

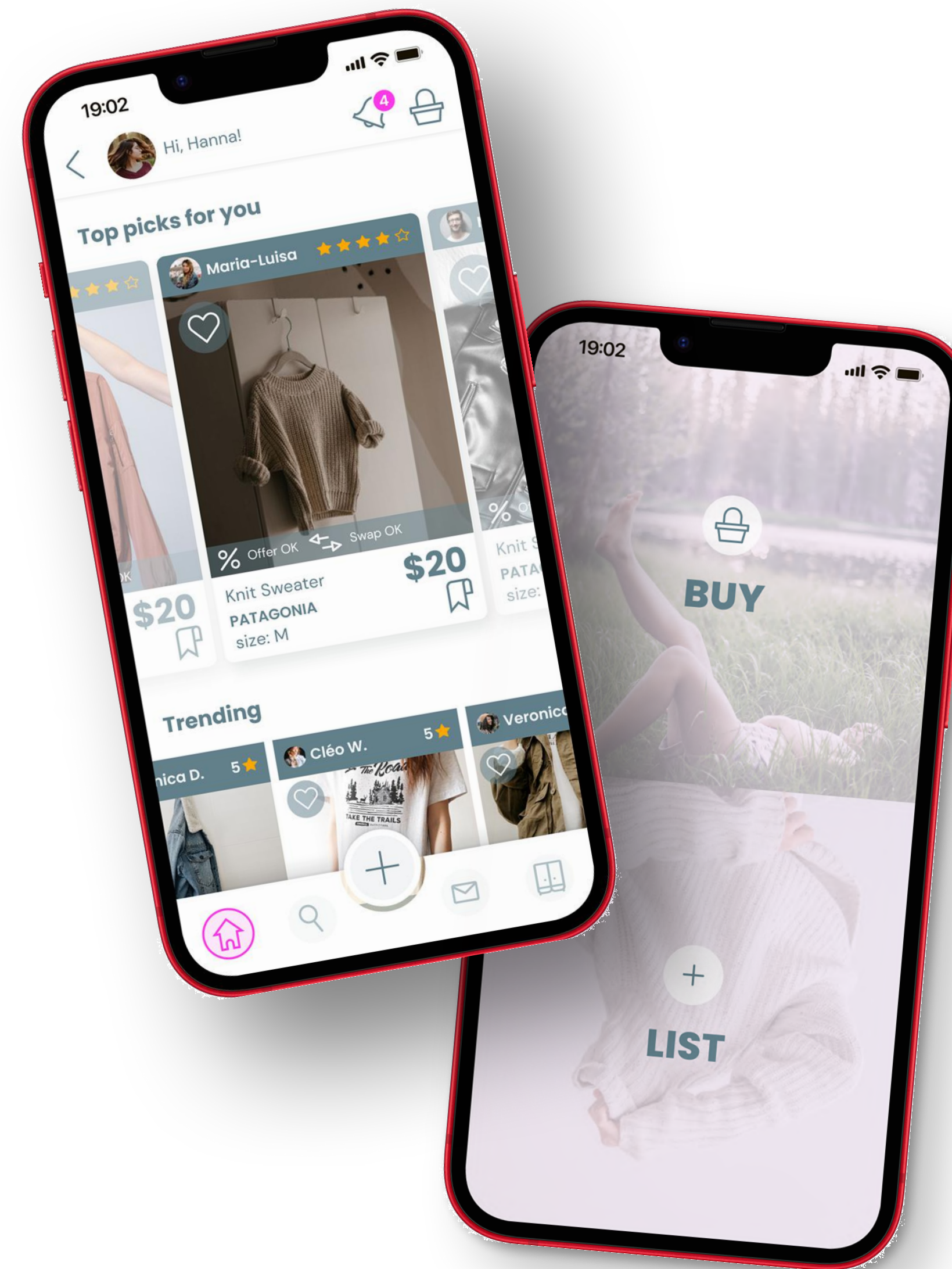
wear

circular fashion for people
and planet



Wear is a clothing resale app designed to bring people together through fashion while promoting sustainability.

Unique features like **local search**, **neighborhood map**, and **style tags** enable users to create social connections, reduce shipping distances, define their personal style, and find like-minded friends in a creative and engaging way.





Persona 01

Eco-Conscious Emily



"I need a sustainable fashion community at my fingertips — a way to connect with local sellers who share my values."

Background

Emily is a 26-year-old environmental science graduate who is passionate about sustainable living and reducing her carbon footprint.

Demographics

Female, 26, college educated and living in Brooklyn

Behaviors and Goals:

- Seeks second-hand clothing options to align with her values.
- Prefers local shopping to reduce transport emissions.
- Wants to connect with like-minded individuals & share fashion ideas.

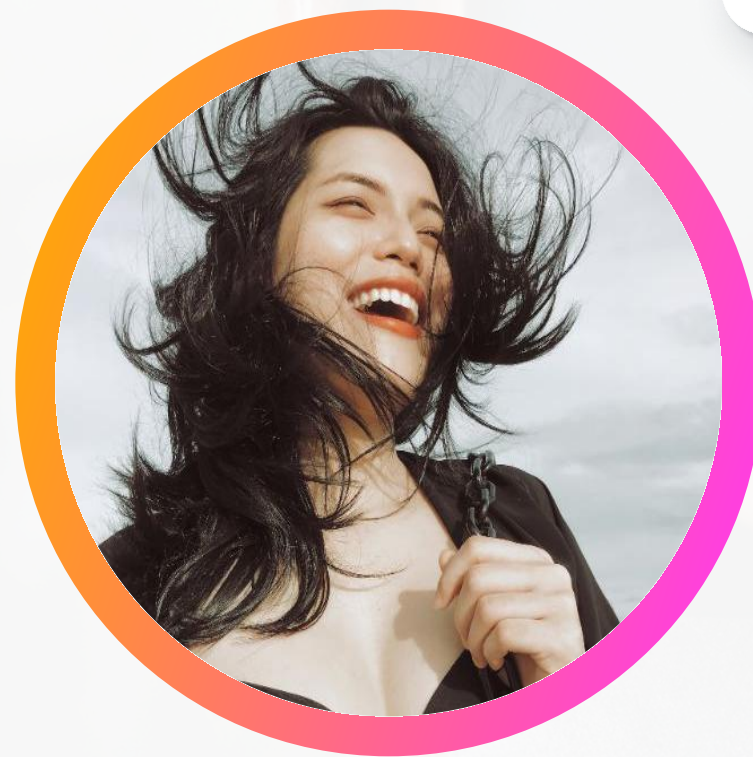
Needs and Pain Points:

- Easy access to local sellers to avoid long shipping distances.
- Efficient search and filter options for specific clothing styles.
- Platform to connect and engage with others who share her fashion ethos.



Persona 02

Fashionable Fiona



"I want to express my style and connect with trendsetters"

Background

Fiona is a 20-year-old fashion enthusiast who loves expressing their unique style through her clothing choices.

Demographics

Non-binary, college student, Los Angeles

Behaviors and Goals:

- Seeks one-of-a-kind, trendy clothing items.
- Enjoys discovering local fashion communities and connecting with fashion-forward individuals.
- Wants to trade clothes, find unique pieces for photo shoots.

Needs and Pain Points:

- Visual and appealing browsing experience to discover new styles.
- Seamless communication with other users for networking and collaborations.
- Reliable location-based search to find sellers and events in her city.



Persona 03

Thrifty Thomas



"Give me good local deals. Simplify buying and selling without shipping hassles."

Background

Thomas is a 32-year-old budget-conscious professional who appreciates quality clothing at affordable prices.

Demographics

Male, suburban resident, working in finance.

Behaviors and Goals:

- Seeks cost-effective alternatives to buying new clothes.
- Wants to sell his own gently used clothes and earn extra money.
- Prefers local transactions to save on shipping costs.

Needs and Pain Points:

- Clear and user-friendly interface to navigate listings easily.
- Secure payment options and protection against fraudulent sellers.
- Efficient communication tools to negotiate prices and arrange meet-ups.



Colors

"Orange Crush"

Primary Action.



HEX: FFAA00
RGB: 255, 170, 0
HSL: 40, 100, 50

"Neon Love"

Accent, active states.



HEX: FF39EB
RGB: 255, 57, 235
HSL: 306, 100, 61

"Faded Denim"

Text, backgrounds.



HEX: 62818D
RGB: 98, 129, 141
HSL: 197, 18, 147



100%

50%

15%

7%



Type

Poppins

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz

DM Sans

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz

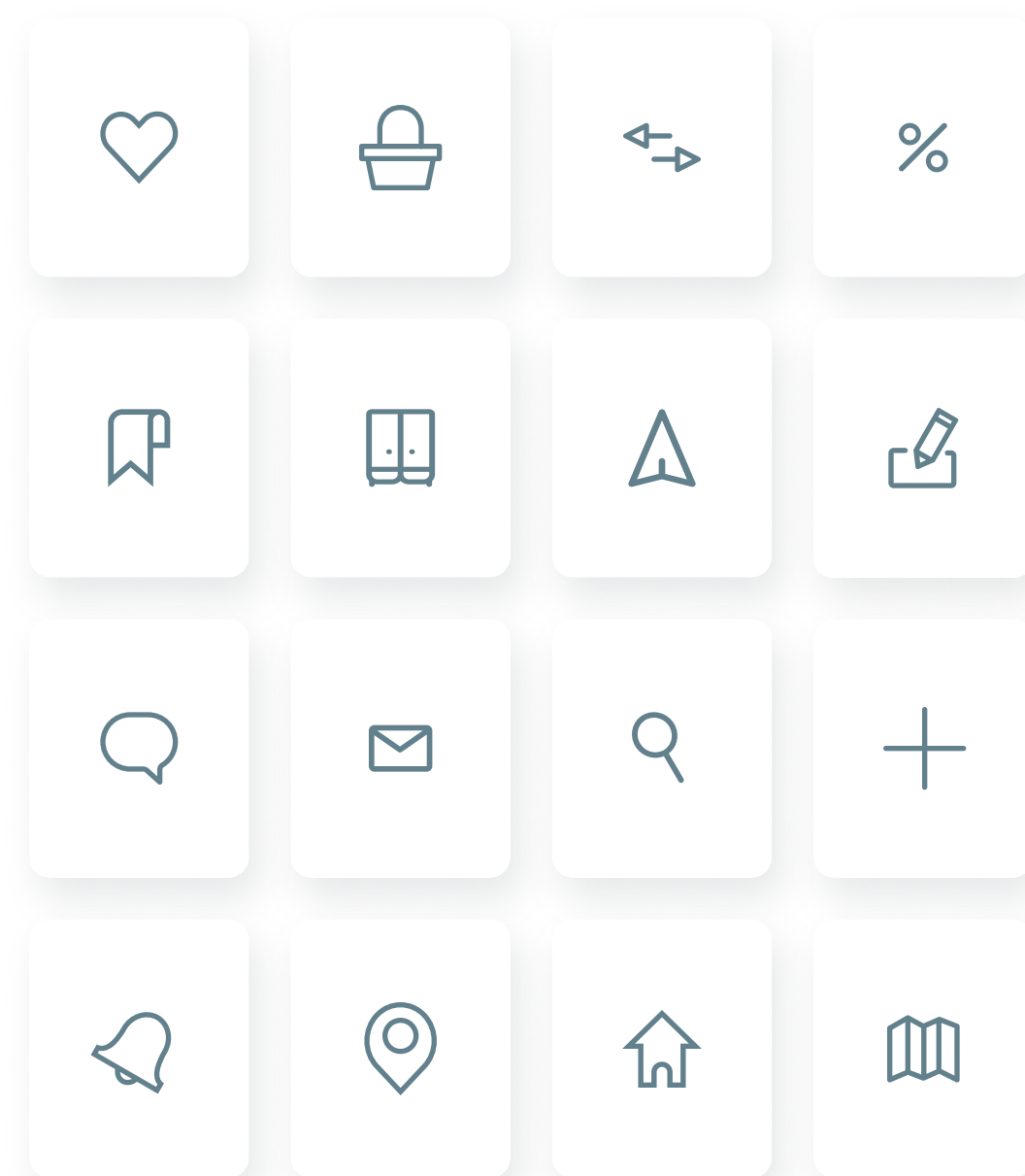
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz



Custom Icons

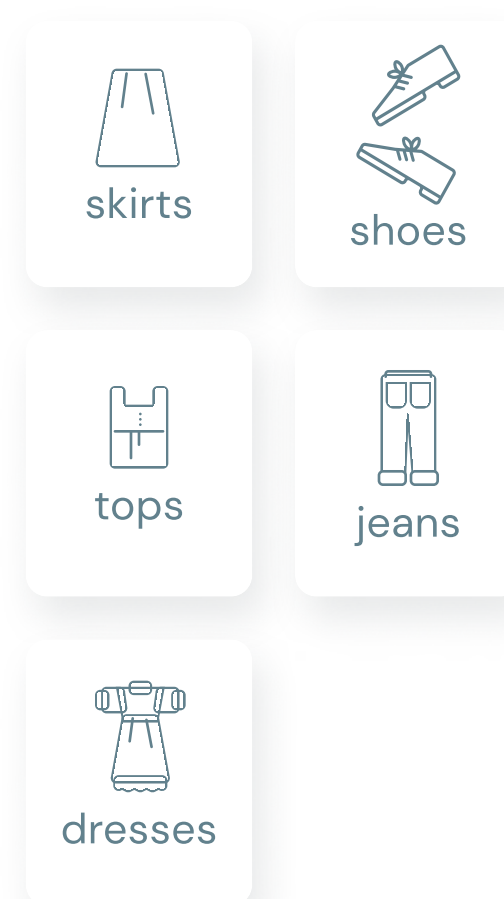
Social, E-Commerce, Navigation

Custom icons make interactions easy and pleasant.



Clothing Categories

This feature makes browsing easy.



Style tags

Users to define their style via clickable keyword chips that connect them with like minds.



Social Media Logos

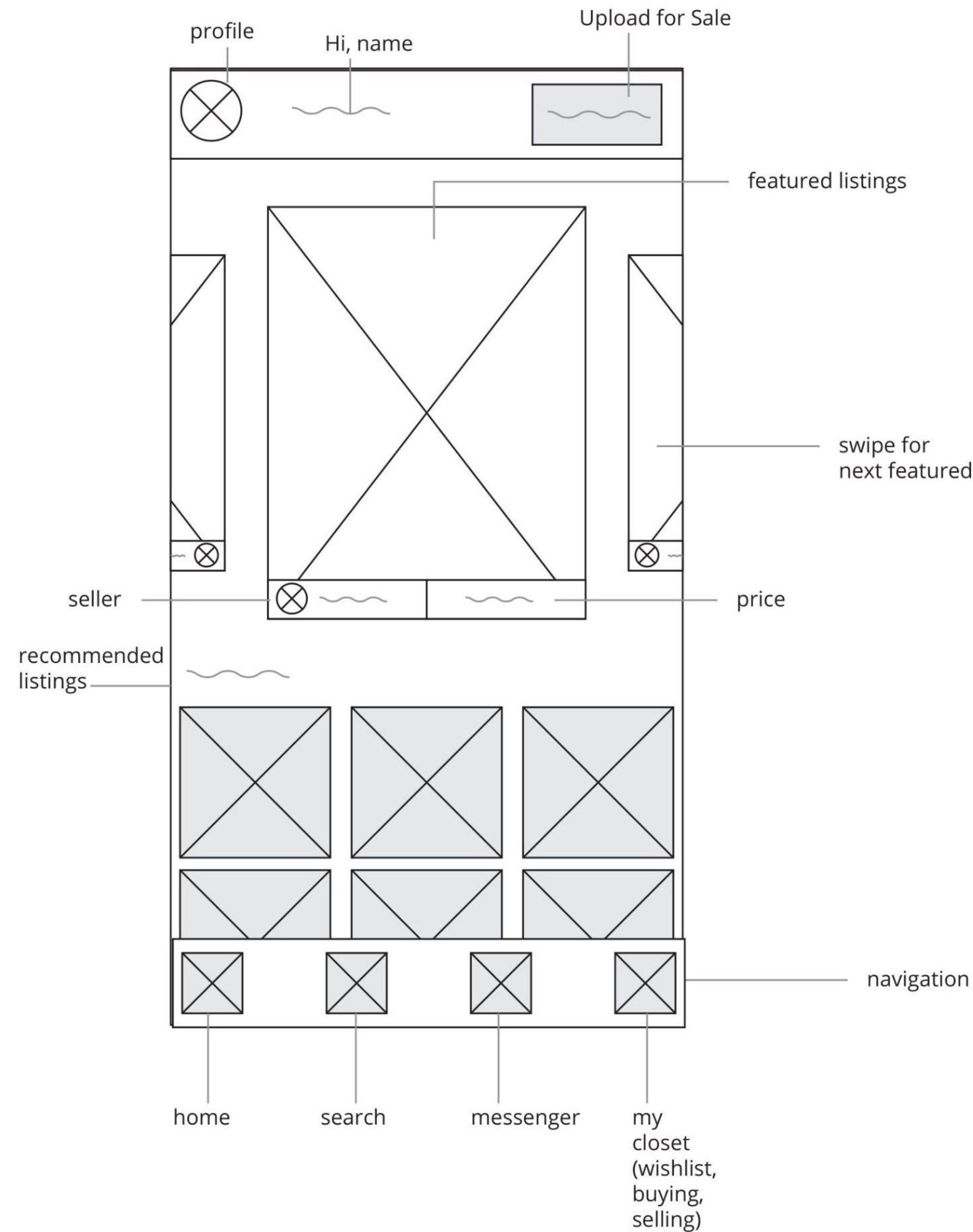
Easy log-in and friends lookup.



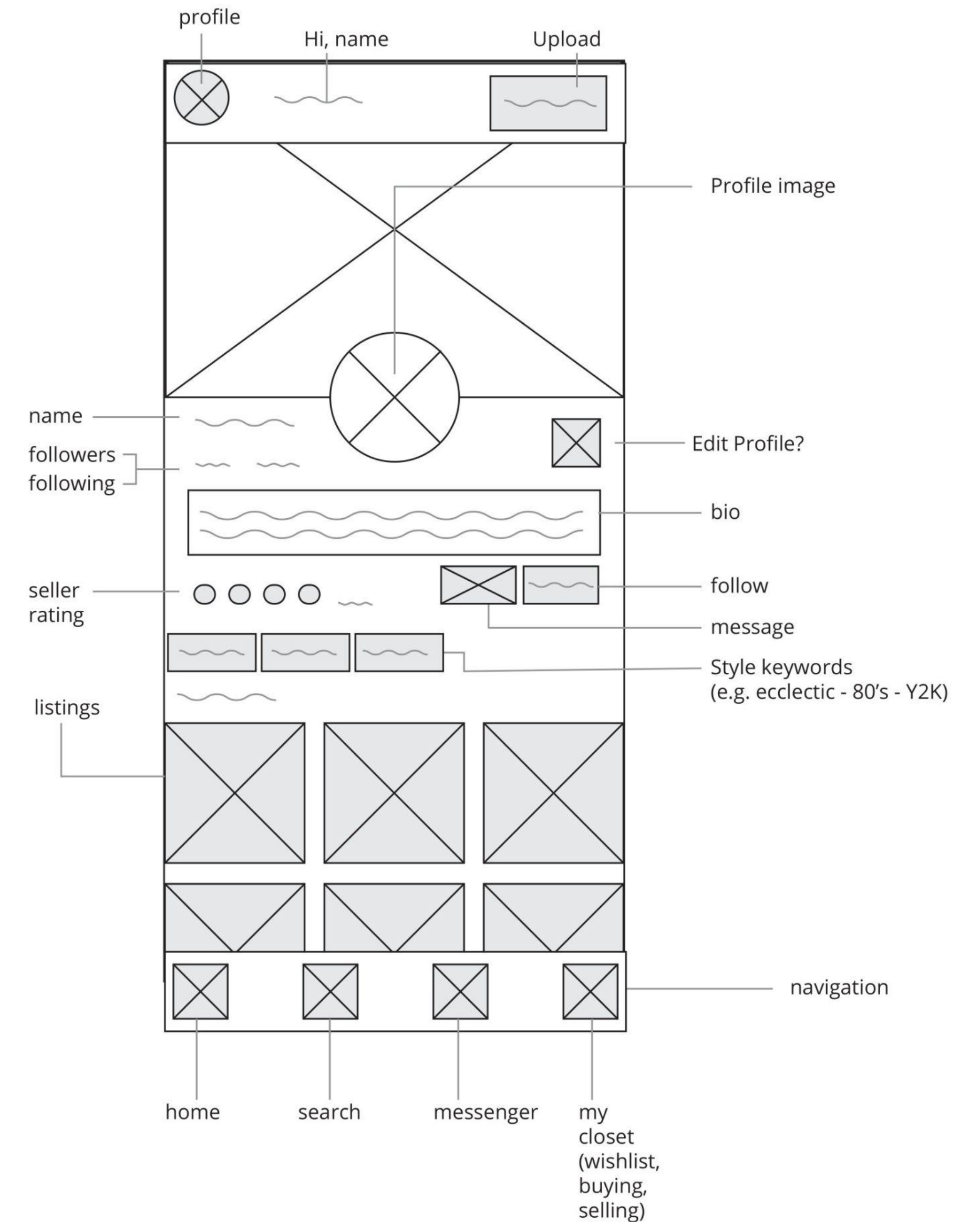


Sketches

01. Home

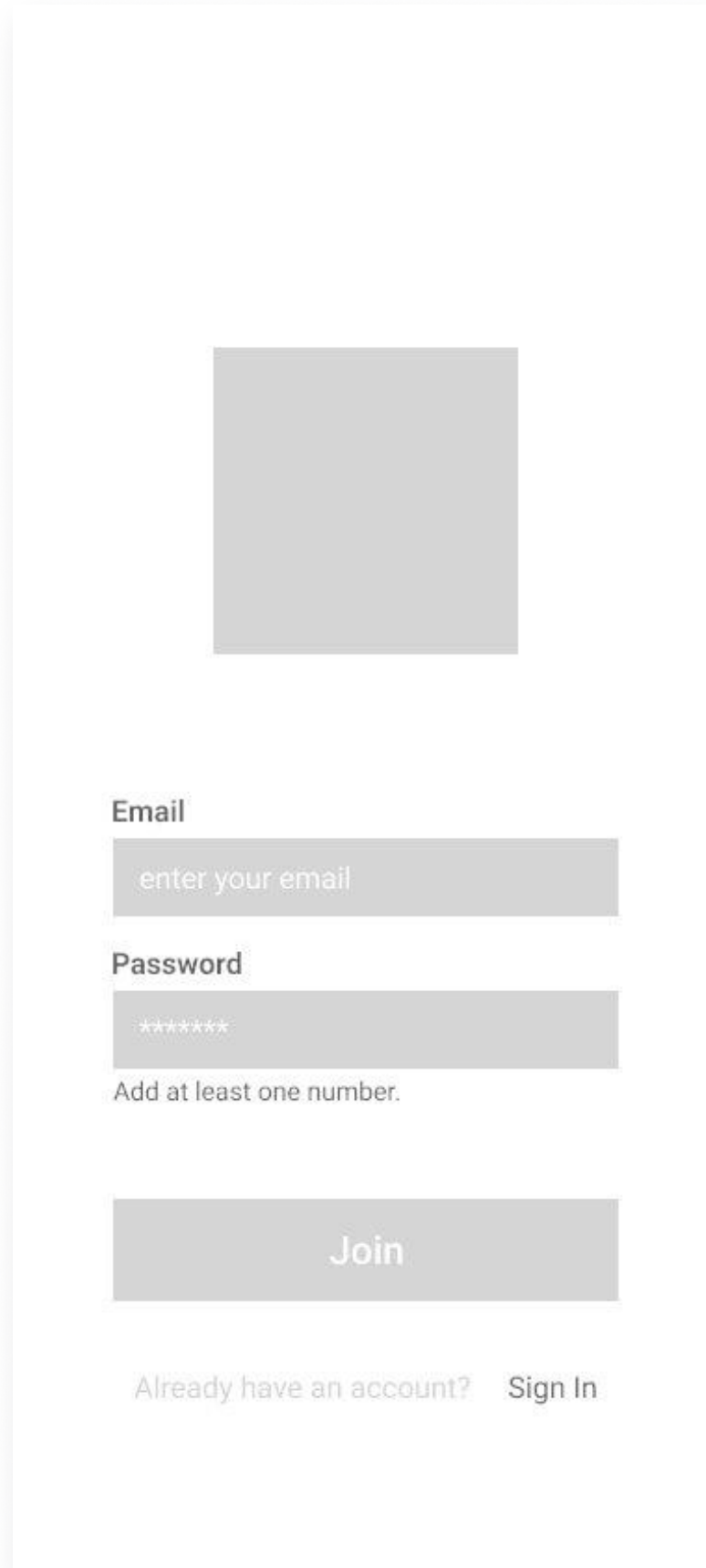


02. Profile

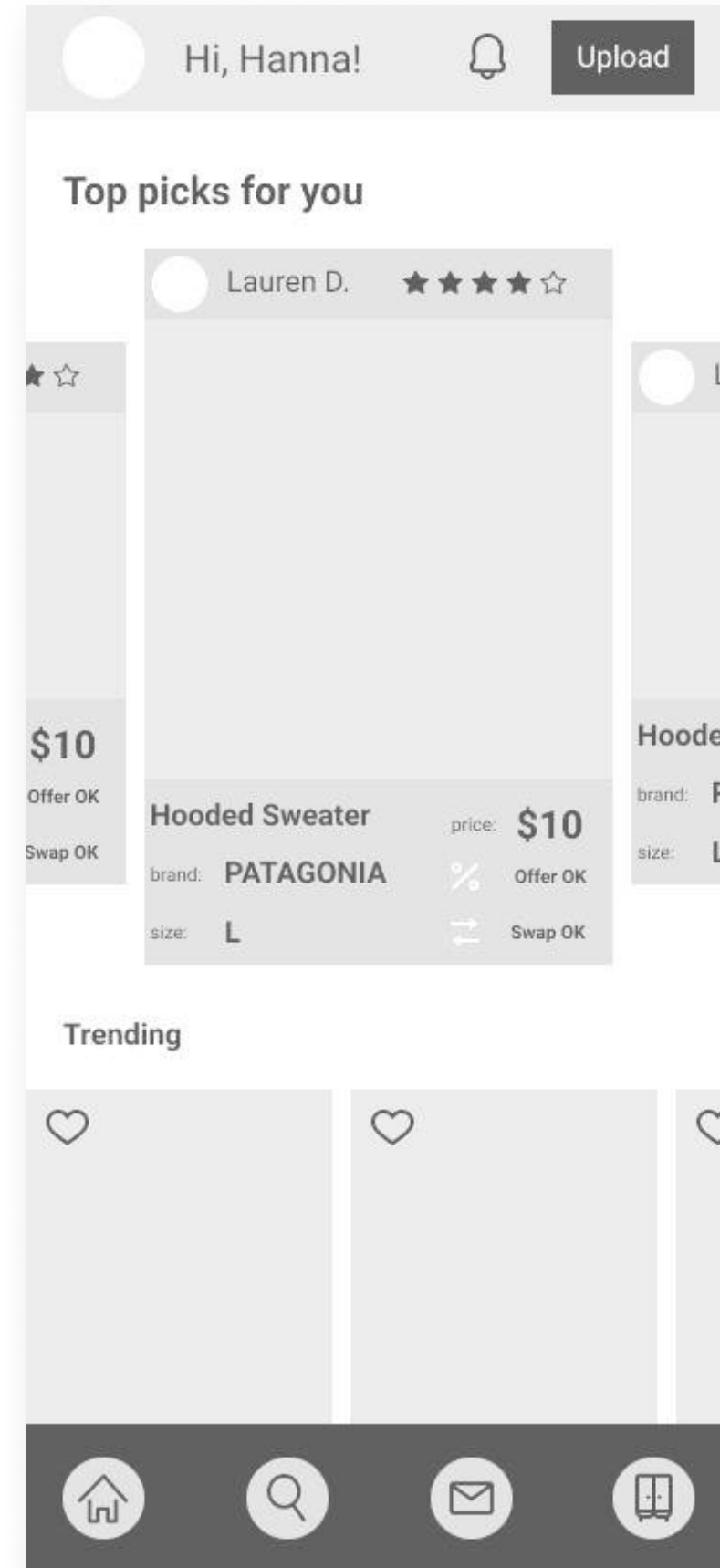




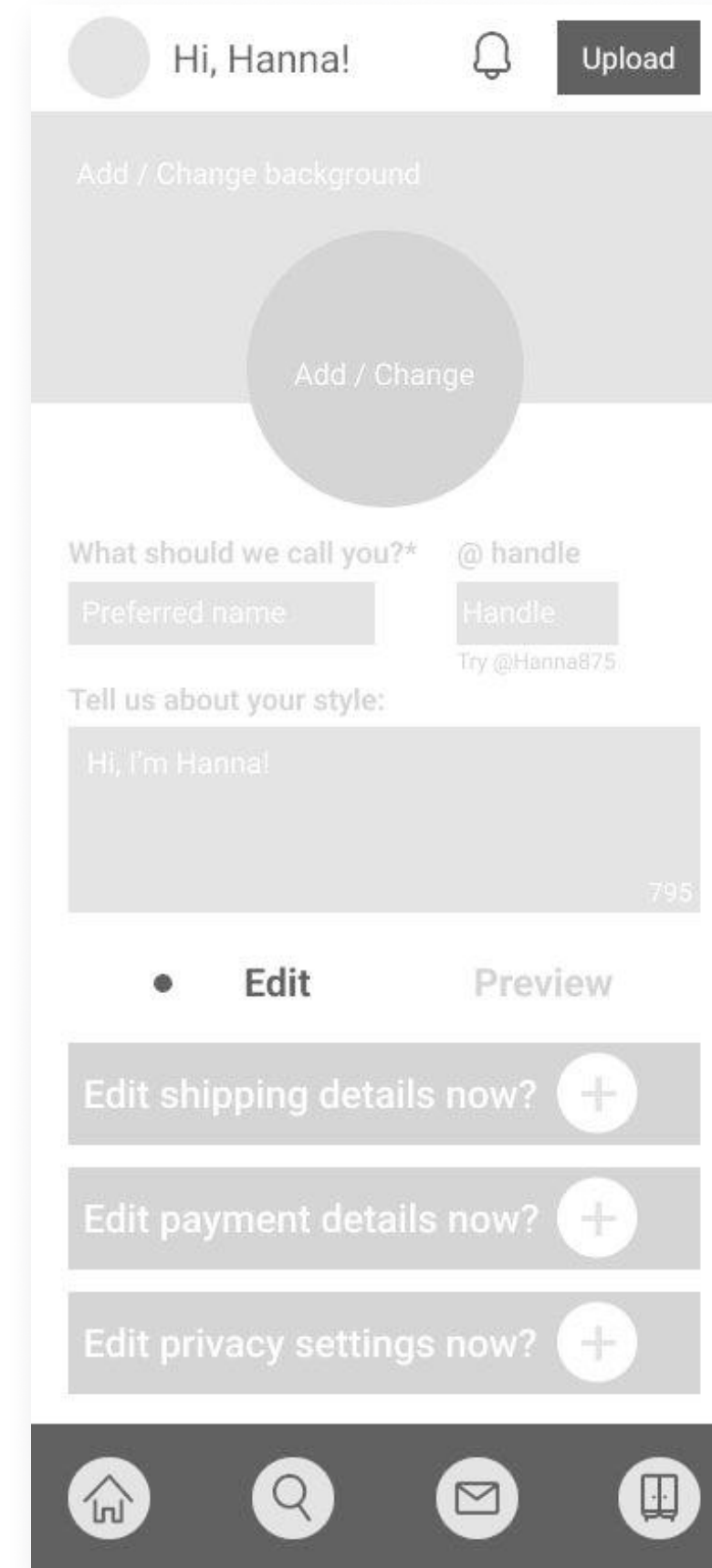
Wireframes



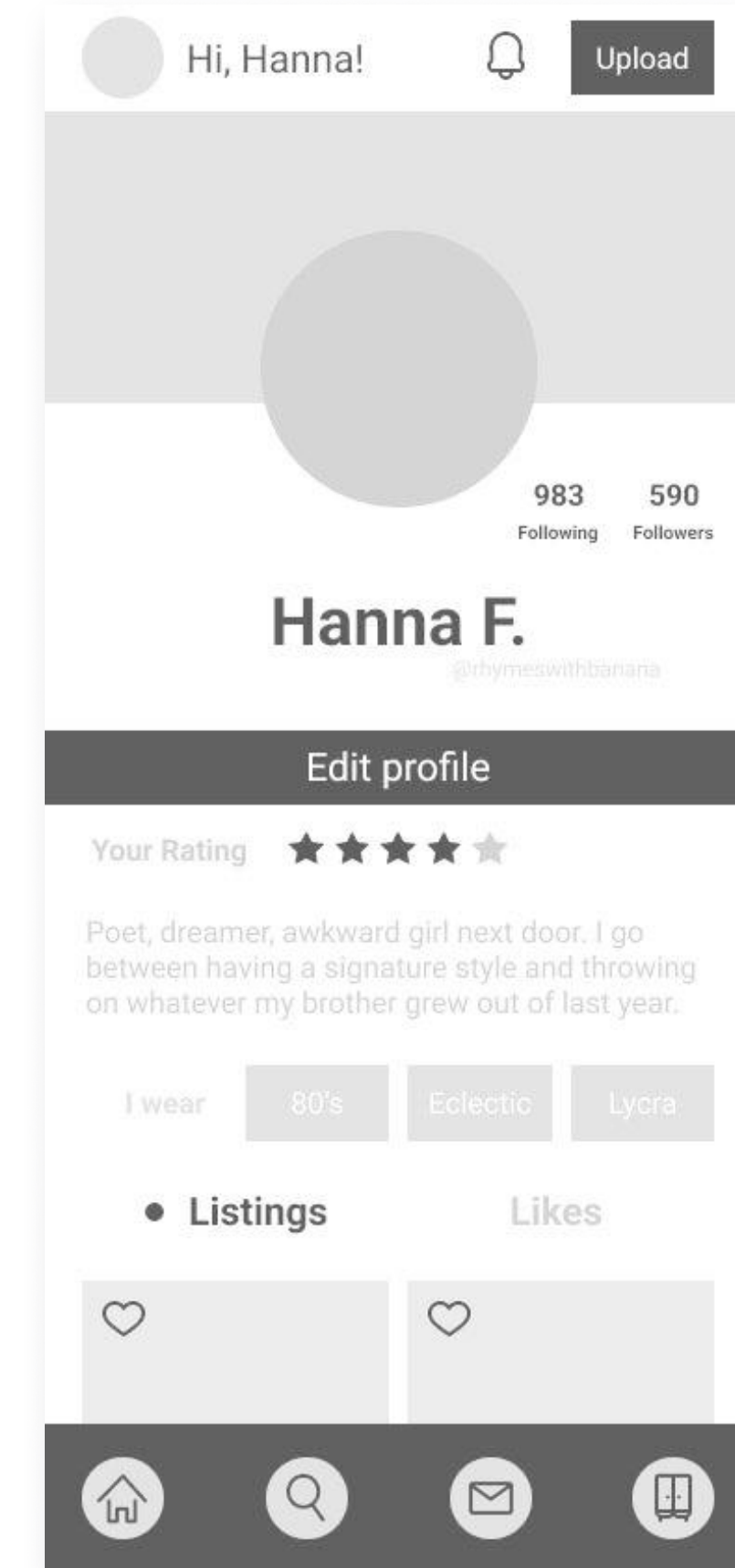
Sign Up



Home



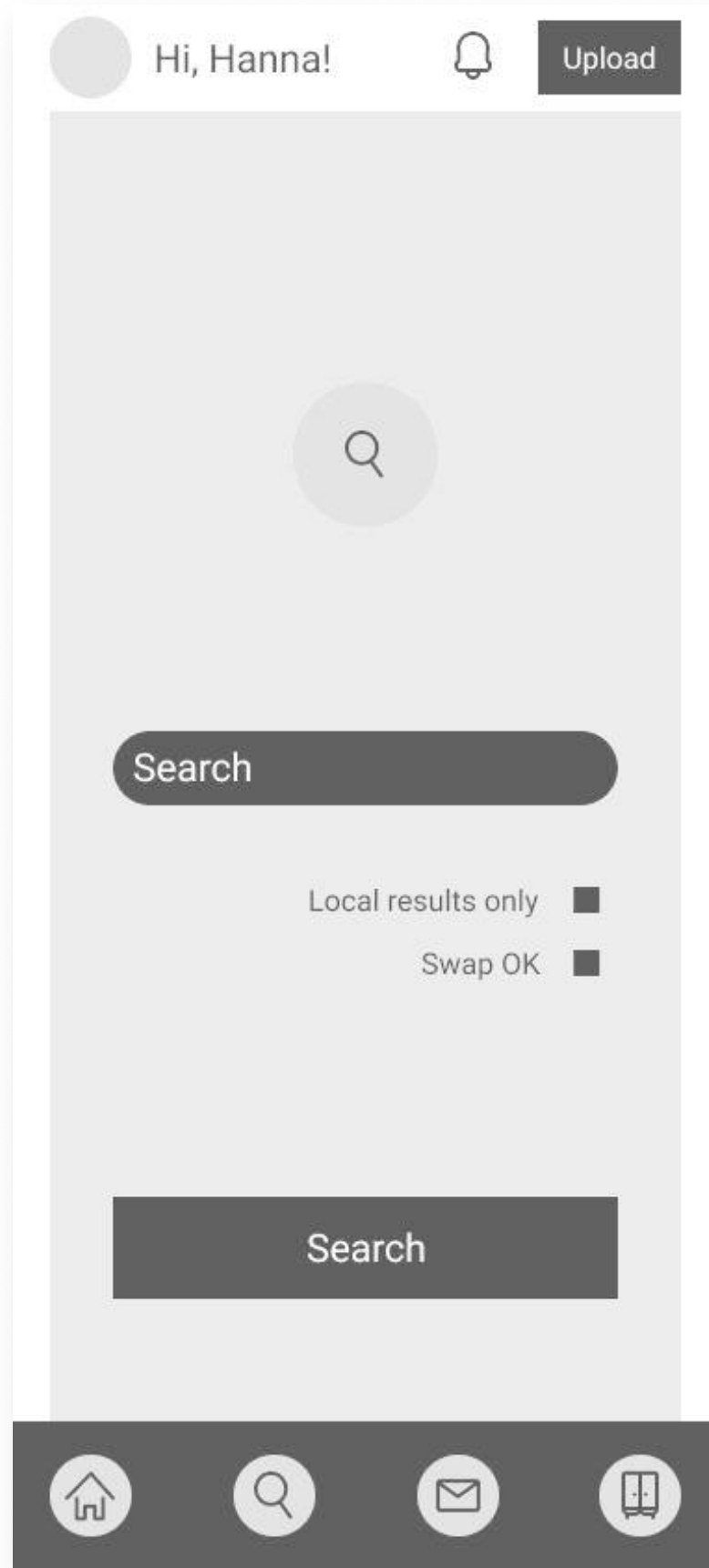
Create Profile



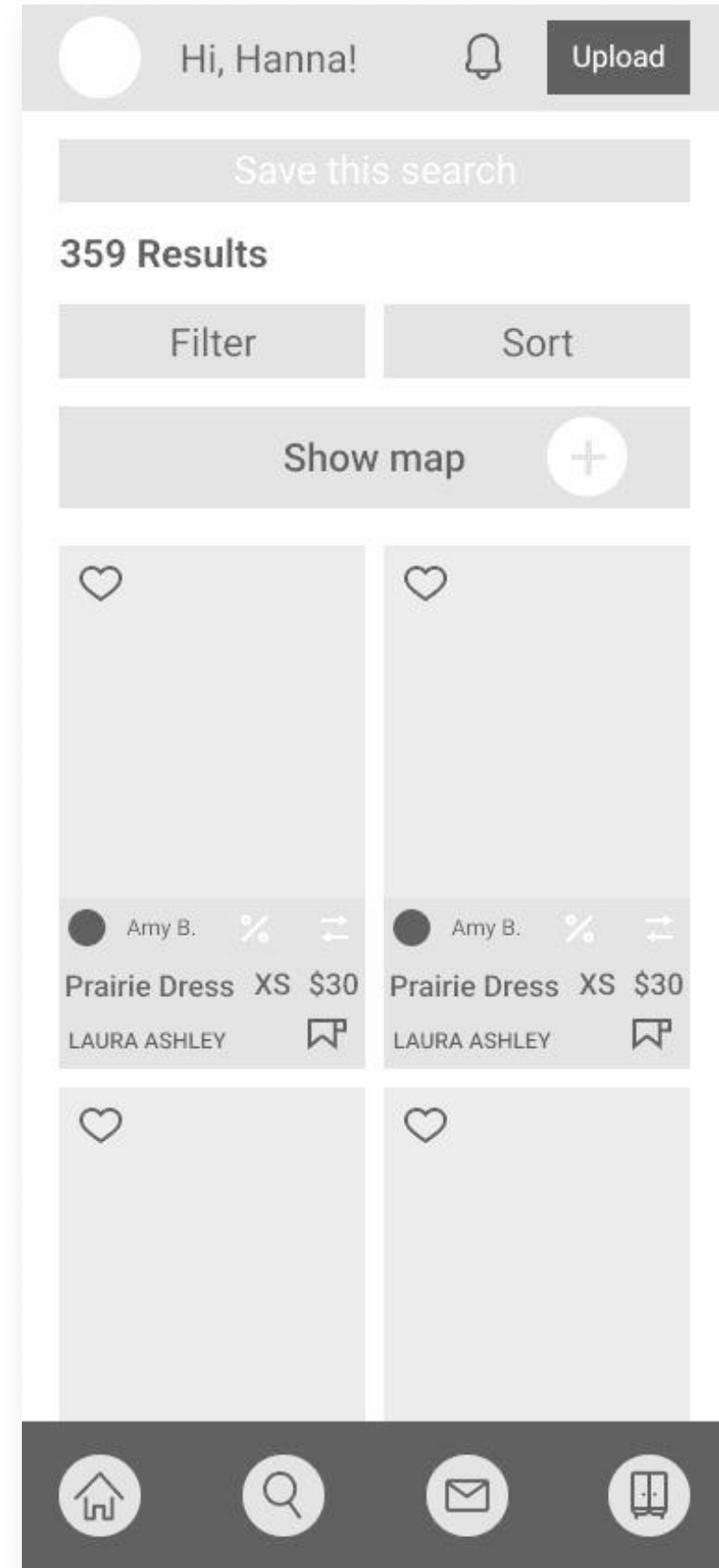
Profile



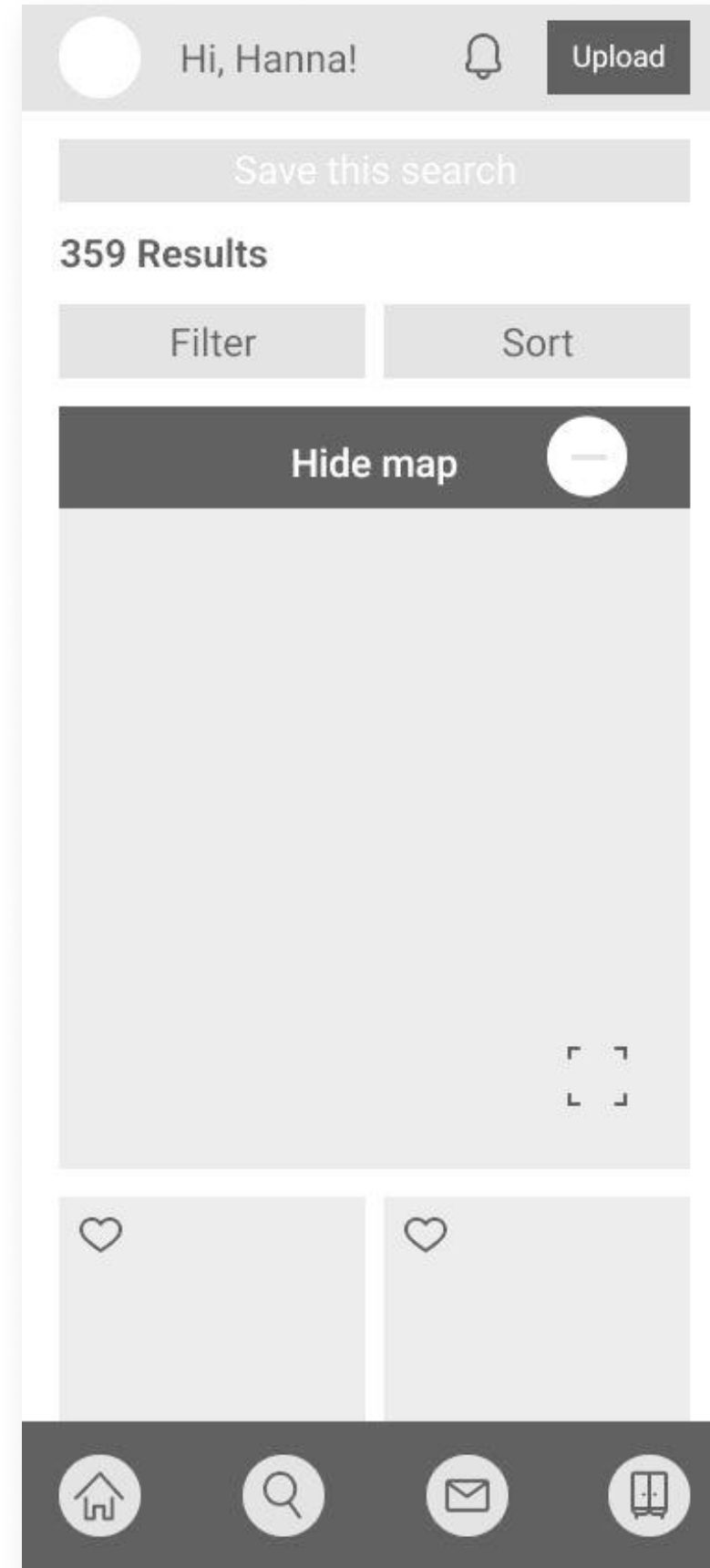
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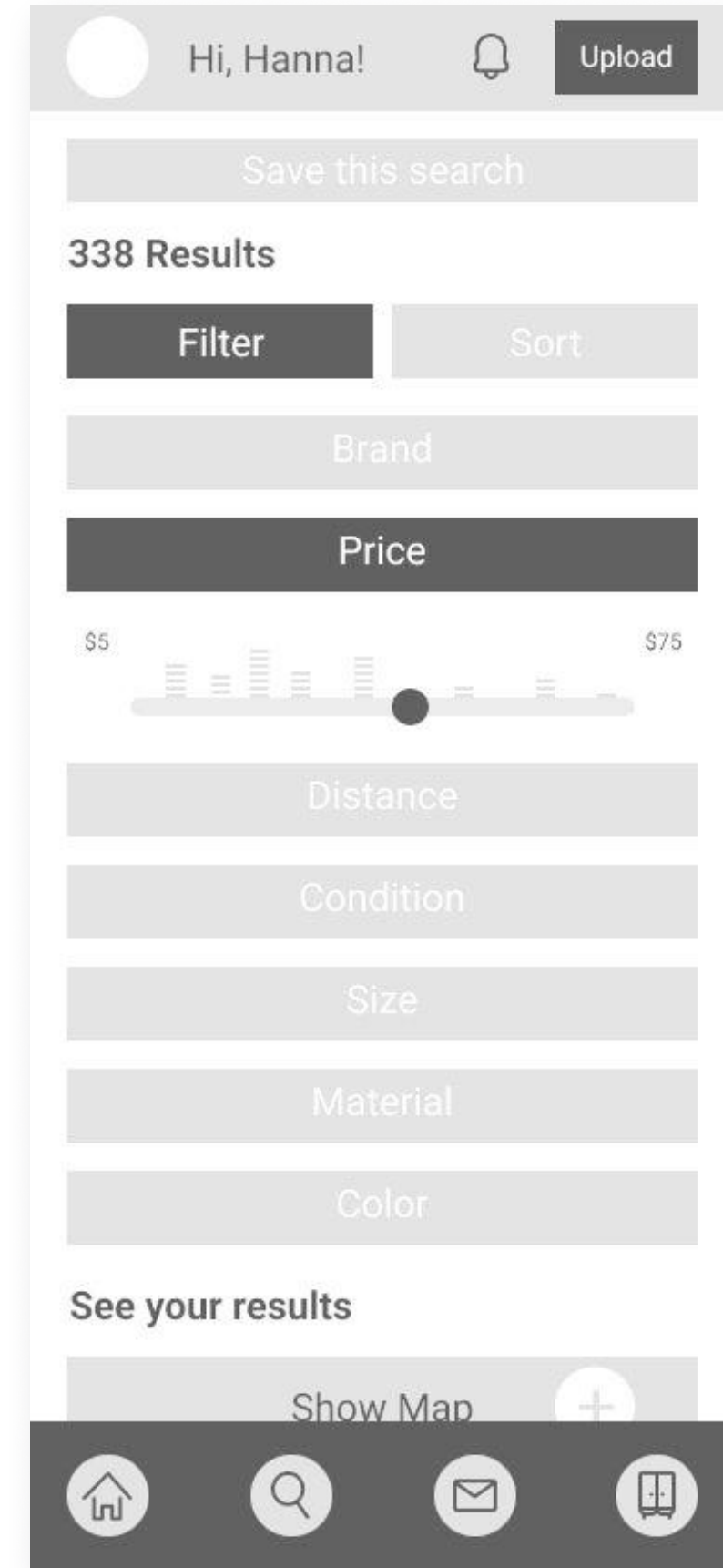
Search



Search Results



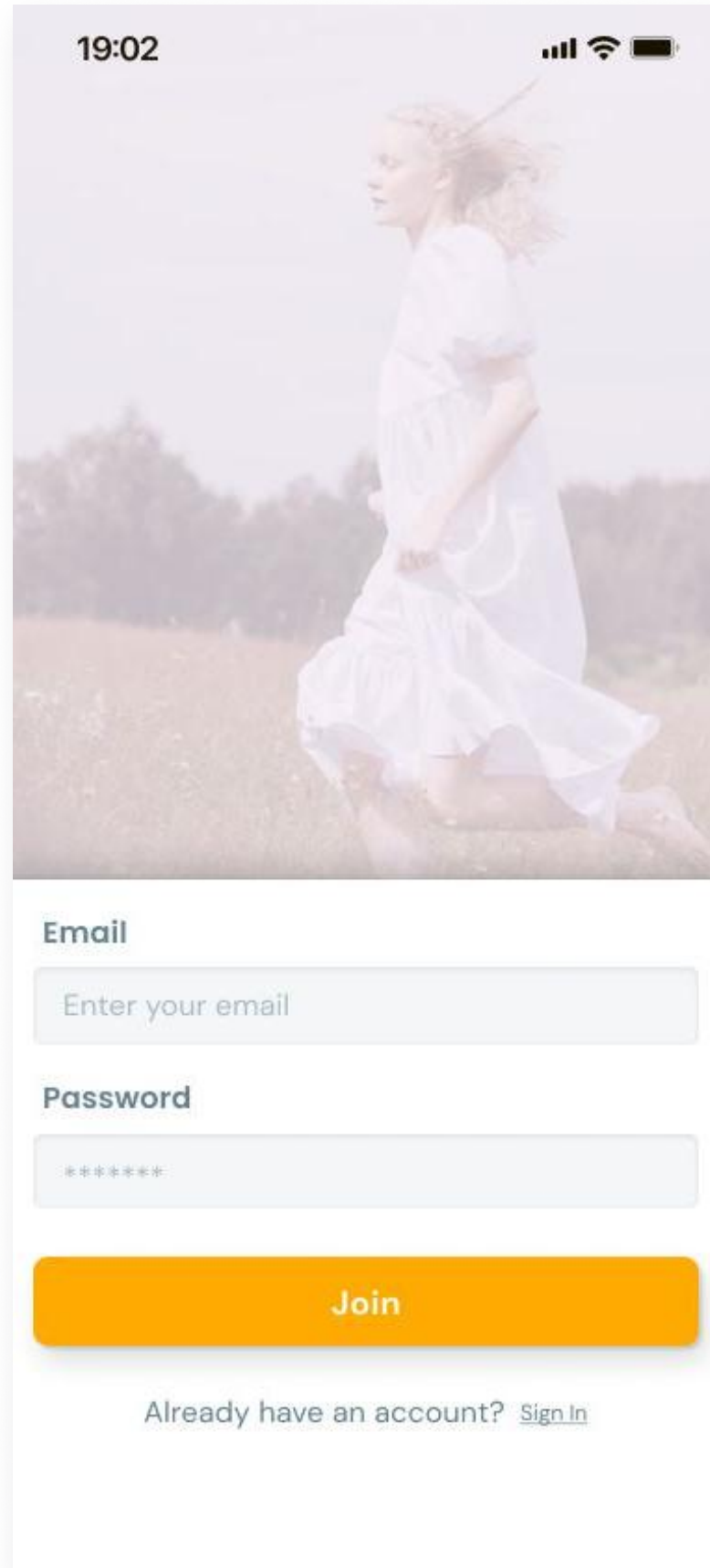
Map



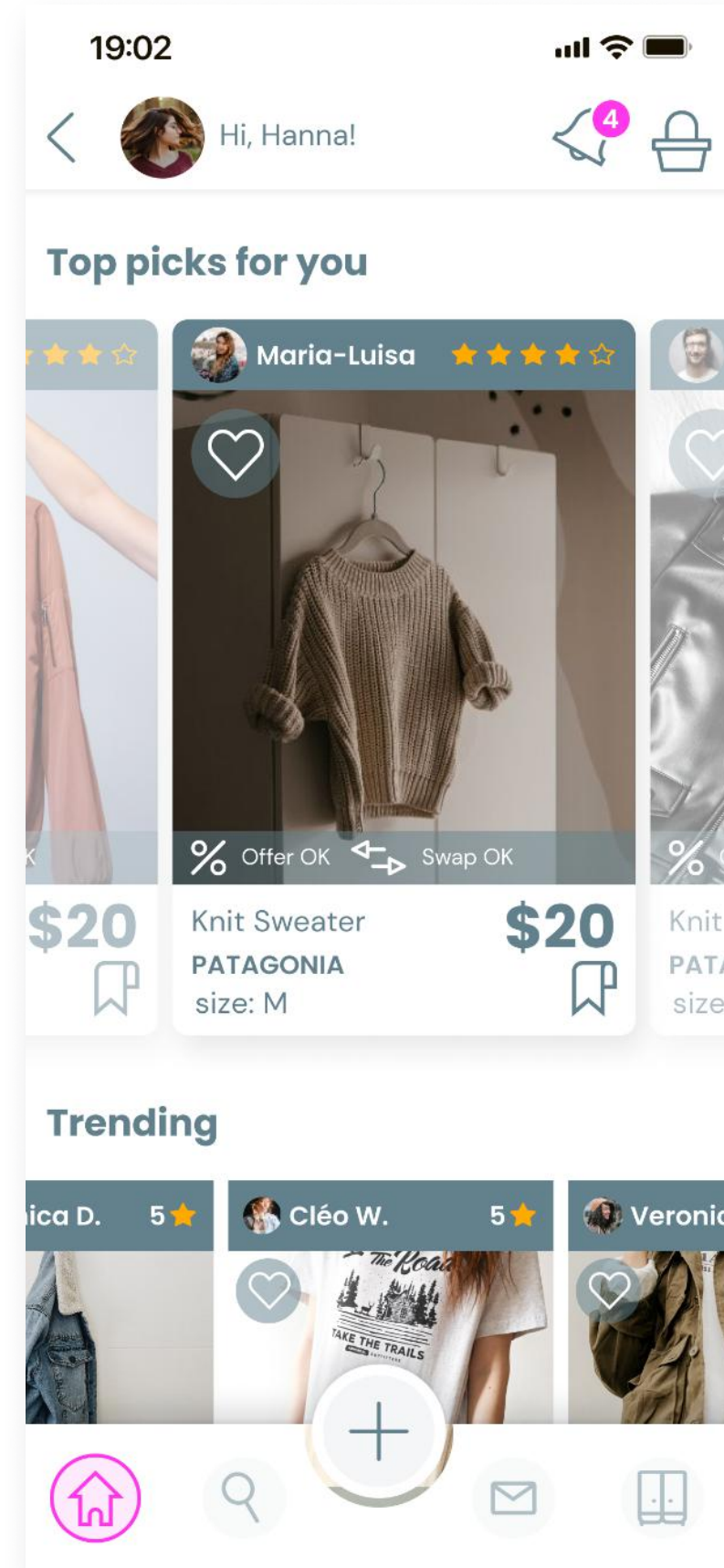
Filter



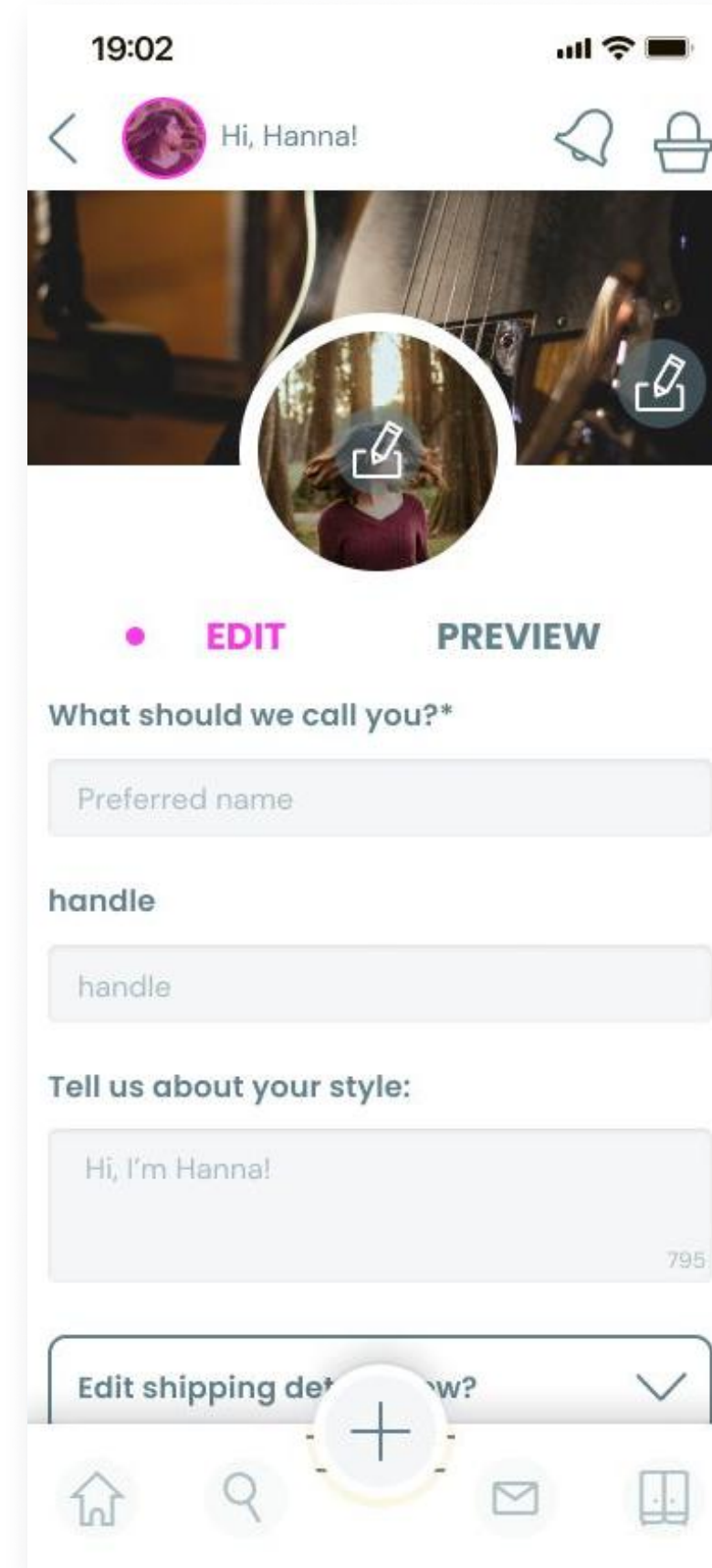
Mockups



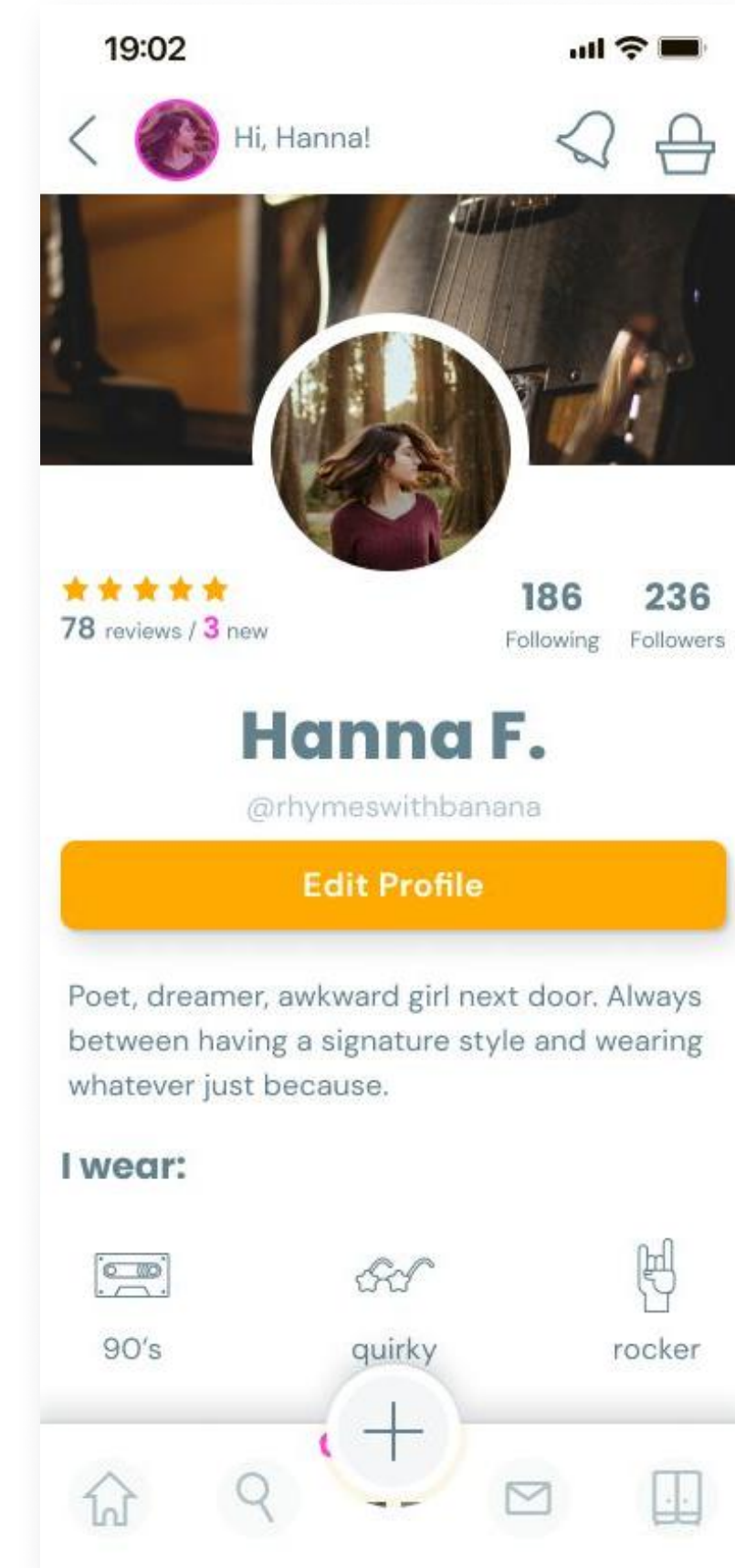
Sign Up



Home



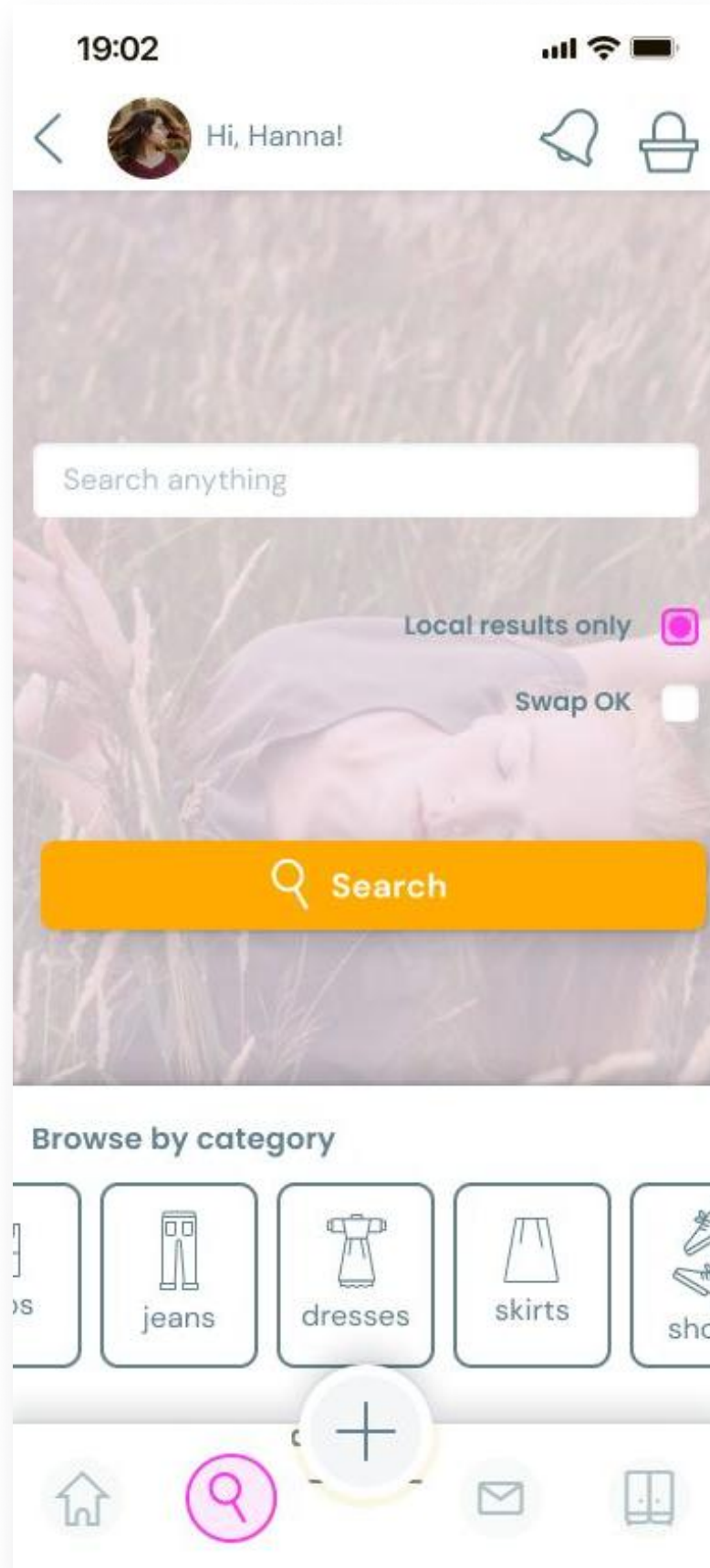
Create Profile



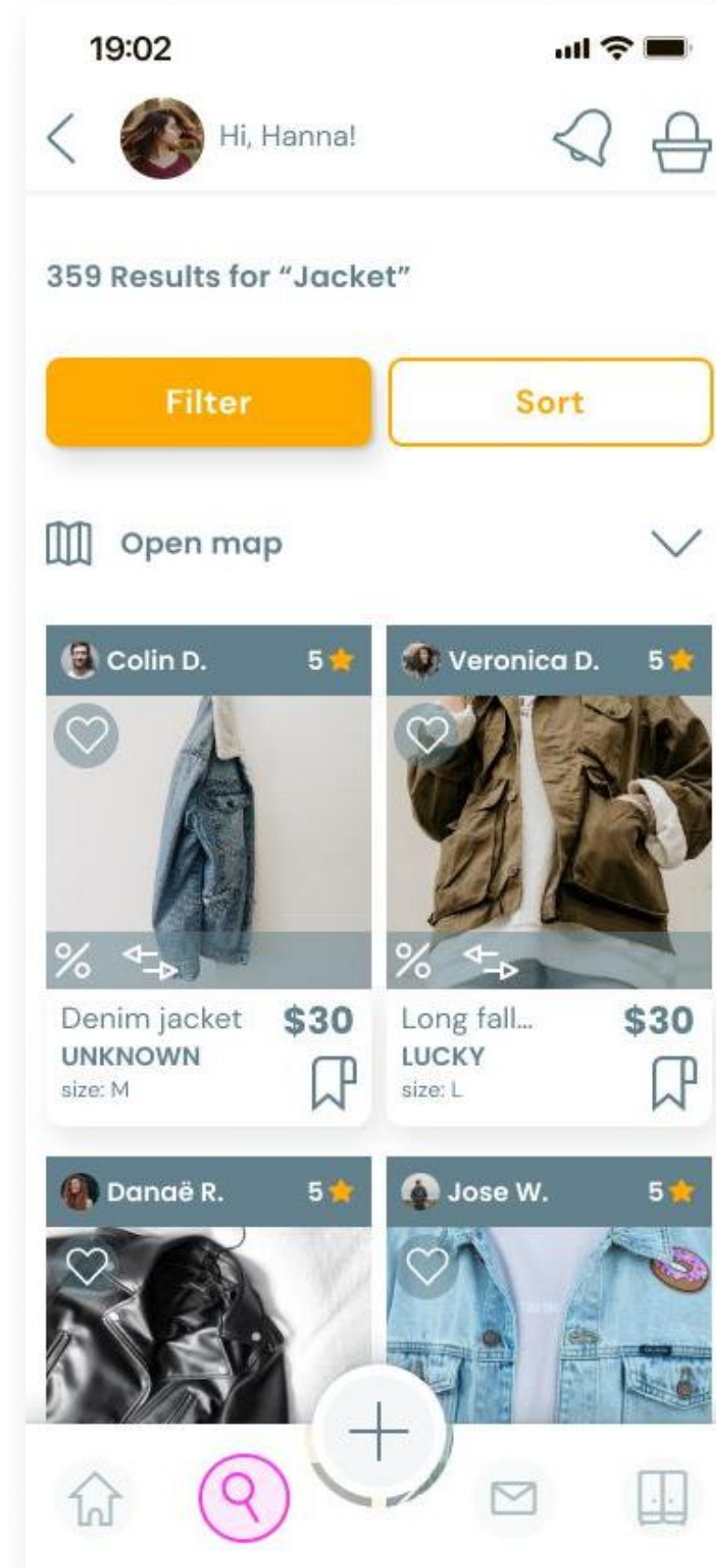
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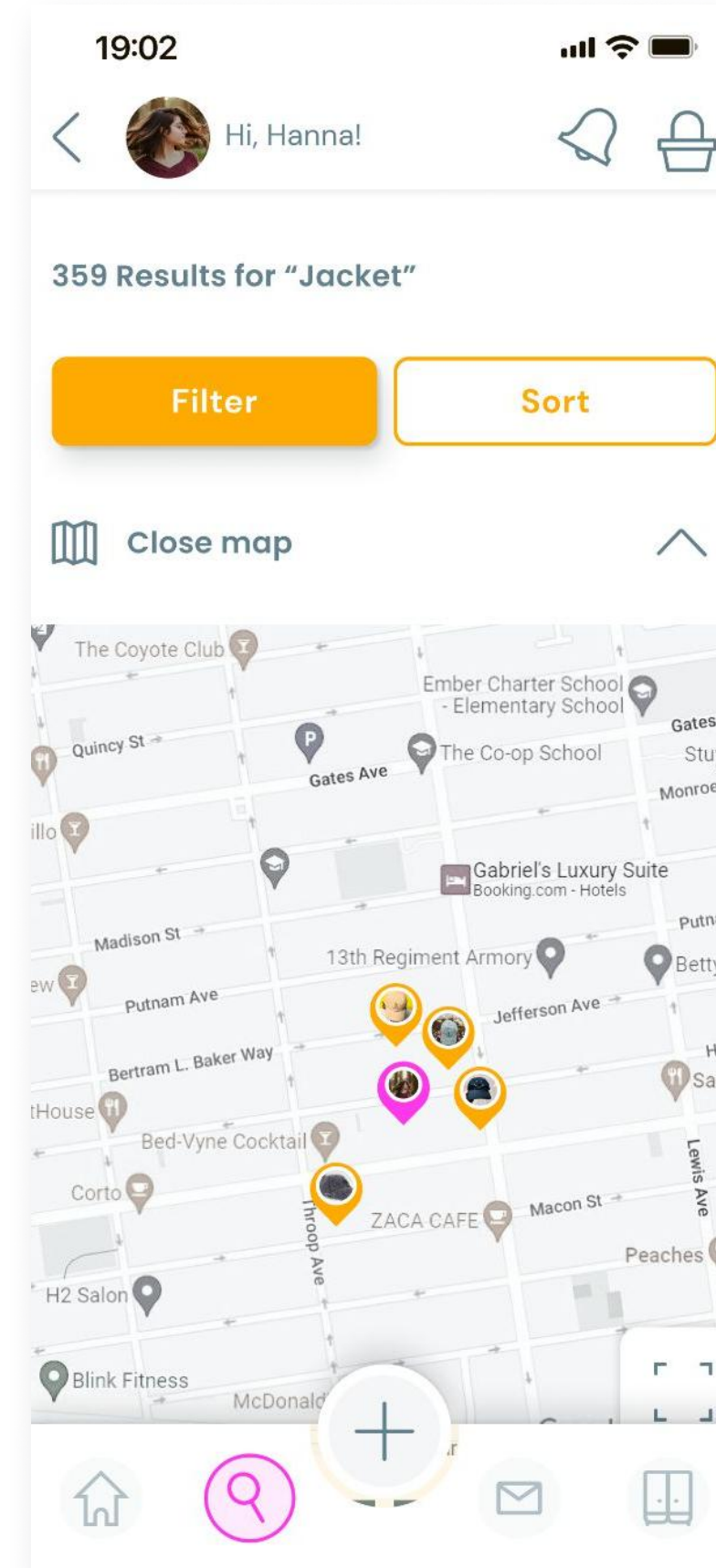
Mockups



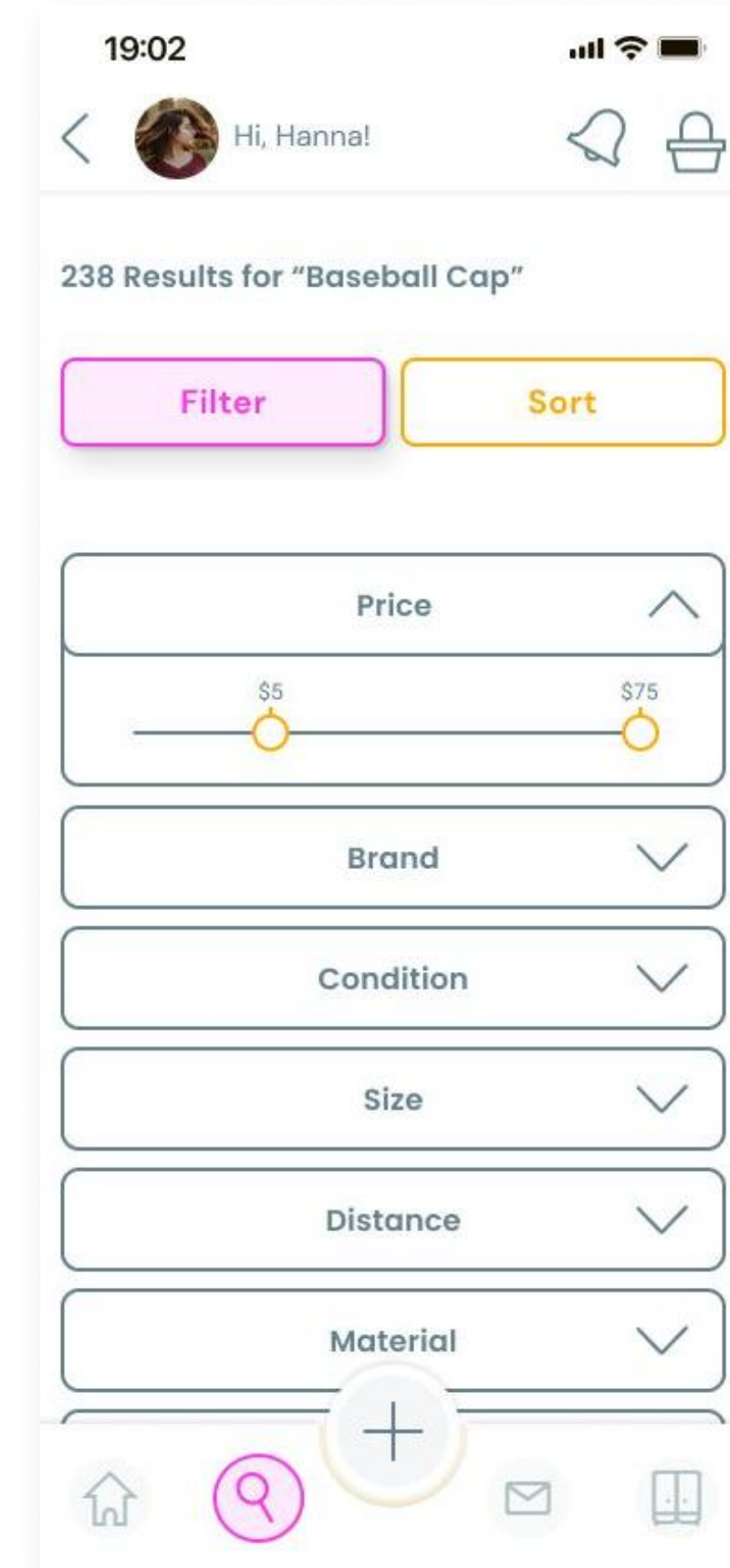
Search



Search Results



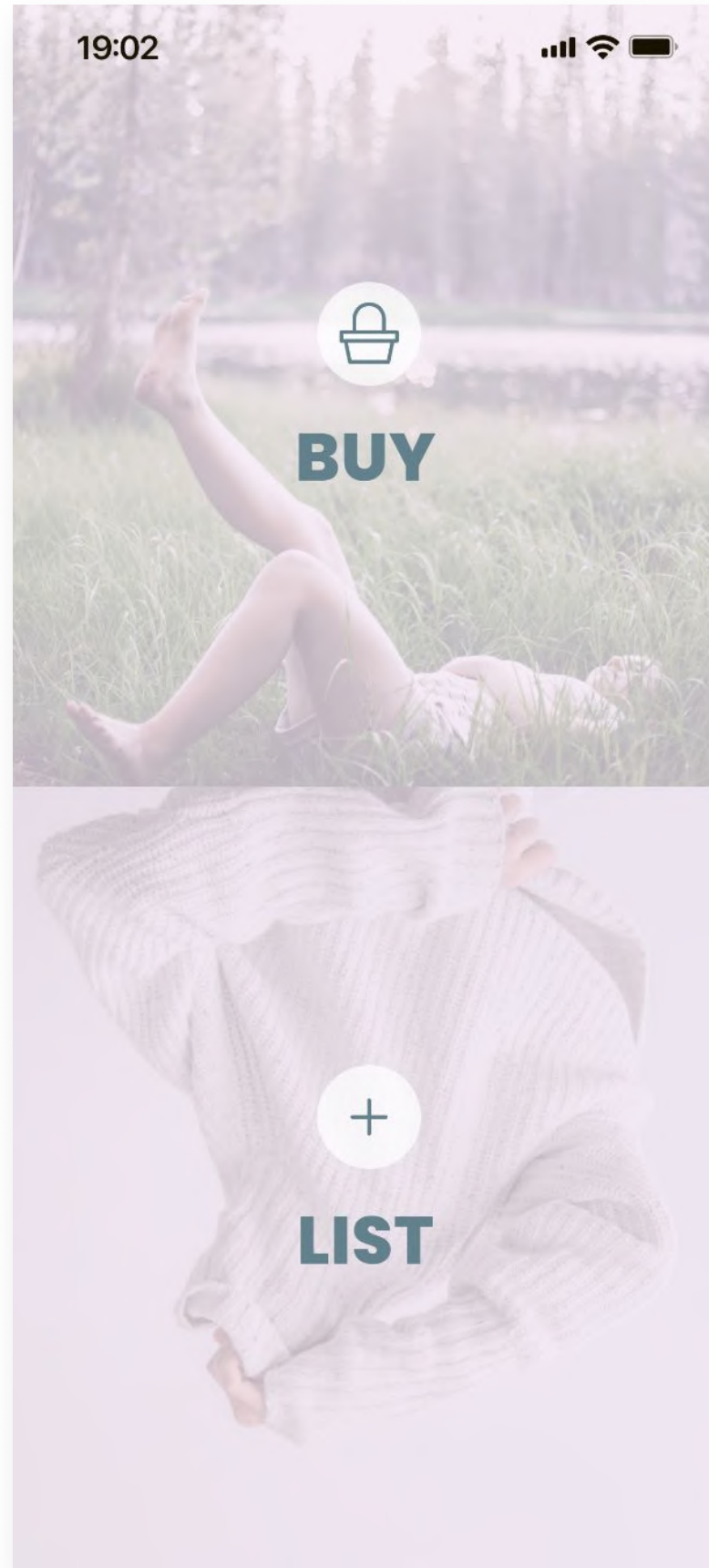
Map



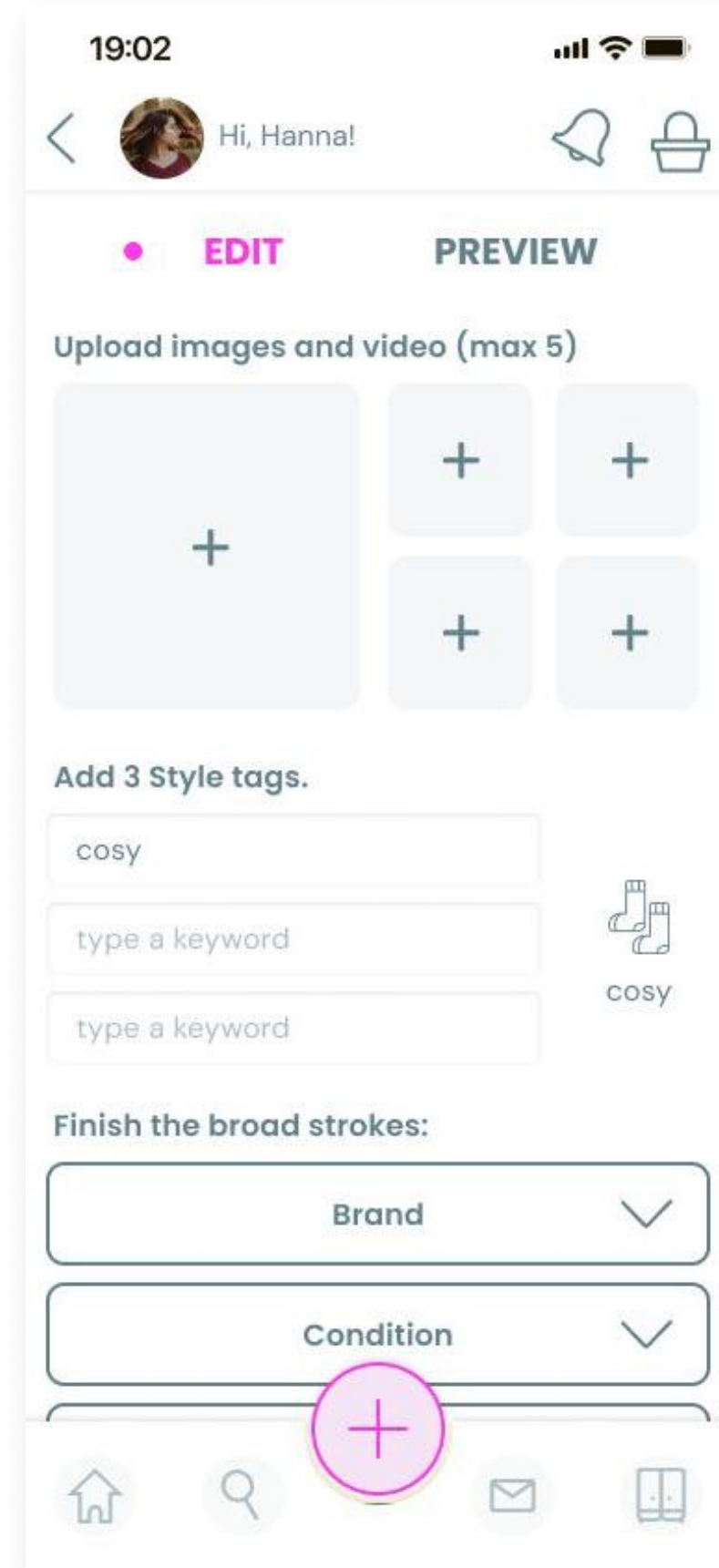
Filter



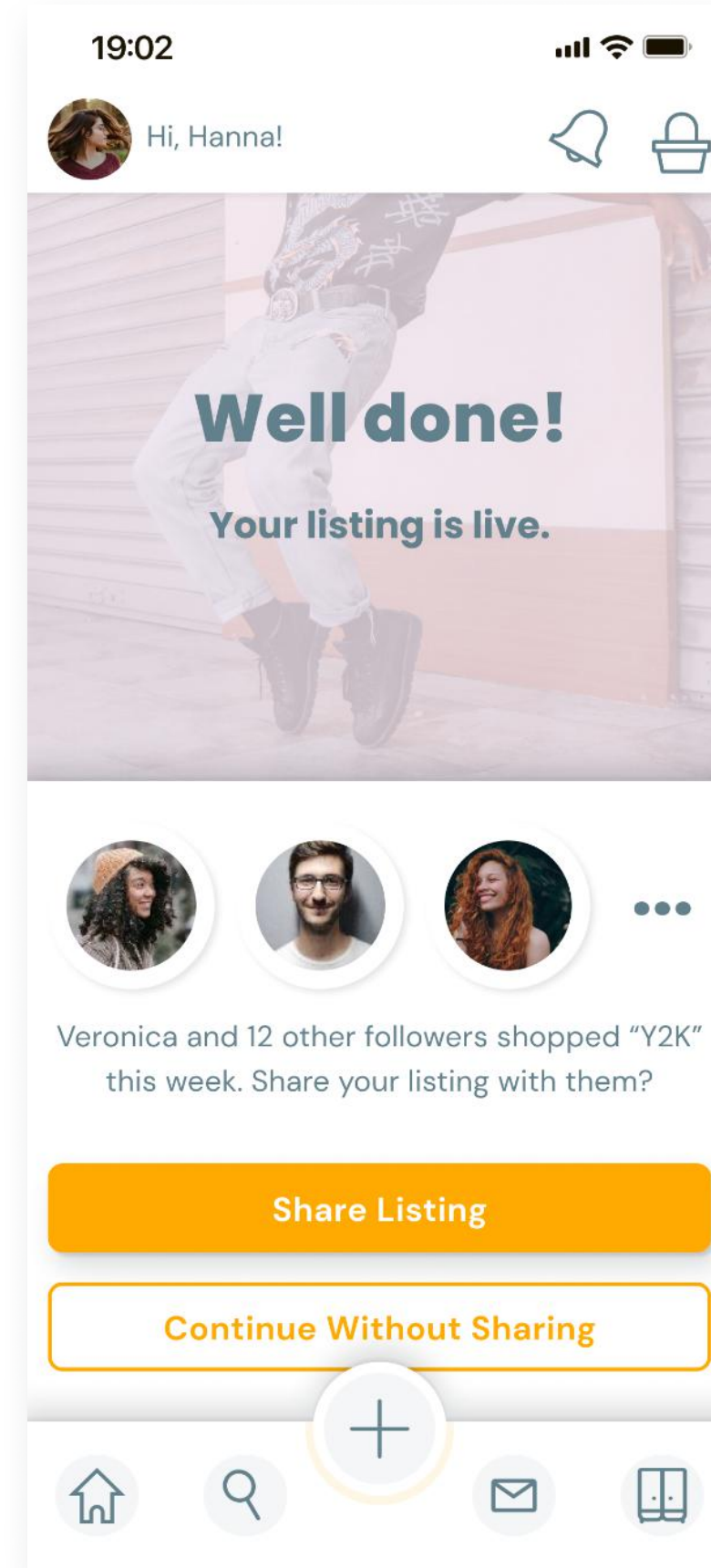
Mockups



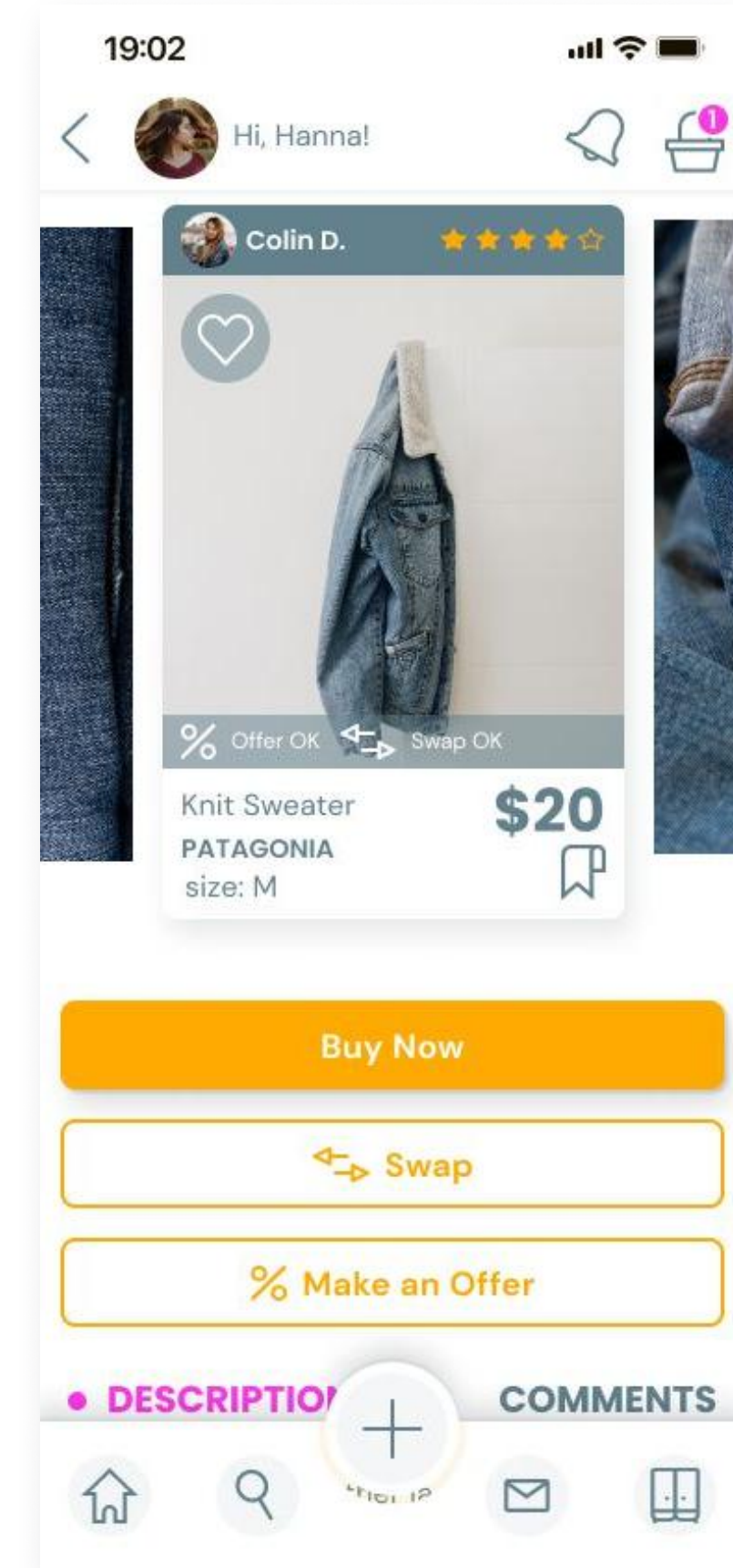
Splash



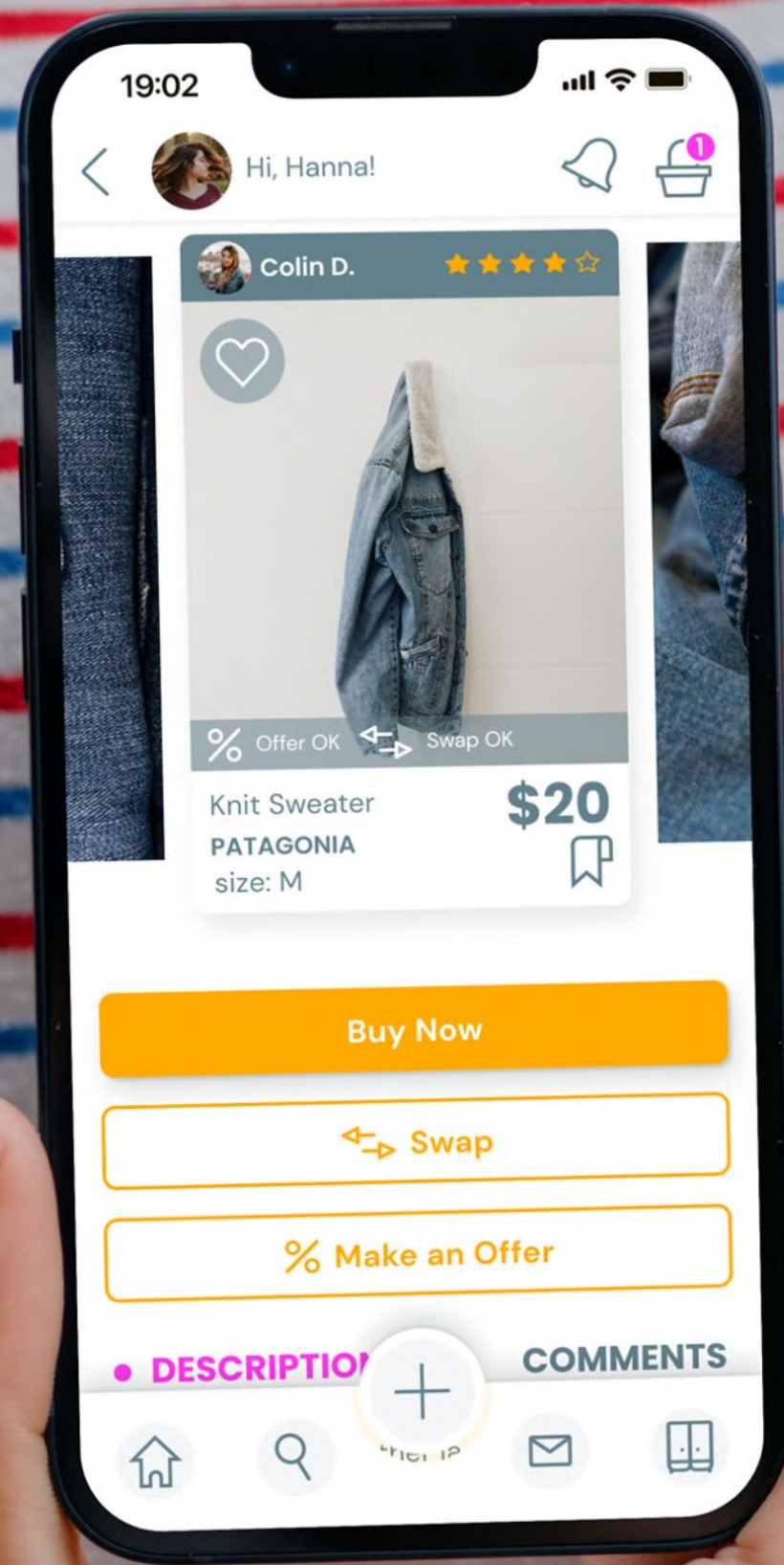
Upload



Confirmation



Product Detail



19:02



Hi, Hanna!



Colin D.



% Offer OK ↔ Swap OK

Knit Sweater

PATAGONIA

size: M

\$20



Buy Now

↔ Swap

% Make an Offer

DESCRIPTION

COMMENTS





Thank You



Let's build something great together.

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