



Personal Lookbook

COMPANY & APP INFO



HELLO	2
THE INSPIRATION	2
APP SNAPSHOT	2
HOW IT'S DIFFERENT	3
WHO WE ARE	4
TESTIMONIALS	4
CONNECT	5
VIDEOS	5



Personal Lookbook

HELLO

Thanks for your interest in Personal Lookbook. If there is anything we can do or provide in addition to what is in this press kit, please get in touch. We'd love to hear from you!

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THE INSPIRATION

Personal Lookbook was inspired by our love for fashion—dresses, shoes, jewelry, colors, textures, shapes, movement, and how it all interplays with women's bodies, personalities and lives.

But even the most devout fashionistas sometimes just need to get dressed and out the door fast. In our early research, we found that 'outfit indecision' is a common pain point that women rarely talk about. We've all been there, though—10 minutes late, ankle deep in cast off clothing, a closet full of clothes and (seemingly) nothing to wear. In fact, according to [a study by Matalan](#), women spend almost a year of their lives searching through their closets for an outfit that will work.

So in addition to our love for fashion (and organization), we are also driven by our desire to empower women with a quick map through these stressful and time-sucking traps of outfit indecision; to help them get out into the world fast, unfrazzled and looking great.

APP SNAPSHOT

Personal Lookbook is a one-of-a-kind app that helps you find your perfect outfit for the day, without even opening your closet. You can also plan your looks for the week or a trip, keep track of what you wore when, and use "On the Runway" to set aside new or favorite looks that you want to wear soon.

It works like this:

Shoot, save, and organize photos of you wearing your own looks, then search them by Weather, Rating, Fit, When Last Worn, Event, and/or Keywords. For example, if you need a dressy, 5-star look to wear to work on a hot day when you want to be comfortable, simply filter by Attire, Rating, Event, Weather, and Fit.

FEATURES & BENEFITS

- Use keywords to search by just about anything—find all your looks that include the color red, looks that include items by the designer Chloé, or all your outfits that go with your favorite floral pencil skirt.
- Sort by 5 stars to bring your favorites to the top.
- Customize your events to your lifestyle ("Date Night," "Casual Workday," or "Tokyo Trip")
- Add an additional photo—a back view, close-up of accessories, or your look styled differently. (In our next release, you'll be able to add up to *three* additional photos!)



Personal Lookbook

- Keep your 'real life' closet neat and organized.
- Share your looks to Instagram, Facebook, Twitter, etc.
- Use as a simple fashion journal—remember all the amazing looks you have put together and see how great you look in them!

Calendar coming soon! Our next release will include a comprehensive (and gorgeous) calendar that makes it easier to plan your looks down to the day and keep track of when you last wore an outfit, where you wore it, and who saw you in it.

HOW IT'S DIFFERENT

Your Looks on You

The most important thing about a dress is the woman wearing it.
—Yves St. Laurent

Just because an outfit looks good on a hanger or in a photo doesn't mean it will look right when you put it on. (It's why we have dressing rooms and free shipping both ways.)

Personal Lookbook is the only wardrobe manager that lets you see how your outfits look when you are actually wearing them—not just dragged together 'virtually.' So you know how it fits, *that* it fits, that all the colors, shapes, and fabrics work together, and if there are any unforeseen challenges. But mostly, you get to see how amazing you look in your looks!

Faster Setup—30 Seconds a Day

Other wardrobe managers require you to take photos of each item of clothing, shoes, and accessories in your wardrobe, cut out the backgrounds, then drag them together into virtual outfits. With Personal Lookbook, you simply take a photo of what you are currently wearing, then add details, such as a rating, whenever you have a moment. (Note: all details are optional.)

Of course, you could also add many of looks at once and assign details right away. We like to add batches of looks before a trip or after a shopping expedition. You can add even faster (up to three looks at a time) by 'sharing' to Personal Lookbook from your Photos app or your favorite photo editor.

Easier to Understand

We think your first experience with an app should be one of exploration, discovery, and fun—not frustration. Here are some features we included to keep it intuitive:

- 1) We made the process of searching for looks similar to online shopping because our target users love to shop online and are familiar with the process.
- 2) "Quick Add" for people who only want to search by events.
- 3) 12 example looks with data-learn by playing
- 4) Free trial
- 5) No distracting ads and no sign-up.

Complimentary

Personal Lookbook is fabulous on its own, but it can also be an amazing compliment to other wardrobe managers—put outfit ideas together with your 'virtual' outfit maker, then after you try them on and know they work on you, add them to your Lookbook!



Personal Lookbook

WHO WE ARE

Personal Lookbook was created in the San Francisco/Silicon Valley area by Julia Skuratowicz, Page Kurnie, Dave Skuratowicz and our amazingly creative, smart, and beautiful team.

We have built apps, videos, websites, and other interactive experiences for Google, Apple, DVF/NY Fashion Week, Paul McCartney, Nike, and other top brands. Our goal with Personal Lookbook was to make it as world-class amazing as the apps we have built for these brands. We aimed to make it helpful in a life-changing way, beautifully and thoughtfully designed, intuitive to use, and as fun as a game. We think we succeeded.

TESTIMONIALS

I no longer have to stand in front of my closet for hours on end, making a mess trying to put together my outfits for the week. Instead, I can search my wardrobe by comfiness, event, style and so many other standards to find the perfect outfits! Personal Lookbook has changed my life for the better and I definitely recommend it to everyone!
-Dodo198

Perfect for me. I've tried several outfit organization etc apps and you require too much editing and time. This is ideal if you want to quickly log in outfits and organize them per occasion. Selfie required and that's it!!!
-Redrazl

Very convenient! Not even all that into fashion but it still helps me keep organized.
-TheDrakester

Easy to use - Organizes outfits by category - Worth the money to have my closet organized
- Not having to think about outfit organizing in the early morning is awesome!
-slpankuch

Exactly what I was looking for, easy keeps track of outfits and can add what pieces you wear with it.
-SlapperFish

This app is easy to use and it makes deciding what to wear way less of a hassle. I can just stay in bed in the morning swiping through my outfits until I find what I want to wear (this is especially nice when it's cold in the morning and I want to stay in my warm bed for as long as possible). It's also great for deciding what to bring and making a packing list for a trip! Love love love it!
-SSue

Personal Lookbook has changed everything about how I manage my wardrobe. It's really fun and easy to get started. Plus, it is very stylish in itself—not cluttered with a lot of functionality that I will never use.
-Vicki Arigi



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CONNECT

If there is anything more we can provide or do for you, or if you have any feedback, please get in touch. We'd love to hear from you!

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VIDEOS

Product Video:
<https://youtu.be/WlgghAhP1wI>

Promo Video:
<https://youtu.be/vKO9dsLDUCs>