WardrobeAI

Phone-photo your wardrobe → AI catalogs everything + suggests outfits for occasion/weather/style. Stitch Fix is human-stylist + commerce; WardrobeAI is your own closet made smarter. $9/month.

Category	Set 8 · Mixed Round
Customer	Fashion-conscious individuals (working professionals + style-attentive consumers) wanting outfit decisions + closet inventory + repeat-outfit avoidance
Monetisation	$9/mo Solo · $19/mo Pro (with shopping recommendations) · ■399/mo India tier
Build effort	Med
Plan version	v1.0 — 2026-05

Executive Summary

WardrobeAI is a personal closet inventory + outfit AI. The structural opportunity: fashion-conscious individuals spend meaningful time on outfit decisions (15-30 minutes/morning + occasional 45-90 minute pre-event sessions), repeat the same outfits despite owning many more, struggle to remember what they wore to recent events. WardrobeAI catalogs the user's actual closet (via phone photos) + provides AI outfit suggestions based on occasion + weather + style preferences + recency.

Year-1 target: 5,500 paying subscribers generating ■2.1 crore annual revenue against ■38 lakh costs. Cash-positive month 3-4.

The Problem

Fashion-conscious individuals face daily + event-specific outfit decisions. Personal pain: 'I have nothing to wear' (despite owning 100+ items); same 8-10 items rotated weekly while 60+ items unworn; can't remember what they wore to event 3 weeks ago (don't want to repeat); outfit-decision fatigue.

Existing options. Cladwell + Stylebook + similar wardrobe apps: exist but require manual cataloging (hours of work most users abandon). Stitch Fix + Stylist services: human-stylist driven + commerce-oriented (push to buy more) + expensive. Pinterest + Instagram inspiration: aspirational but doesn't help with your actual closet.

Market gap: AI-catalogued + AI-recommended from user's own closet at consumer-tool pricing.

The Solution

WardrobeAI's flow. Onboarding: phone-photo wardrobe (10-25 minute initial session photographing items individually or grouped). AI catalogs: identifies each item + categorises (top + bottom + outerwear + shoes + accessories) + tags (colour + pattern + formality + season + style).

Daily use: open app + see today's suggested outfits based on weather + occasion + recent-wear-history + user-style-preferences + calendar integration (if connected).

Outfit logging: tap-confirm what user actually wore (improves recommendations + tracks recency).

Pre-event outfit planning: structured workflow for upcoming events (weddings + interviews + travel) with multi-day planning.

Pro tier ($19/mo): adds shopping recommendations (when wardrobe lacks something for specific occasion, suggest specific items to buy with shoppable links to retailers).

Market Opportunity

Global fashion-conscious consumer market: ~200-400M individuals. Willing-to-pay segment for wardrobe-management: ~10-20M.

At blended $80/yr ARPU, SAM is $800M-$1.6B. Realistic 4-year capture: 0.1-0.4% = $800k-6.4M ARR.

Adjacent expansion. Year 2: travel-pack tier (multi-day outfit planning for trips). Stylist-marketplace tier. Year 3: brand-partnership commerce (commission on shopping recommendations to retailer partners).

Target Customer

Primary persona: a 32-year-old working professional in Mumbai with 150+ closet items + daily outfit decisions for office. Will pay ■399/mo India tier.

Secondary persona: a 35-year-old US-based professional with frequent travel + diverse wardrobe needs. Will pay $9/mo Solo.

Tertiary persona: a 28-year-old fashion-conscious user planning wedding + 4 multi-day events. Will pay $19/mo Pro for shopping recommendations.

Product

Phone-photo wardrobe onboarding + AI cataloging.

Daily outfit suggestions: occasion + weather + recency + style.

Outfit logging + recency tracking.

Pre-event multi-day outfit planning.

Pro tier additions: shopping recommendations + shoppable links.

Technical Architecture

Frontend: React Native mobile.

Backend: Python on Hetzner cloud + GPU box for image processing.

AI: custom-trained clothing-item classification + GPT-4o for style + outfit reasoning.

Image storage: encrypted S3.

Weather + calendar integrations.

Payments: Stripe + Razorpay.

Business Model & Unit Economics

Three tiers. Solo $9/mo. Pro $19/mo (shopping recommendations). India ■399/mo.

Conversion: 14-day trial converts at 14%. Distribution: 55% Solo, 25% Pro, 20% India.

Gross margin: 78%. Costs: AI inference + storage.

LTV: $108 × 14 mo = $151 (Solo); $228 × 18 mo = $410 (Pro); ■4,788 × 16 mo = ■7,661 (India).

Unit Economics (Year-1 base case)

Year-1 paying subscribers	5,500
Blended ARPU	■3,800/yr
Year-1 revenue	■2.1 crore
Gross margin	78%
CAC	■280
Year-1 all-in costs	~■38 lakh
Year-1 net contribution	~■1.4 crore

Go-to-Market

Channel 1 — Fashion-content community (40%): fashion creators + style-influencers + Instagram fashion accounts.

Channel 2 — Content + SEO (30%): outfit-decision + wardrobe-management content.

Channel 3 — Paid acquisition (20%): targeted Meta + Pinterest to fashion-conscious audiences.

Channel 4 — Creator-partnership commerce (10%): style creators use WardrobeAI + share affiliate.

Roadmap (first 12 months)

- Month 1-3: MVP with cataloging + daily suggestions + Solo + India tier. 400 subscribers.
- Month 4-5: Pro tier with shopping recommendations + outfit-logging, 1,500 subscribers.
- Month 6-8: Pre-event planning + travel-pack, 3,000 subscribers.
- Month 9-10: Brand-partnership commerce + advanced AI, 4,500 subscribers.
- Month 11-12: 5,500 subscribers, ■2.1 crore annualised.

Key Risks

- Cataloging friction: 10-25 min initial photo session is a barrier. Mitigated by batch-upload + AI-bulk-processing + photo-quality forgiveness.
- Cladwell + Stylebook competitive responses — possible. Mitigated by AI-cataloging advantage + India-pricing.
- Slow consumer-SaaS conversion: fashion segment moderately price-sensitive. Mitigated by clear daily-value demonstration.
- Image privacy: wardrobe photos sensitive. Mitigated by encryption + no third-party sharing + clear privacy policy.
- AI item-classification accuracy: variable across clothing types. Mitigated by user-correction workflow + ongoing model improvement.