

STYLE MIE



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A BRAND STORY ROOTED IN FRIENDSHIP

OUR STYLING STORY

StyleMe was born in my college apartment in 2022: my roommates and I were standing in front of our closets, surrounded by clothes, but convinced we had nothing to wear. We weren't looking for more clothes, we were looking for more ideas.

There were so many factors to consider when getting dressed like the temperature, time of day, the vibe of the event, and above all, **feeling good in what we were wearing**. Some days, picking out an outfit felt so stressful we'd consider skipping the event all together - we knew we weren't alone in that.

We believe style should be expressive, not exhausting. So, we created StyleMe, a personal styling app that takes into account user geographic location, weather, event context, and uploads of users' closets to curate outfits.

Our app also offers users the opportunity to find new pieces that fit their current closet aesthetic. StyleMe also offers suggestions in the shop section so users can shop and plan out outfits. Whether it be a wedding guest outfit or simply looking for something that suits their closet, StyleMe can provide options.

StyleMe is not another app pushing users to buy more, it's built to cut through the noise and show you the potential in your wardrobe again. No more recycling old clothing that lost it's charm or resorting to the same old outfits.

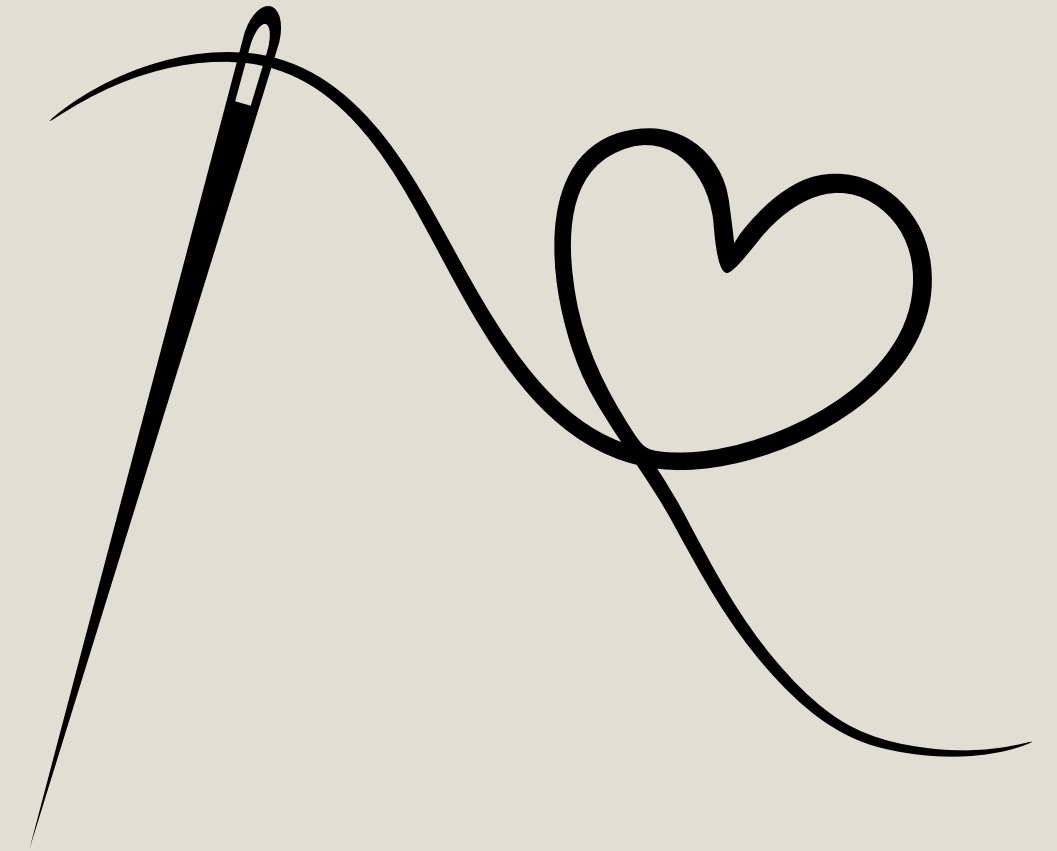
StyleMe is here to remind you: you already have style - we just help you embrace it.

yours,
Anna McCloskey

WHO
WE
ARE



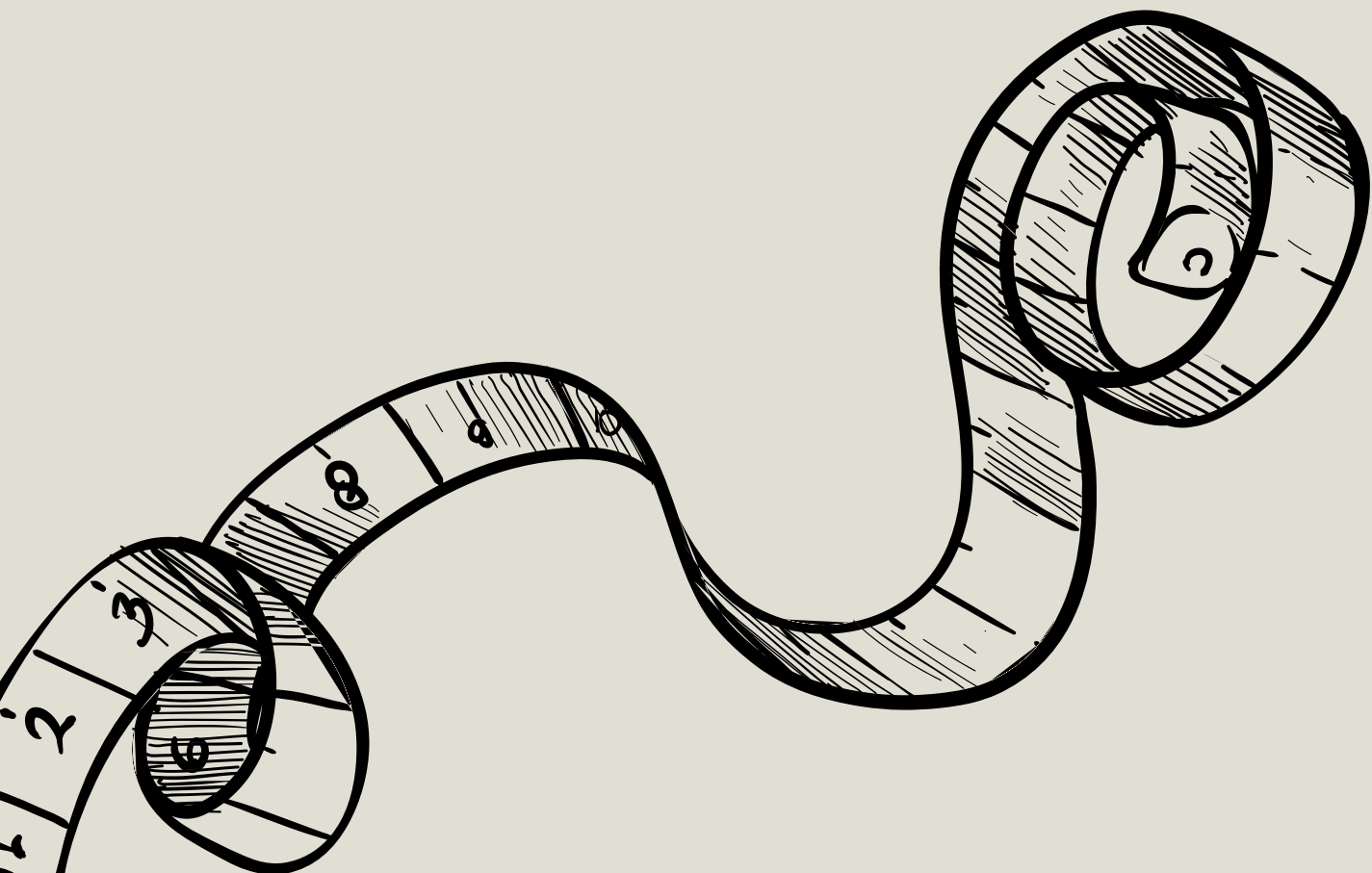
THE UNIQUE SELLING PROPOSITION



The only sophisticated styling app that
curates tasteful outfits based on current
wardrobes, location, and weather conditions.

OUR MISSION

To inspire affordable and sustainable fashion without the stress of external factors such as weather, occasion, and time of day. StyleMe takes into account your current wardrobe and handles stressors so users can leave their homes every morning with confidence.





OUR UNDYING VISION

A world where every style is welcomed, clothes are affordable & accessible for all, and we all can confidently wake up to put on our best.



OUR CORE VALUES

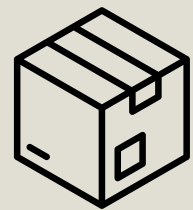
Sustainability, Reliability, Leadership,
Inclusion, and Innovation

CORE VALUES



SUSTAINABILITY

We strictly ensure every piece we recommend is sustainably sourced and shipped to our customers.



RELIABILITY

Even on the stormy days, when fashion taste doesn't seem attainable, StyleMe will have a variety of options for you.



LEADERSHIP

While we keep in mind the current trends and curate based on consumer preferences, we also lead by encouraging individuality and empowering our customers to use their own judgement.



INCLUSION

Our styles and trends take into account every body type, style preference, and climate condition you could imagine. StyleMe is a completely curated process.



INNOVATION

At StyleMe, we are dedicated to listening to our audience and engaging with current trends to deliver thought out, trendy yet original outfits.

BRAND PERSONALITY TRAITS

Confident, Creative, and Bold



BRAND PERSONALITY TRAITS

A Confident Edge

StyleMe is confident and reminds users they already have great taste.

We speak in an assuring tone, with clarity and care. There's no need to over-explain or over-hype, we uplift by showing users what they already own.

StyleMe projects positive self talk and empowers its users to cultivate a supportive and personal experience.

“This top deserves another moment. Try it with your new Aritzia skirt! Trust us, it's a match made for date night.”

Voice: empowering, positive, poised, calm



BRAND PERSONALITY TRAITS

Creative Concepts

StyleMe is creative - like a stylish best friend, not a fast fashion algorithm.

We stay inspired through trends, but cater them to users. Our messaging reflects collaboration, discovery, and curiosity.

We speak with “we” to highlight that we are we are working together, a stylist that sees the user, not just the data.

“We really loved the Christmas outfit you wore last year - glittery purse and all. Should we style you in something similar this year?”

Voice: intuitive, warm, familiar, relational



BRAND PERSONALITY TRAITS

Beautiful & Bold

StyleMe is bold - unapologetically so.

StyleMe doesn't second guess style choices, and we don't play it safe. We celebrate individuality and encourage users to wear their personal taste proudly.

StyleMe doesn't just suggest, we stand behind our choices and check in - not to collect data, but to genuinely connect and improve.

“How did that rooftop fit go? We styled it to turn heads - hope it turned your night around.”

Voice: assertive, not aggressive, playful, conversational



HOW THIS WOULD LOOK

Weather 

High: 68 degrees

Low: 50 degrees

Your corporate Monday look:

- Your **new** grey Aritzia top - understated, elevated
- These **trusty** Levi Jeans that we haven't styled in a while - let's put them back in rotation
- Your timeless gold bracelet set and earrings - just the right amount of **bling**
- The matte black Sam Edelman heels - humble, classy





Danielle, 23, recently graduated college
with a degree in media analytics

BUYER PERSONA

Danielle

Danielle is a Gen Z entering the corporate world and is learning what is appropriate for the office. She was raised in a middle class family where clothing and fashion were never a priority. Her pass-times include scrolling on social medias like TikTok, Instagram and Snapchat, she goes out for drinks with her friends on the weekends, and lives a very proactive lifestyle. Danielle grew up with brothers and is missing fashion advice in her life.

She works out in the mornings before her commute and is too busy to stress about day-to-day outfits. She is also seeking style advice for her weekends on the town while considering factors weather conditions and personal style. She doesn't have much time to dedicate to online shop throughout the week, so she relies on personalized ads from social media and recommendations from friends.

LOGO

B&W



Color



LOGO USAGE

This ☒



This ☒



Not this ☒



Not this ☒



This ☒



This ☒



Not this ☒



Not this ☒



BRAND APPLICATIONS

App Design



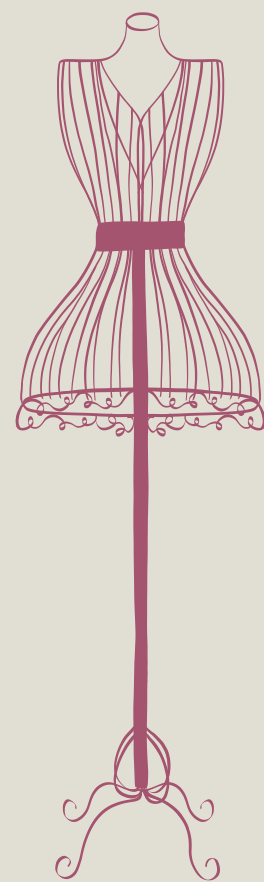
Packaging



Billboard



COLOR PALETTE



HEX: #a5546f

RGB: 165, 84, 111

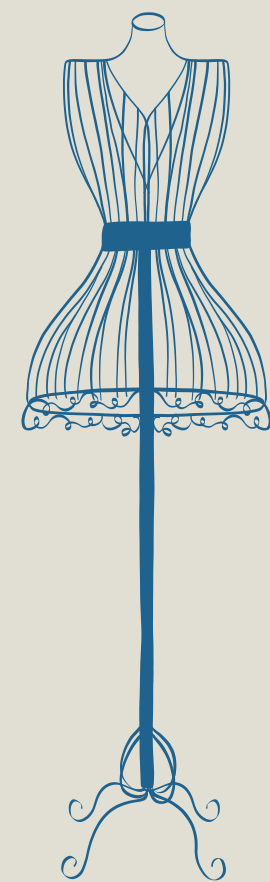
CMYK: 0, 49.09,
32.73, 35.29



HEX: #fd534e

RGB: 253, 83, 78

CMYK: 0, 67.19,
69.17, 0.78



HEX: #1f628e

RGB: 31, 98, 142

CMYK: 78.17, 30.99, 0,
44.31



TYPOGRAPHY

League Spartan

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 10

! @ # \$ % ^ & * () - +

League Spartan is big and bulky, drawing in potential users. The font is used in all uppercase font to emphasize StyleMe's boldness.

Rotis Sans Serif

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 10

! @ # \$ % ^ & * () - +

Rotis Sans Serif is a tall and narrow, which provides contrast from the wide and bold title font, League Spartan.

Inria Serif

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 10

! @ # \$ % ^ & * () - +

Inria Serif is clean and sleek. The serif font as my body text
compliments my sans serif font used for headings and subtitles.

IMAGERY GUIDELINES - PHOTOGRAPHY



Do: Personal, highlighting user fashion, designing, inspiring, representative

No: commercial store fronts

These photos showcase the individuality in StyleMe while also highlighting user outfits and fashion. This makes users feel seen and excited for their next curated outfits.

IMAGERY GUIDELINES - SKETCHES

