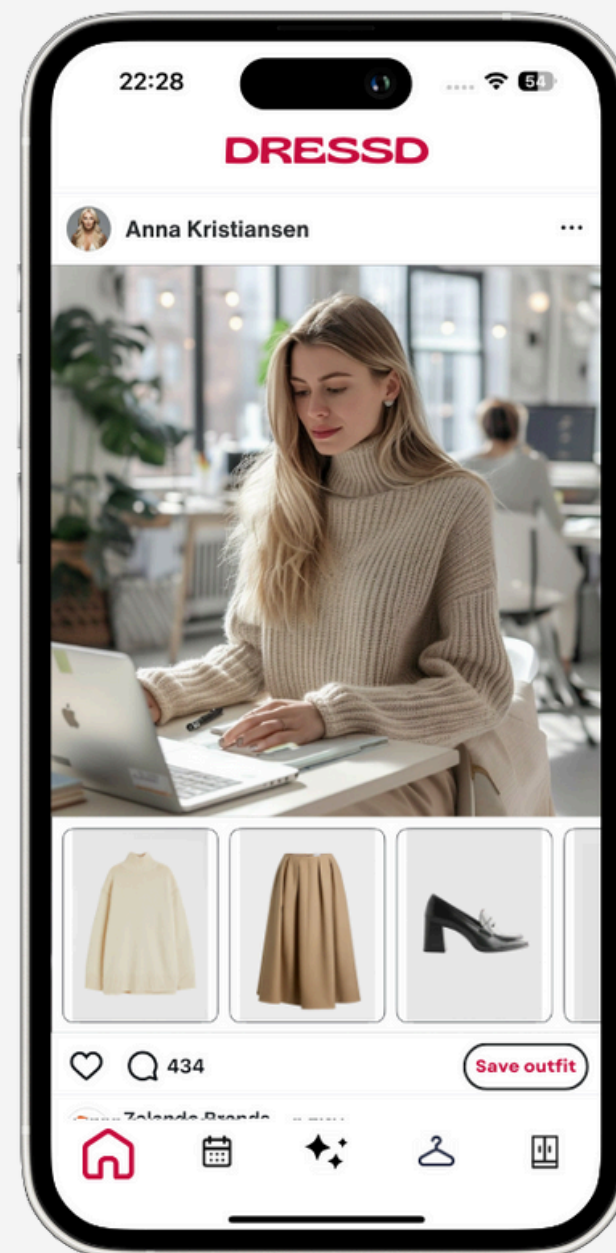
# DRESSD - community

## To foster inspiration, outfits can be shared

Once an outfit is saved, **the user has the option to share it with the community through the Feeds tab.** Enabling a social space where users can showcase their personal style and outfit combinations.

Within the feed, other users can like, comment on, and engage with shared outfits—creating a sense of interaction and inspiration.

Users can also **save outfits to their personal profiles** for future reference, making it easy to revisit looks they love or plan to recreate. Each of them **possibly coming with redirections to third-party affiliated retailers.**



**Nia Johnson  
commented:**

I'm absolutely in love with this outfit, Anna!

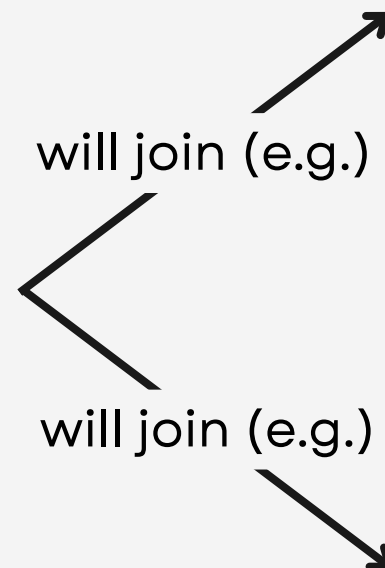
I'm going to save it so I can look polished as you for my next job interview.

# Business Model

## Leveraging affiliate programs

The DRESSD team will join various affiliate programs to earn commissions on purchases made through redirections from **DRESSD**. By recommending personalized outfits with direct links to third-party stores, DRESSD can generate revenue whenever a user purchases an item through the platform's suggestions.

**DRESSD**



### Affiliate program platforms containing multiple retailers:

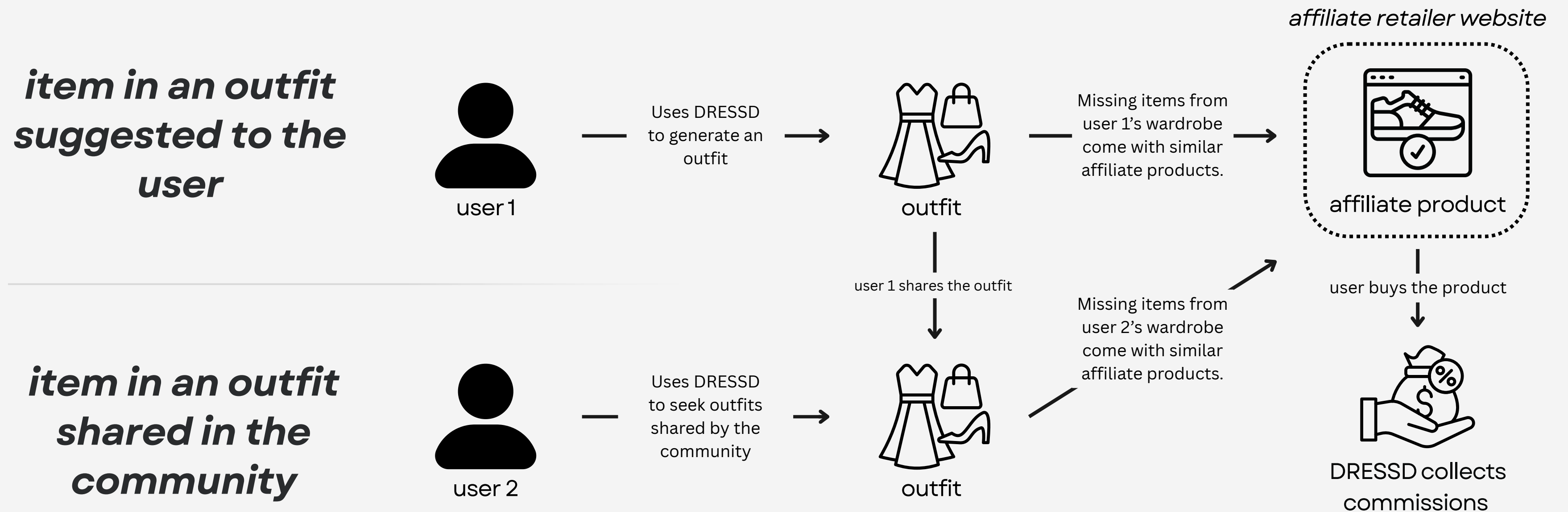
**sovrn** — potential retailers →  **BURBERRY** **VICTORIA'S SECRET**

### Affiliate program directly from retailers:

**URBAN OUTFITTERS**    **ASOS**

# Business Model

There are 2 possible user journeys leading to a purchase





# Financial Projections

The solution is highly lucrative.

DRESSD will **gain revenues** through affiliate marketing and a freemium subscription.

**Affiliate Marketing:**  
U.S. consumers spend ~\$844/year on apparel, with 20% (\$168.80) online. It is estimated that 33% of that will be by redirection through DRESSD. Thus, each user generates ~\$56 annually via affiliate links—about 6% of their total apparel spend.

**Freemium:**  
A \$1/month premium subscription will be offered (for unlimited LLM usage and clothing upload), with an expected 5% conversion rate.

	<i>Revenues</i>	<i>EBITDA</i>	<i>Profits</i>
year 1 (10k users)	\$33,85 k	\$(53,19) k	\$(53,19) k
year 2 (100k users)	\$338,52 k	\$208,87 k	\$190,07 k
year 3 (1M users)	\$3,38 M	\$3,01 M	\$2,74 M
year 4 (5M users)	\$16,93 M	\$15,45 M	\$14,06 M

# Our Team



**Luigi di Nuzzo**

CEO



**Emilio Basenghi**

COO

