

# DRESSD

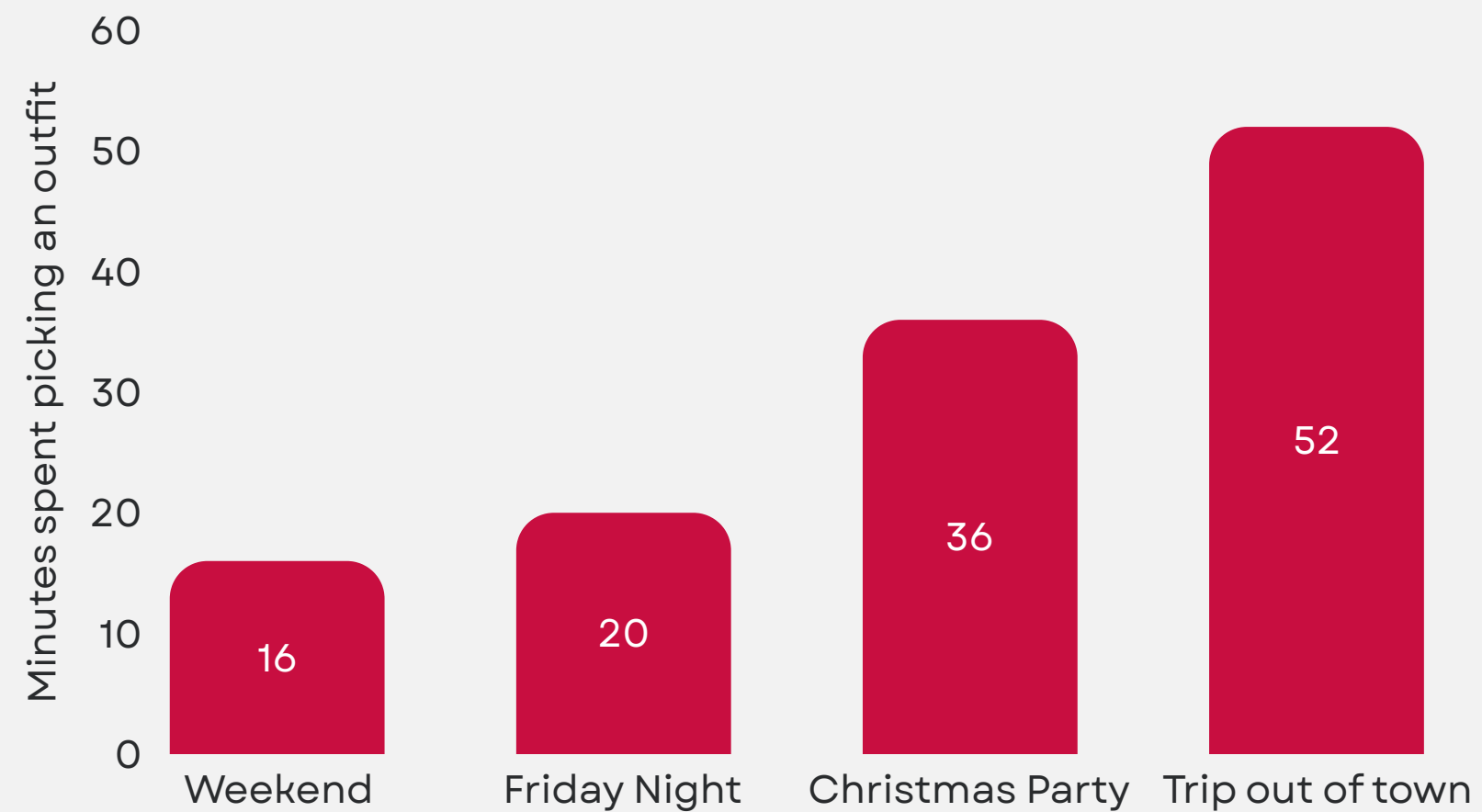
your personal stylist

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

# Problem

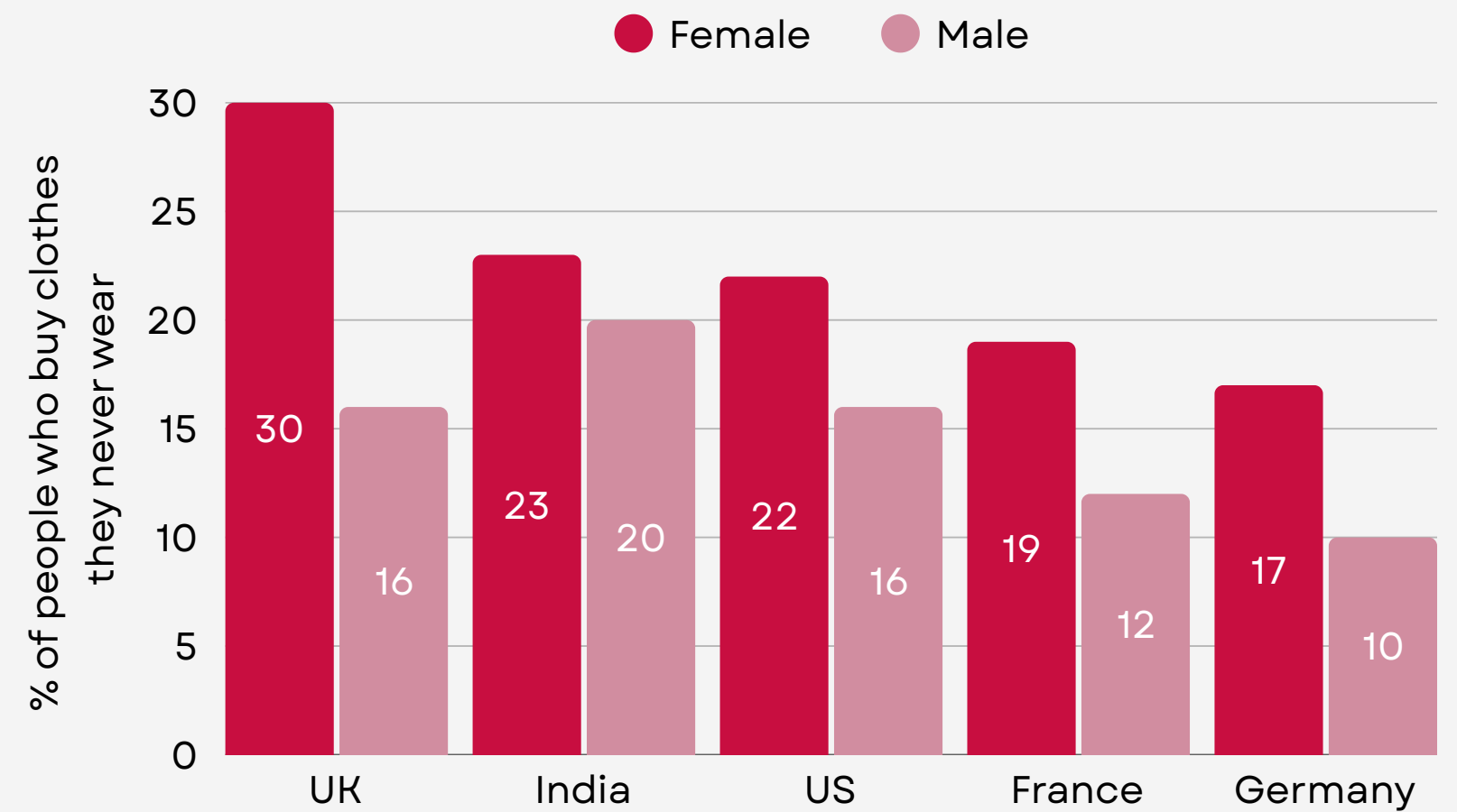
We Constantly Feel Like We Have Nothing To Wear.

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



*(The Telegraph, 2009)*

People waste money on buying clothes they never wear

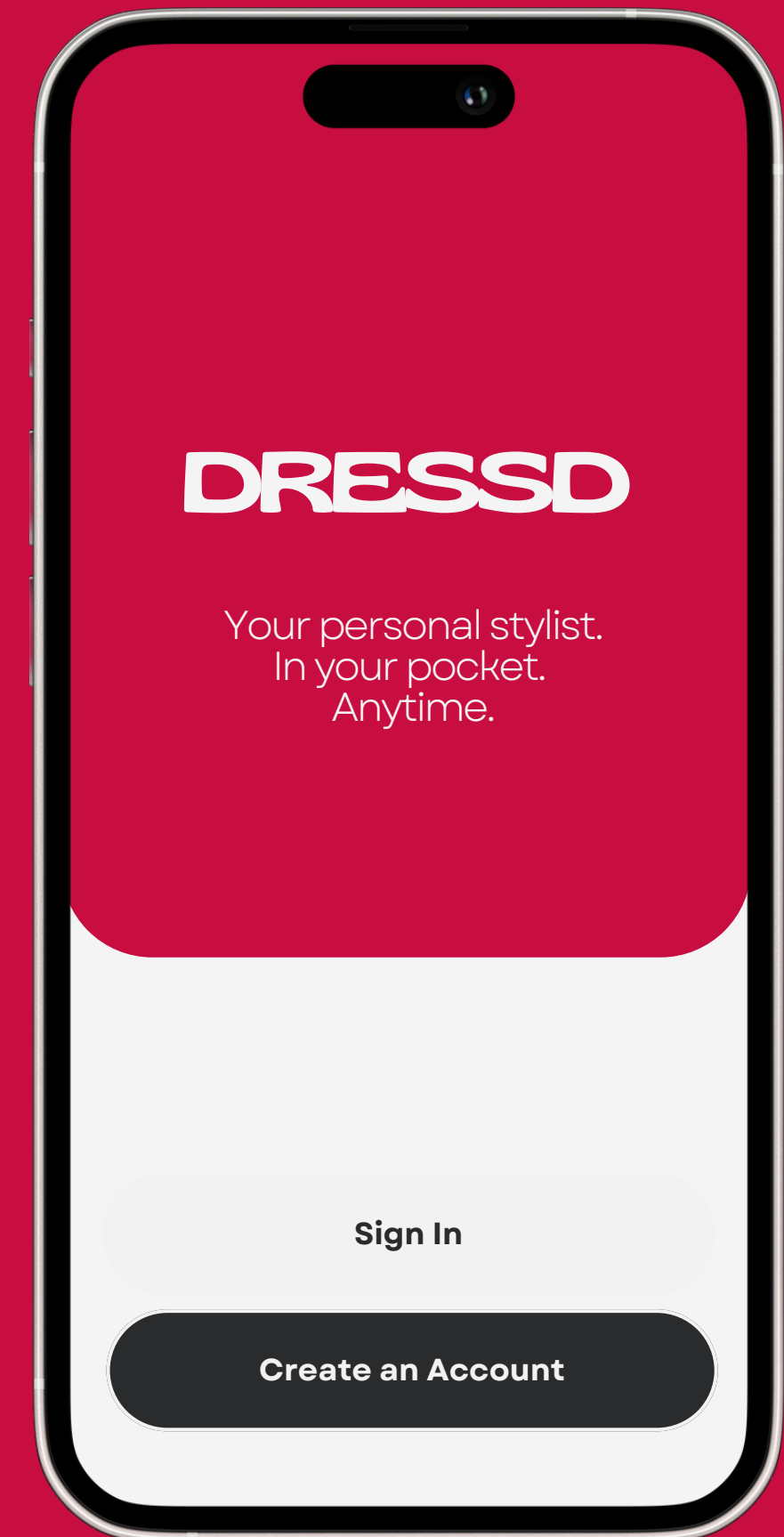


*(Statista, 2024)*

**DRESSD** is  
your personal stylist.

It understands your wardrobe,  
your needs,

and comes up with the  
outfit that suits you best.



# Features: Overview

DRESSD is a prompt-based **AI stylist** that builds outfits from your wardrobe – look great and shop smarter.

Tailored  
outfits, fast

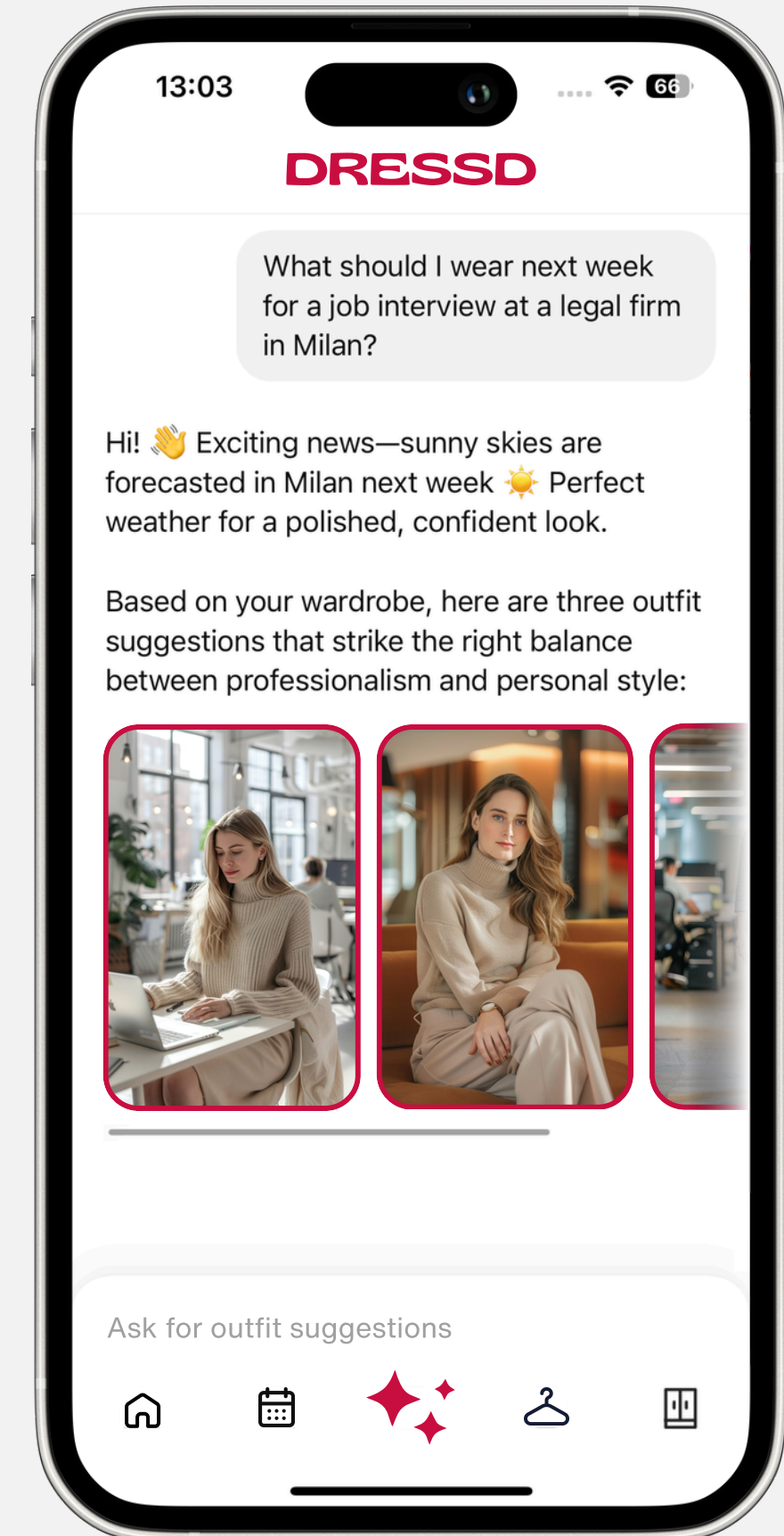
DRESSD uses your wardrobe to quickly create outfits tailored to your needs

Schedule your  
style

DRESSD plans and keeps track of your outfits so that you always look fresh

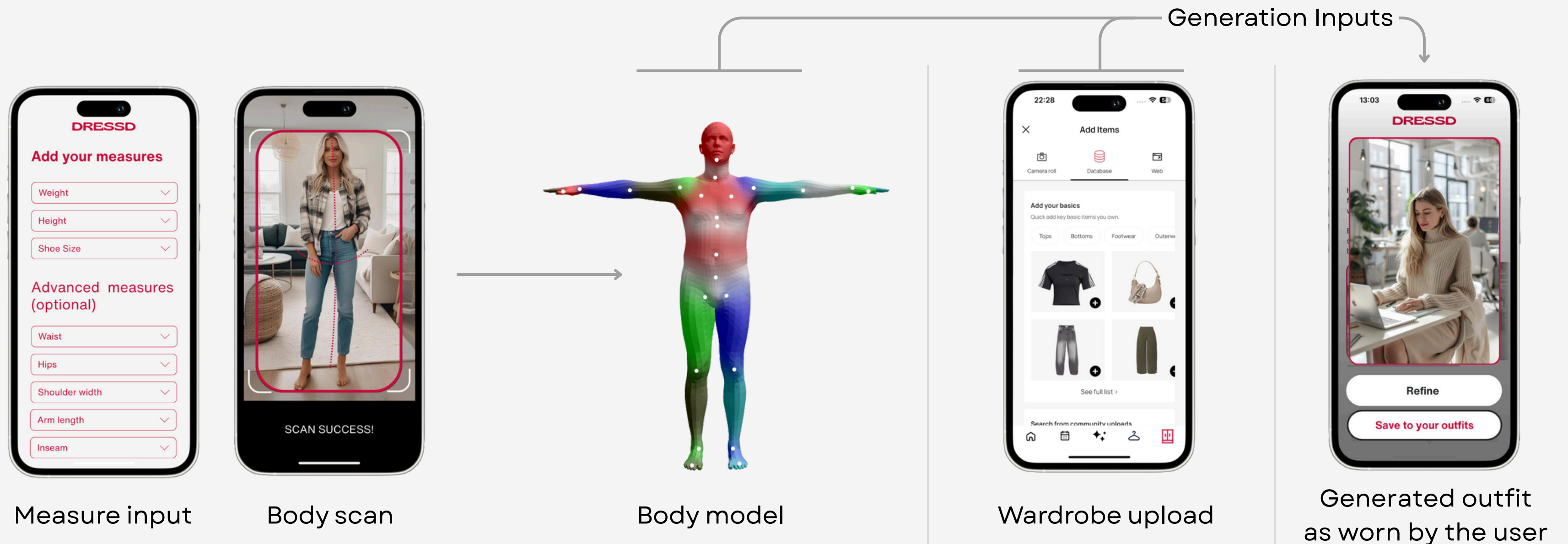
Complete your  
looks

DRESSD finds missing pieces that fit your style and budget



# Features: Body Scan

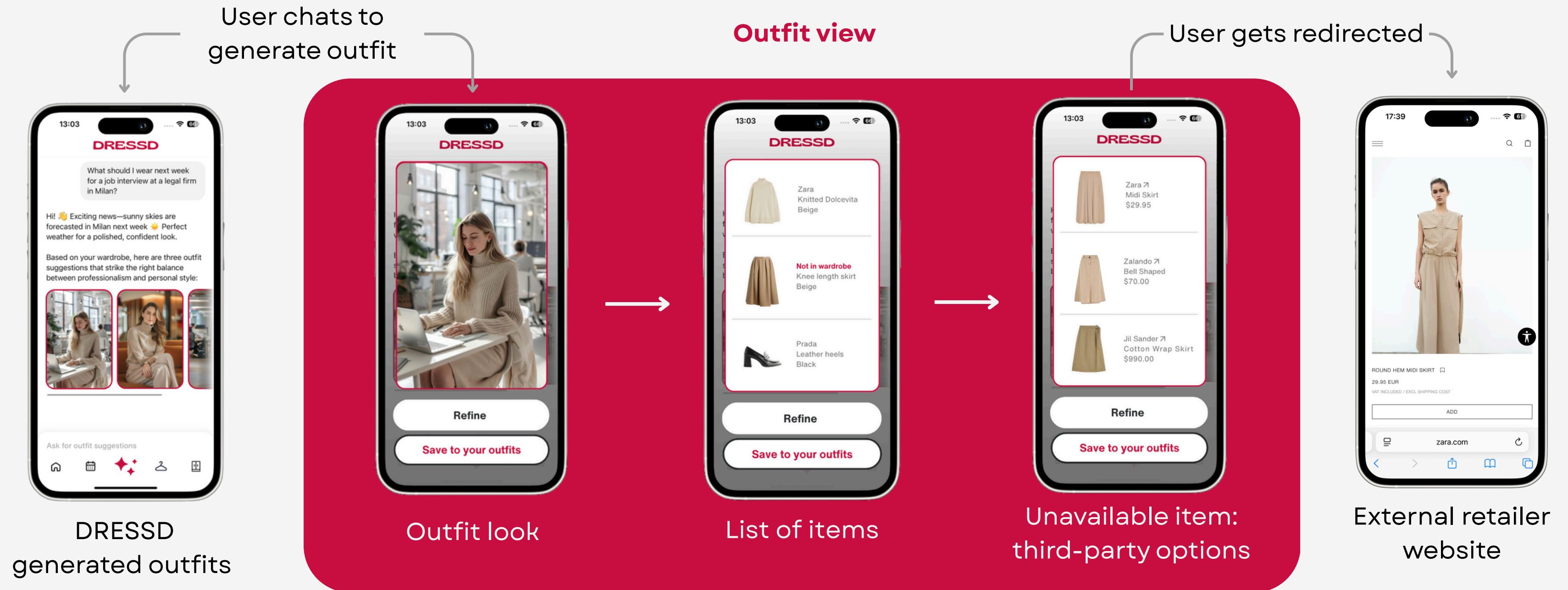
DRESSD delivers a **hyper-personalized experience** using advanced body scanning. It shows outfits as worn by the user, enhancing **immersion and relatability**.





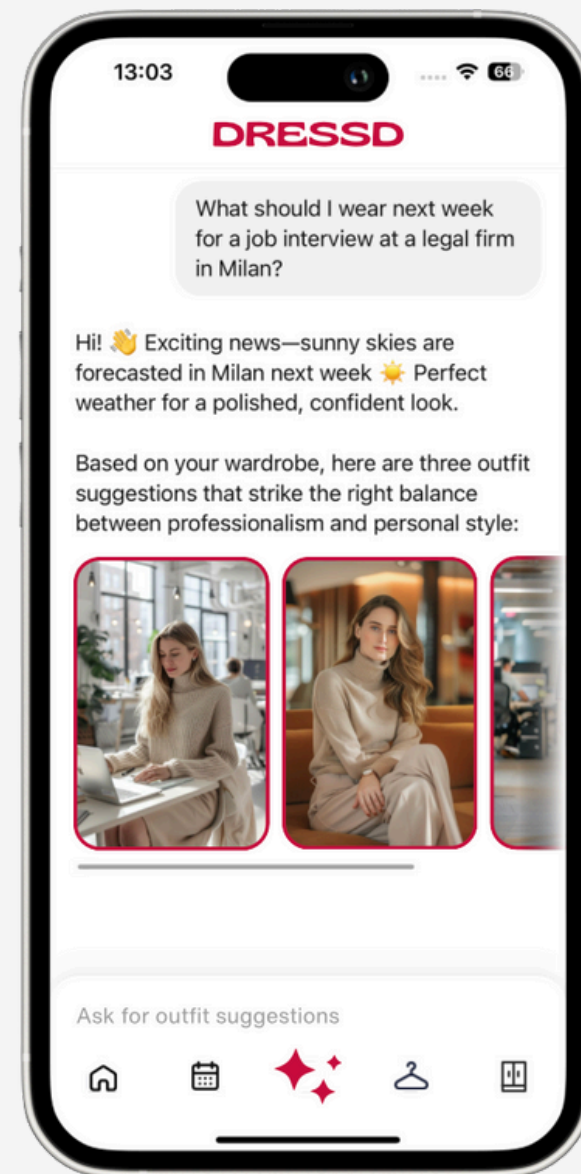
# Features: Outfit Generation

Generated outfits can include items the user does not own - **it recommends available alternatives** from third-party retailers to match their style and budget.



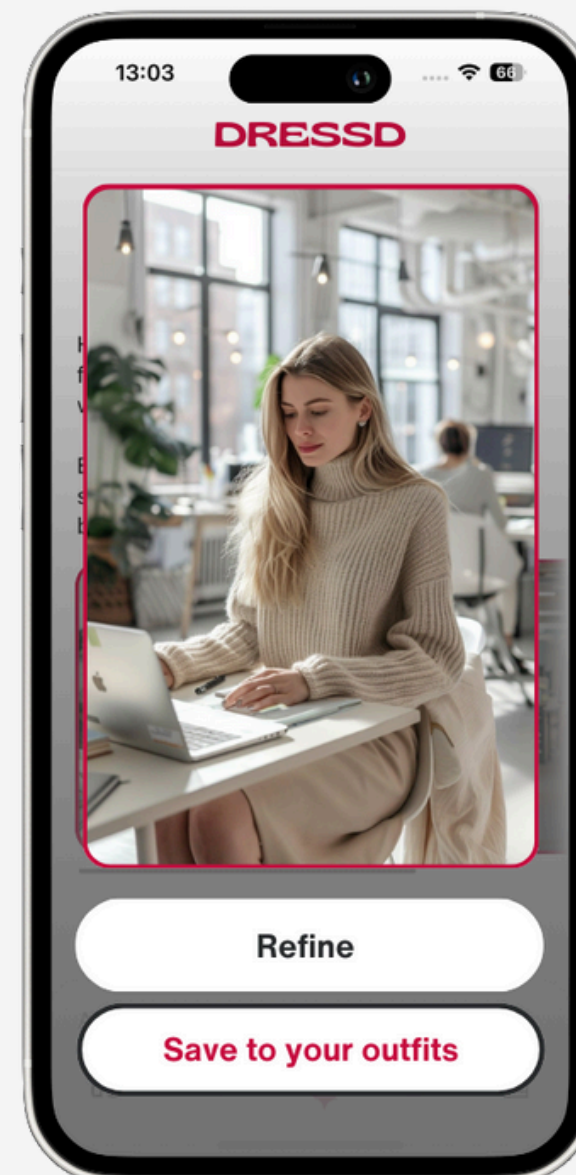
# Features: Outfit Scheduling

DRESSD helps you **schedule** your generated outfit. Your looks, sorted.



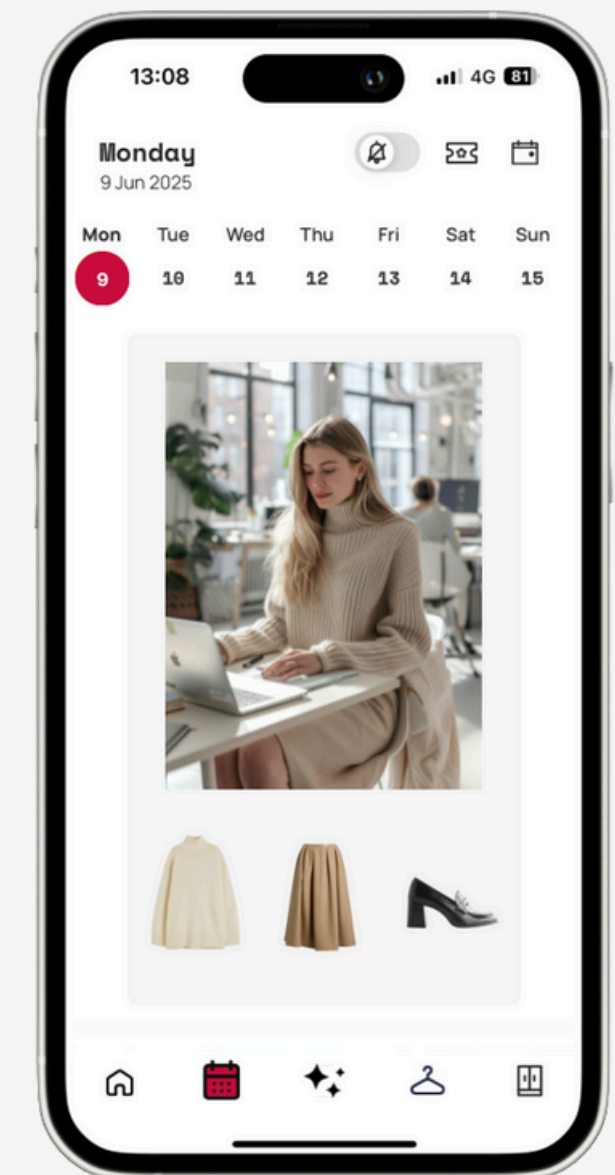
Outfit Generation

Chat with  
DRESSD, get  
the outfit



Outfit overview

Save the fit.  
Sync your  
calendar

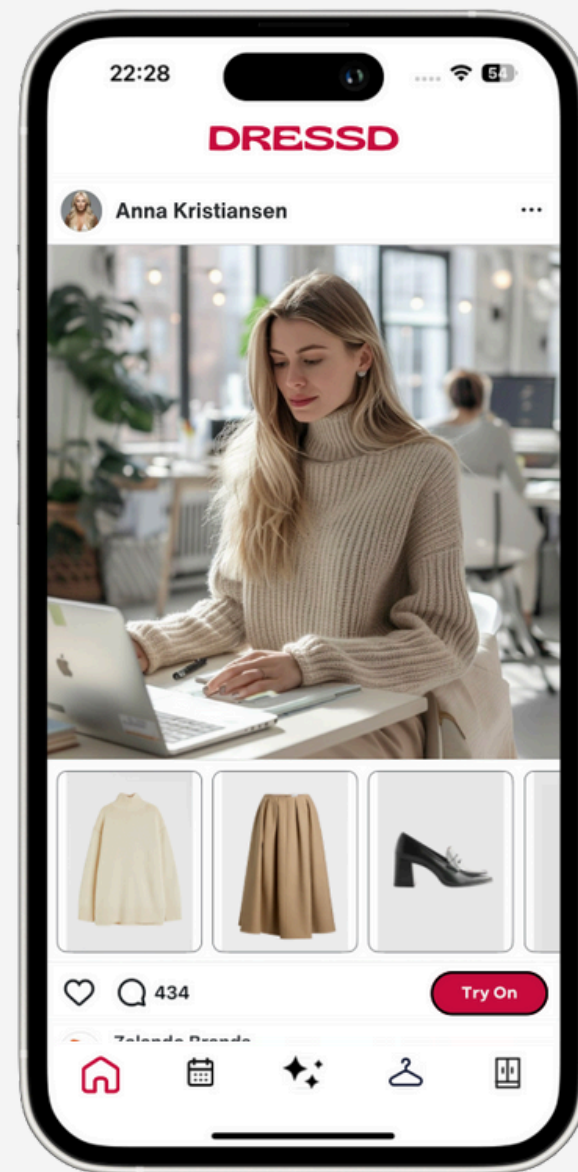


Calendar schedule



# Features: Social Feed

Public feed lets users **share looks** and get inspired - they can **try on shared outfits**.



Anna's shared outfit

Nia can  
interact with  
Anna's look by...

...trying it on

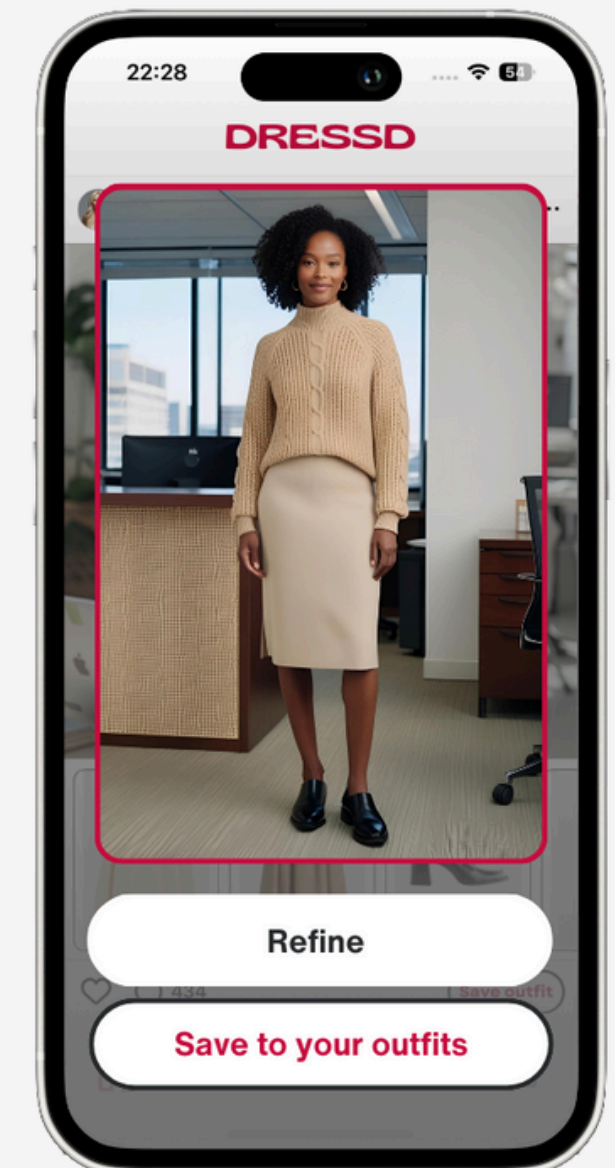
...commenting



**Nia Johnson commented:**

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

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



Nia wearing Anna's outfit



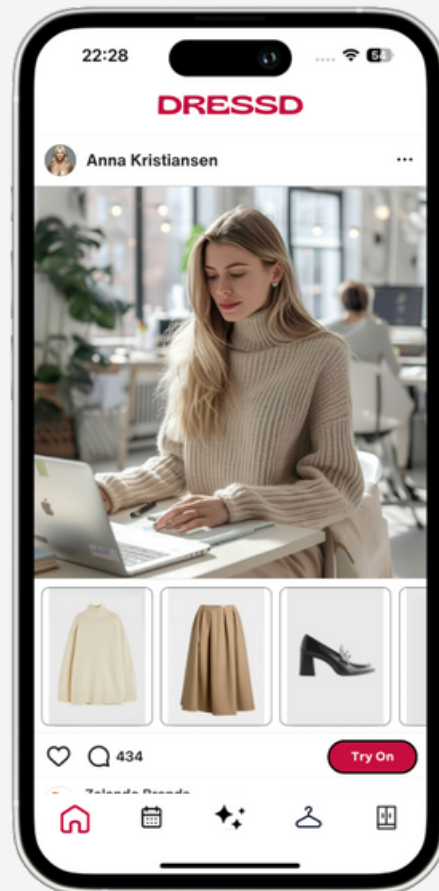
# Features: In-app Cash-back

**Sharing** and **purchasing** outfits will lead to **in-app cashback** collection.

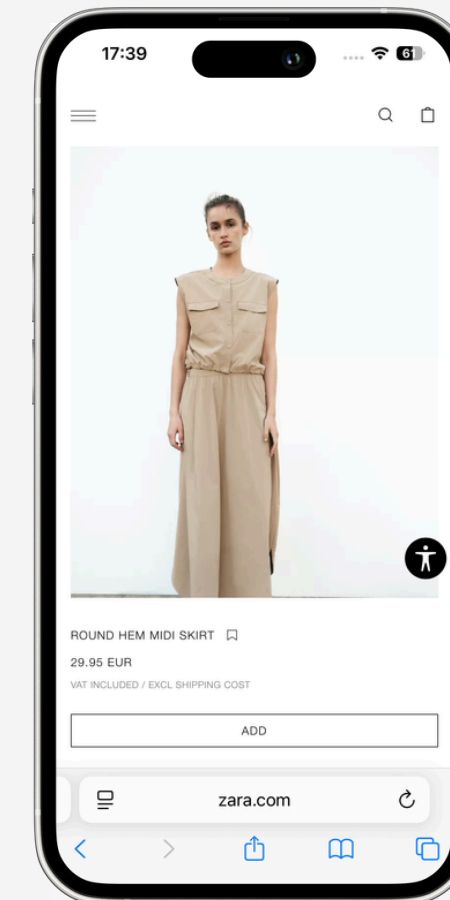
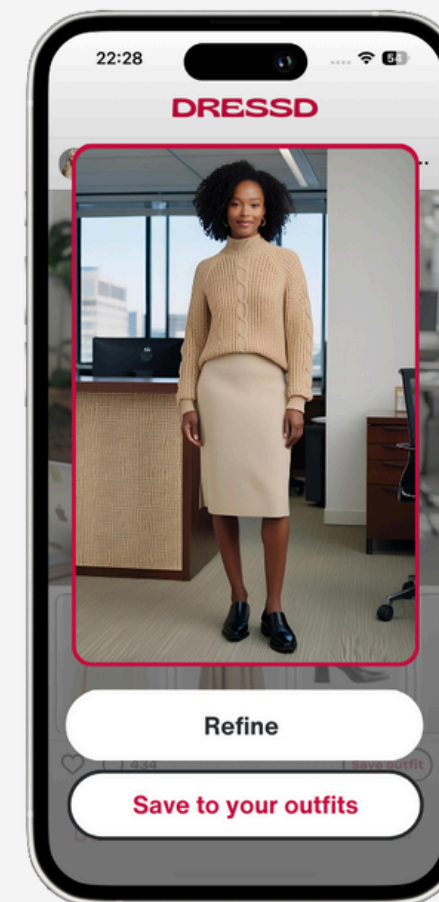
Anna shares a fit —————> Nia sees it, tries it on, loves it, ...and buys it



The **author** of the fit gets a **cashback** to be used in-app

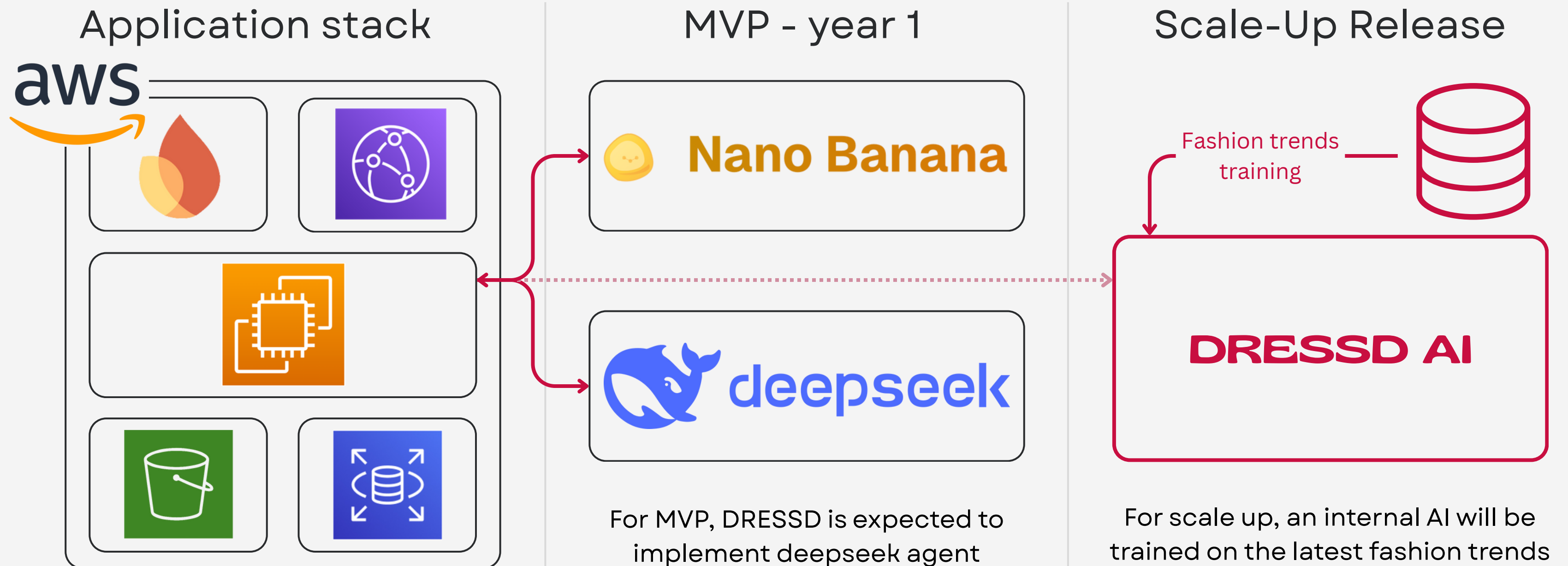


The **buyer** of the item gets a **cashback** to be used in-app



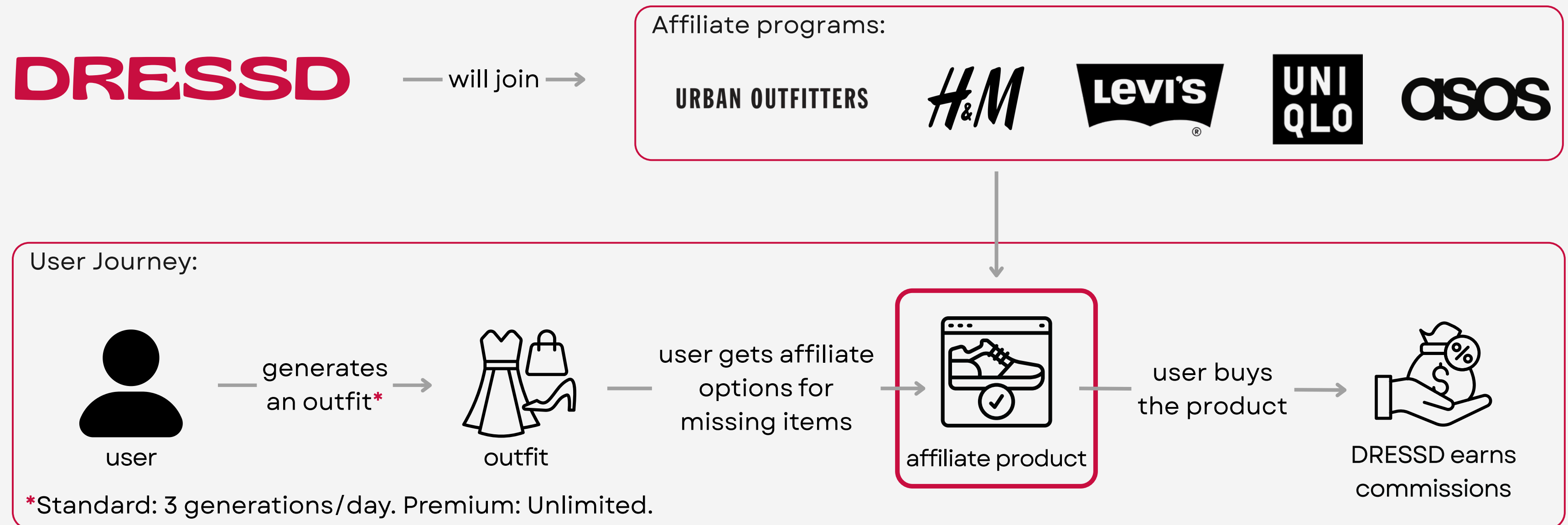
# Tech Stack

The tech infrastructure to use **cost-effective**, state-of-the-art solutions.



# Business Model

DRESSD will **earn** commissions through fashion brand **affiliate programs**.  
Users can unlock **unlimited** outfit generations with a **premium subscription**.



# Market

Every day, everyone gets dressed, while more is expected to be spent on fashion. DRESSD target market is made of **fashion-conscious Gen Z and Millennials**.

Target Market of  
**1.4 B users**

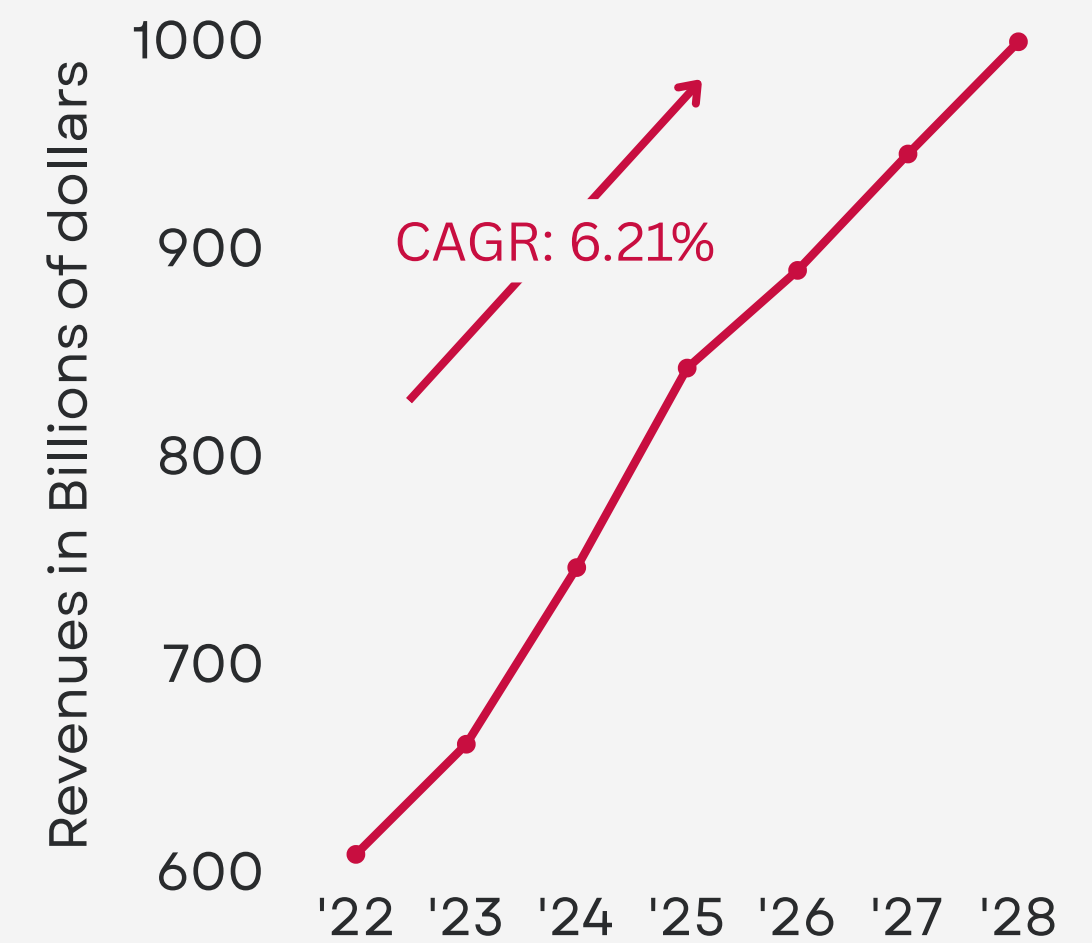
Gen Z and Millennials total  
~3.8B globally, with ~37%\*  
interested in fashion trends

Average Revenue  
Per User of **€3**

Calculated on commissions on  
affiliate items purchases and  
premium subscription plans

**Total Addressable  
Market of €4.2 B**

## Fashion Industry Revenue









(Statista, 2023)

\*Percentage of the total population in the US who follow fashion trends used as proxy (CivicScience, 2023).



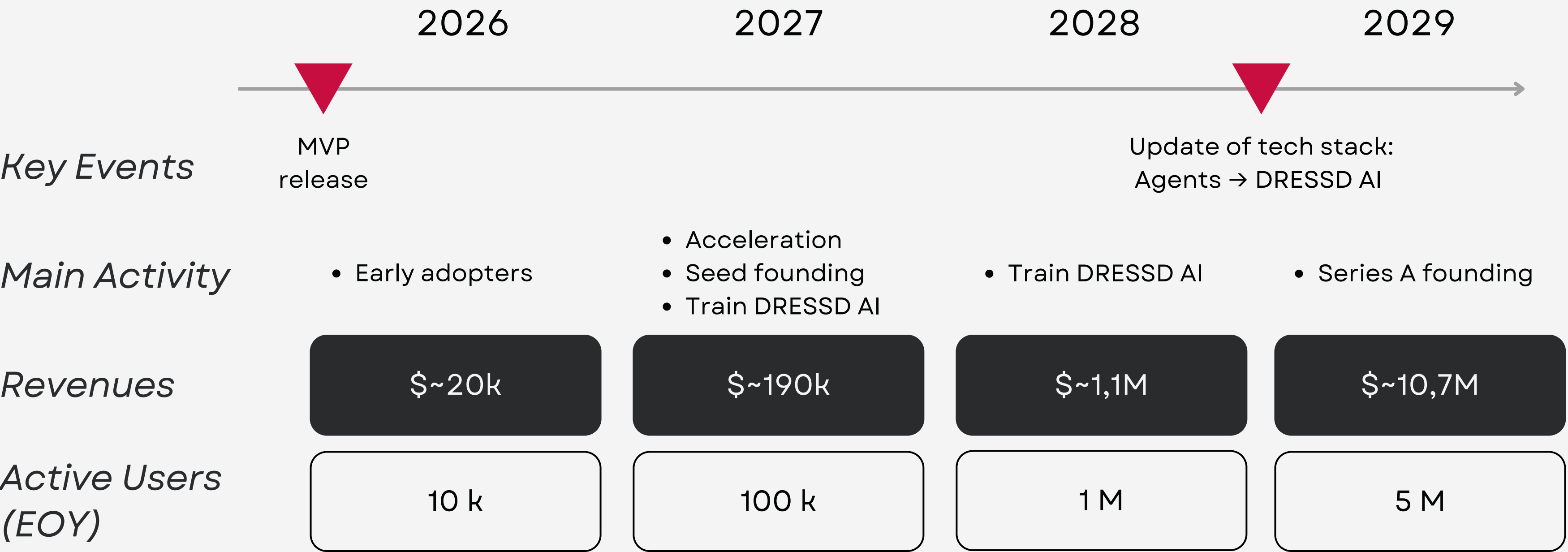
# Competition

DRESSD offers a **service unique in the market**.  
**Cash-back** can offset **switching costs** - the most relevant entry barrier.

Leading apps for outfit creation, sharing, and visualization:	 <u>Combyne</u>	 <u>GetWardrobe</u>	 <u>Acloset</u>	 <u>Whering</u>	 <u>Doji</u>	
Type of competitor	incumbent	incumbent	incumbent	incumbent	new entry	new entry
Lets you make and share outfits	✓	✓	✓	✓		✓
Lets you plan outfits on a calendar		✓	✓	✓		✓
Suggests you outfits			✓	✓	✓	✓
Generate outfit on user body					✓	✓
Interact with AI stylist						✓
Downloads	23.9 M ↓	2.2 M ↓	4.0 M ↓	4.1 M ↓	N/A	N/A

# Milestones

MVP is currently **in development**. Revenues in 2029 are expected to be **over \$10M**.



# Our Team



Luigi di Nuzzo 

CEO

Enterprise Architect  
@ Accenture.

Computer Engineer  
@UniBo.

Startup veteran.



Emilio Basenghi 

COO

Enterprise Architect  
@ Accenture.

Management Engineer  
@PoliMi.



Luca Cavallari 

Advisor

Founder and CEO  
@ Spazio Italia Ltd.

Bocconi Alumni.

Angel investor.