

clothing-cloud



I love Shopping | WS 2011/12 | Katharina Ehrles & Sabine Neises
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Problem:

1. Many people have problems with combining their clothes to new outfits / imagine another way of wearing a piece
2. No overview of all the clothing hiding in your closet

Idea:

Clothing-Cloud:

- the bought clothes (online&offline) will be transferred immediately to your c.c. (+ fitting image from the online-shop of the brand) and categorized (eg. sweaters, trousers, etc.)
- digital overview of all the pieces hiding in your closet
- possibility to try different combinations online, save them and e.g. ask your friends (via facebook) what they think about it
- automatical counting how often a piece has been worn so that you can sort out which one could be embellishes (---> DIY-category) or swapped in the c.c.-community (--> Swapping-category)



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