



### Benefits:

1. Saves time before work/ school/ hangouts.
2. Helps those who have trouble styling themselves.
3. Can dress you up, or dress you down.
4. Allows you to recycle articles of clothing without repeating outfits.
5. Helps indecisive people make decisions.
6. Allows for exploration of varying styles and outfit combinations.

## Who We Are

### About Us

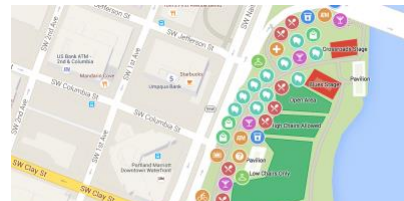
We are a two women that own a small business that sparked a vision to create a clothing app. We wanted to share our love for fashion and spread a feeling of confidence in what one wears day to day.

### Contact Us

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# The Closet Guru

Brought t you by Sydney Rew  
and Alexa Fojtik

# The Closet Guru is an extraordinary app and it's the complete package!

## Our Mission Statement

Helping those blossom their everyday go to outfits to refreshing new looks that they can make with clothes they already have. This app will help you stand out in a crowd and build confidence in your look.

Do you wake up in the morning and dread picking out an outfit for the day or do not know what to wear for date night? It can be a struggle if you're on a time crunch to leave for work or know the vibe for the date. Sometimes, it can be hard to make those decisions. The Closet Guru is an app that will pick out your outfit for you! All you have to do is follow the Guru's pairings and pick them out of your closet for the day.



## How does it work?

Unique styles have been crafted that mix and match your current style with fresh new takes on your very own wardrobe.

The client takes a picture of all their pieces of clothing you would want the app to include in its reel of choices to pick from.

When you are taking these pictures, the app is avidly sorting the clothing and accessories into categories.

Following the pictures, the client will answer a questionnaire about their style preferences and outfits they would possibly wear in the future.

By doing this, it makes it, so the Guru is getting to know the client better and is making an algorithm specific to the client.

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*"This app helps me get ready efficiently in the morning. I can get ready and be out the door in a flash!"*

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## Get the exact results you want!

This app is easily compatible for Apple, Android, and it is at the ready for online access!



## Objections:

1. Some people are skeptical of this product because they are worried the closet will not dress them appropriately for the weather. We can refute these arguments by stating that owners of these closets can type in the weather for the day, so that the closet can dress you appropriately.
2. Another skepticism some users have with this product is the concern of what happens if this product breaks. We provide customers with a 2-year warranty, allowing for a free replacement if something goes wrong within the first 730 days. Additionally, we offer in-home evaluations and repairs of this product Monday-Saturday, with exception of holidays.

## Testimonials:

"This product was a lifesaver! I have always had trouble matching my clothes and after my wife passed away, I thought I was a hopeless case. My children bought me this product for my birthday, and I use it every day." - Jimmy, 82

"This product has been amazing. As a new mom, I don't have the time or energy to put much thought into my outfits. With my new closet though, I can simply press a button, With my new closet though, I can simply press a button, throw on my clothes and go. I recommend this to any busy mom." -

