



Project Goal:

The objective of the client behind building a collaborative mobile app was to form a community of like-minded high-end shopaholics who would want to share their closet with other people. The app would help them borrow or sell items from the shared closet, save it virtually, share details and connect with other fashionistas easily.

Challenges:

- Absence of an online platform for closet sharing.
- Manual process of sharing ideas as well as items was time consuming and was restricted to limited options.
- Difficulties were experienced in reaching mass audience.

Solution:

We provided the client with a socially connected Fashion App. We specifically designed the app to meet the client's requirement. Closet Buddies is an app that digitizes wardrobe to create borrow request, sales request, share and shop fashion stuffs that can be worn on any particular occasion.

- We developed an alluring mobile application that could solve everyday fashion struggles of the people.
- The app allows users to sort and refine searches, share their ideas, as well as, choose from the multiple products in the image gallery.
- It also allows the users to select products from different categories and sub-categories while viewing elaborate product details from color to size to price.

Industry: Fashion

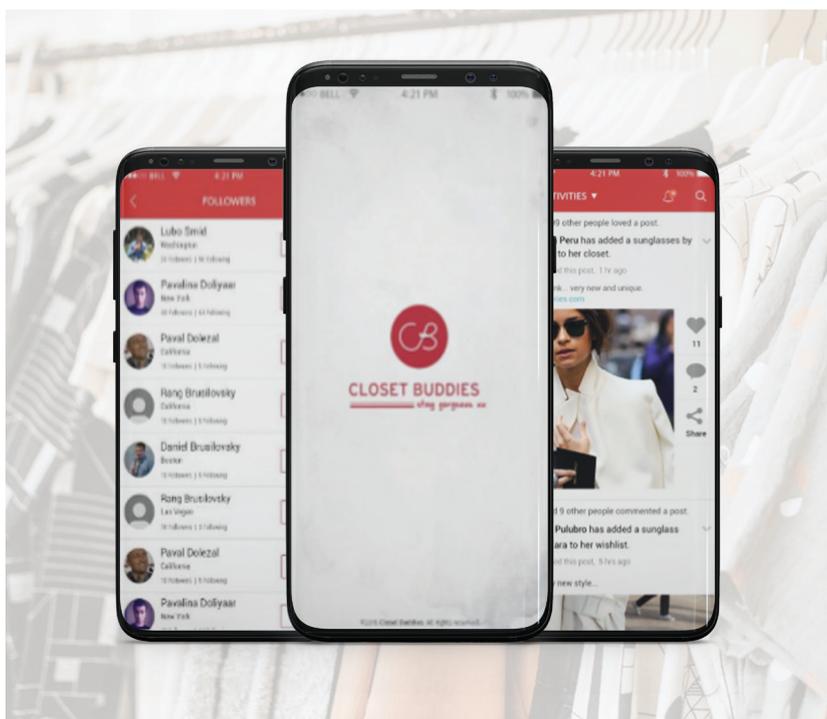
Deliverables: Android & iOS Mobile App

Technology:

- iOS
- Android

Country: India

“To make fashion more engaging, Closet Buddies – a budding fashion brand wanted a mobile app that allows high-profile fashionistas get the most of the items in their closet just by lending them with other like-minded people. Enabling users create groups, borrow stylish closet items, save it in the virtual closet, share details, and sell their items anytime anywhere on the go!”



Features:

- Closet Creation
- Categorized Fashion Apparels
- Closet Display
- Group Creation
- Invite People
- Closet Sharing
- Like - Comment – Share Options
- Lending / Selling Request
- Daily Notification
- Categorized Products
- Idea Sharing
- Wishlist Creation
- Activity Status
- Call/ Message / Mail

■ Our user-friendly app allows the users to create My Wishlist to add their favorite products for later use.

■ This app allows the users to get in touch with their favorite designers at the click of a button.

■ This app allows the users to generate borrow request and sell request so that they can get their favorite apparels at the click of their fingertips.

■ Different stakeholders could socially connect with each other by forming categorized groups like Buddies/ Friends / Designers/ fashion stores etc. while sharing, uploading their fashion apparels and connecting with Admin / Promoters / Apparel Advertisers within their community.

Result:

We truly understood client's requirements and provided a stellar solution by designing an eye-attracting mobile application. The app quickly gains the attention of a Fashion Fanatic who loves their wardrobe and are much concerned about their outfits as well as looks. It allows the users to wear pretty outfits even if they don't own it, by borrowing or buying from their buddies in the group.

The UI of the App is engaging and intuitive to start and make an entry to the fashion world. The app is very vivid and lively, falling into fashion category. The app works great from the file size perspective along with average internet speed. With just twenty days on the Google's Play Store, the App gained installs to 1000+ smart phones.



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