

Restyle

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WHAT IS RESTYLE?

- College women feel pressured to buy new outfits for every event, creating financial and environmental strain.
- Restyle: a campus-exclusive clothing exchange app for renting outfits for parties, graduations, and other events.
- Provides an affordable, sustainable, and stress-free wardrobe refresh while reducing fashion waste.
- Aligns with Gen Z values – 40% consider environmental impact crucial when shopping (McKinsey).
- Differentiates from Depop/Poshmark by enabling local, on-campus exchanges, removing shipping hassles and building community.

EXPLORATORY RESEARCH

Research Overview & Key Insights

8 in-depth interviews | College students (18-22, female) | Various Locations

1. 100% already share clothes with roommates/friends → **Behavior exists, but only with trusted people**
2. Most have 10-40% of closet **worn once or twice**
3. Secondhand app frustrations: **endless scrolling, sizing issues, no returns, trust concerns, and buying commitment**
4. 6 of 8 enthusiastic about concept | 2 raised immediate trust concerns



EXPLORATORY RESEARCH

Takeaways

Strong Market Validation

- Compelling opportunity
- Campus setting is ideal

Trust and Safety: Biggest Factor

Must have:

- User verification & rating systems
- Quality standards & item authentication
- Easy campus pickup/return
- Quality photos
- Responsive communication
- Pricing significantly below retail
- Rent > buy

Product-market fit is strong IF we solve the trust barrier through strong verification and accountability systems



IDEA REFINEMENT



Simplified Model

Buying and Renting → Just Renting

Trust and Safety

Designated campus pickup locations for secure exchanges

Convenience Options

Option for staff-assisted drops or direct meetups


DESCRIPTIVE/CASUAL RESEARCH

SURVEY

EXPERIMENT

SURVEY QUESTIONS

- Total of 13 questions
- **Goal:** Capture information about market potential and the characteristics of the target audience.
- **Types of Scales Used:** Ordinal, Nominal, and Interval Scales


MIAMI

1. How do you usually shop for clothes?


Online


In-store

Secondhand

Combination of these

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MIAMI


4. How important is sustainability (buying secondhand, reusing, or swapping clothes) to you when shopping for clothes?

Not at all important Slightly important Moderately important Very important Extremely important

1 ————— 7

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MIAMI

8. Rank what would most motivate you to use a clothing swap app (1 = Most important → 5 = Least important)

Saving money


Sustainability / reducing waste


Trying new styles

Convenience / accessibility

Community / social aspect

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MIAMI


10. If you were to rent an item through this app, which pickup method would you prefer?


Meet the person directly at a designated campus location

Have the item held for me by a staff member at a specific pickup location

No preference

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MIAMI

11. Please rank the following campus locations in order of convenience for picking up or dropping off items (1 = most convenient, 4 = least convenient)


Shalala Student Center

Richter Library

Wellness Center

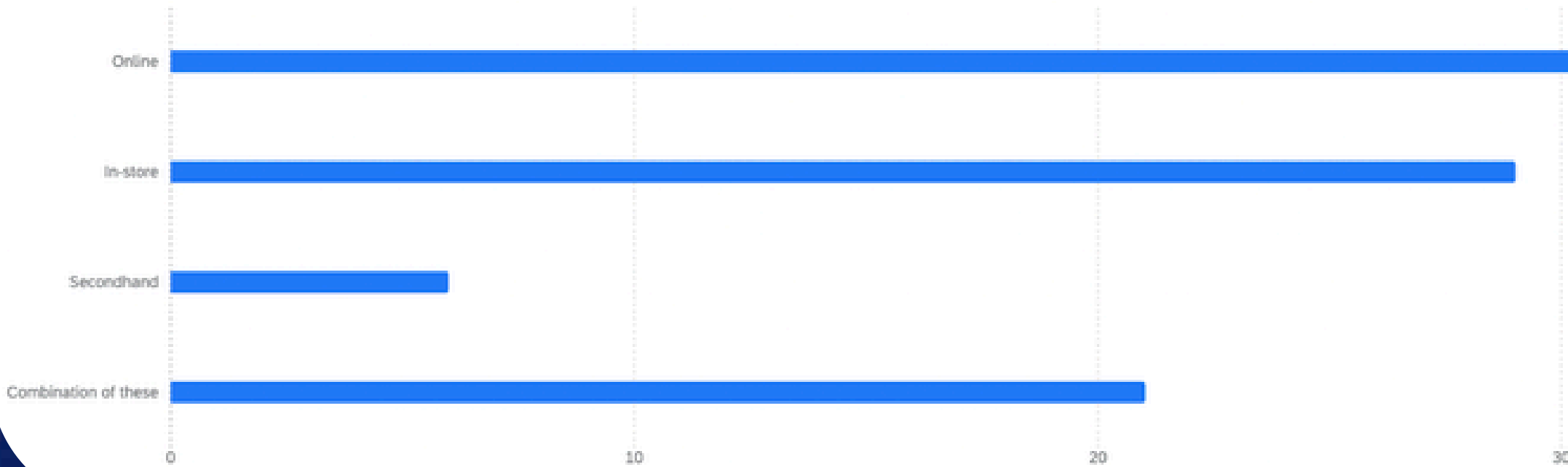
Dorms

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SURVEY/EXPERIMENTAL RESULTS

Q1 : 1. How do you usually shop for clothes? 92 ⓘ



39% shop online
32% shop in-store
23% use both
7% shop secondhand

Q2: 2. How often do you typically buy new clothes? 91 ⓘ

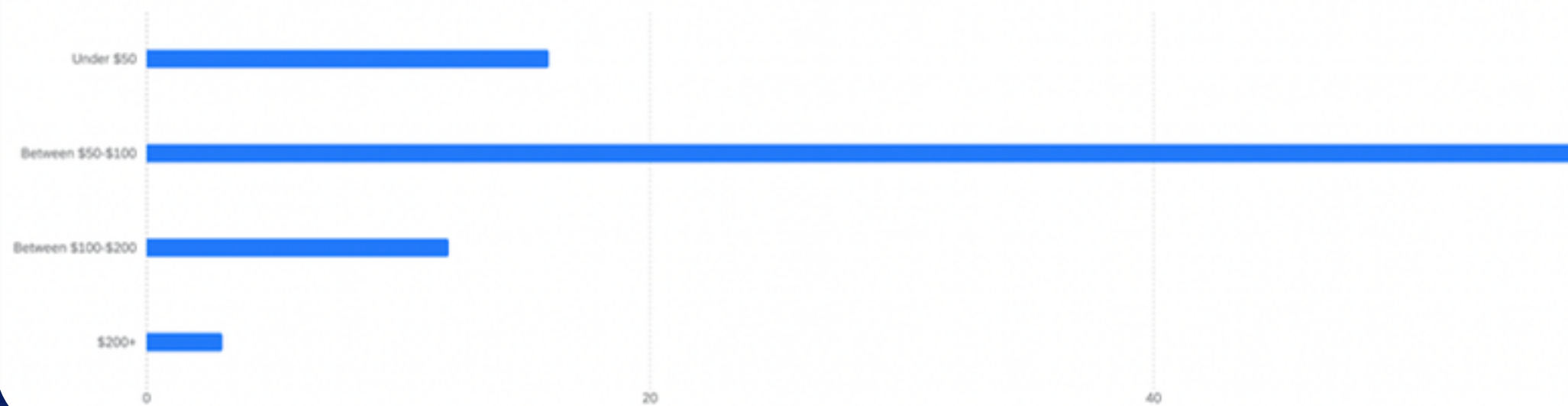
Q2 - 2. How often do you typically buy new clothes?	Count	Count
Weekly	15%	14
A few times per month	46%	42
Once a month	23%	21
Every few months	12%	11
Rarely	3%	3

46% buy clothing a few times per month

23% buy once per month

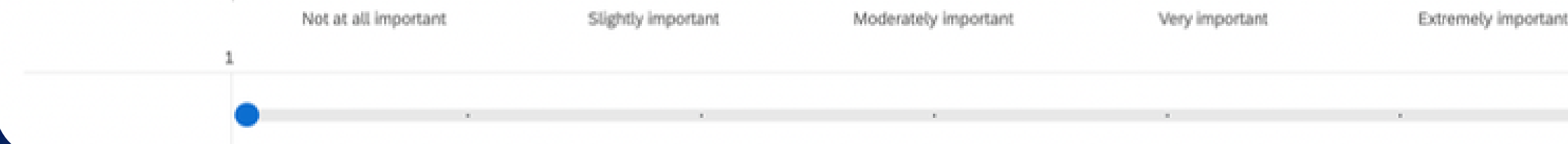
SURVEY/EXPERIMENTAL RESULTS

Q3 : 3. On average, how much do you spend per outfit for special occasions in college (Ex. sorority date party)?



65% spend between \$50-\$100
18% spend under \$50

4. How important is sustainability (buying secondhand, reusing, or swapping clothes) to you when shopping for clothes?



Average Rating : 4.03/7:

Q5: Have you borrowed or shared clothes before? Yes or No

65% have borrowed or shared clothing before

Q6: If you have borrowed, swapped or shared clothing before, describe your experience in one word. If not, type N/A.

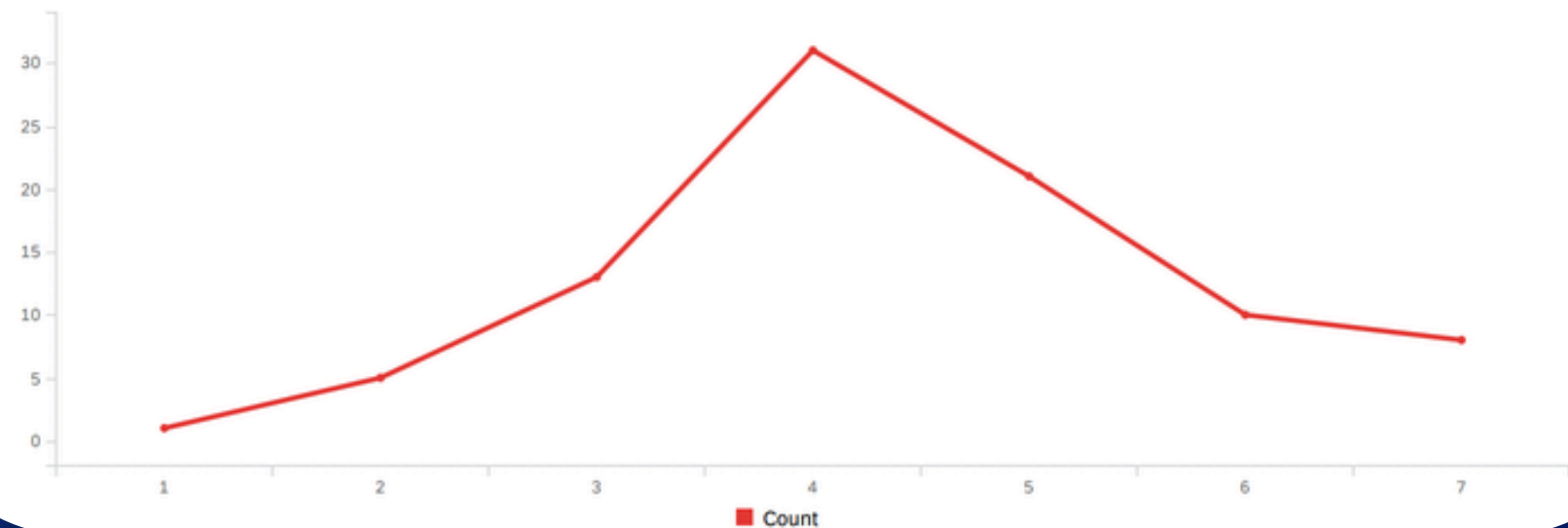
Some Responses:

- Good
- Easy
- Convenient
- Roommates

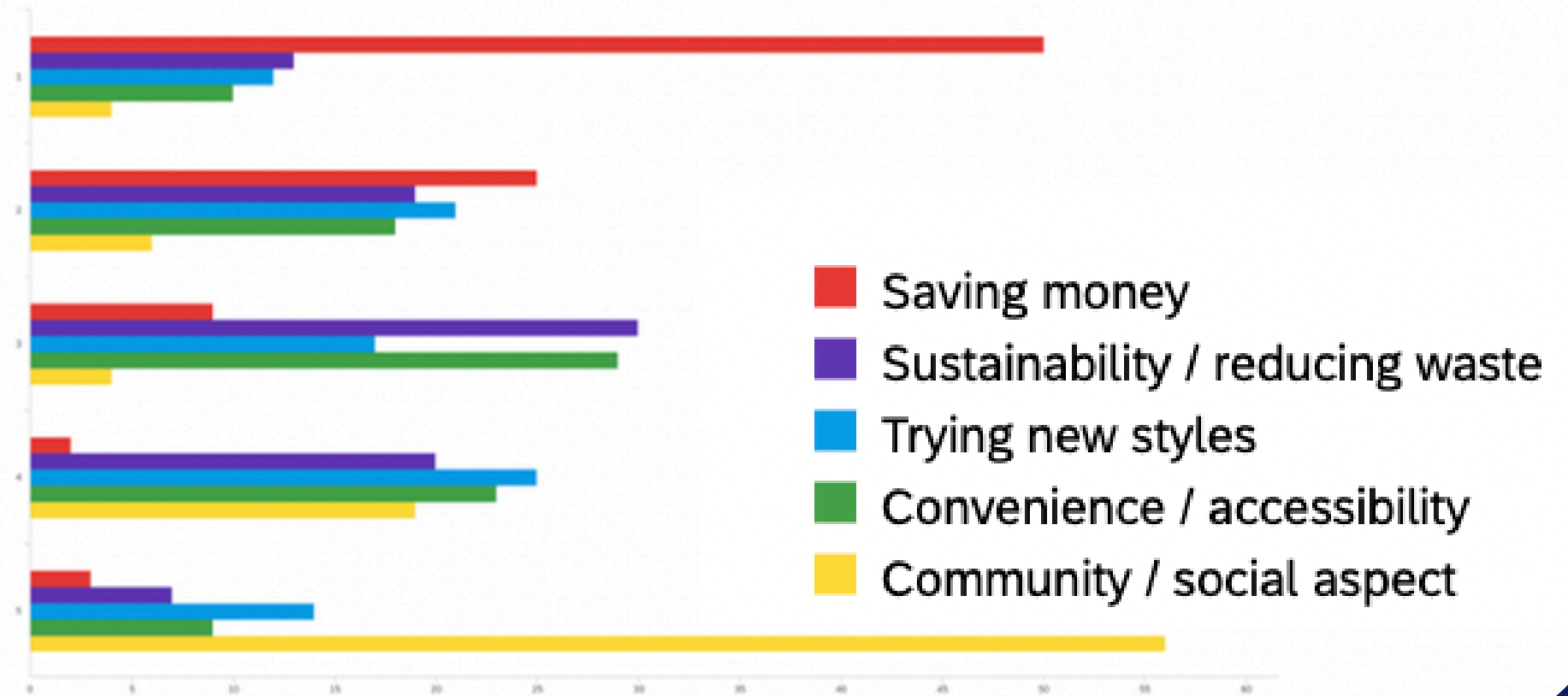
Q7 - 7. Imagine there is an app that allows you to safely swap trendy clothing with other students on your campus or within your friend network. How interested would you be in using this app?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	1	1.00	7.00	4.44	1.33	1.77	89

Average interest: 4.44 out of 7



- 8. Rank what would most motivate you to use a clothing swap app (1 = Most important → 5 = Least important)



Saving money

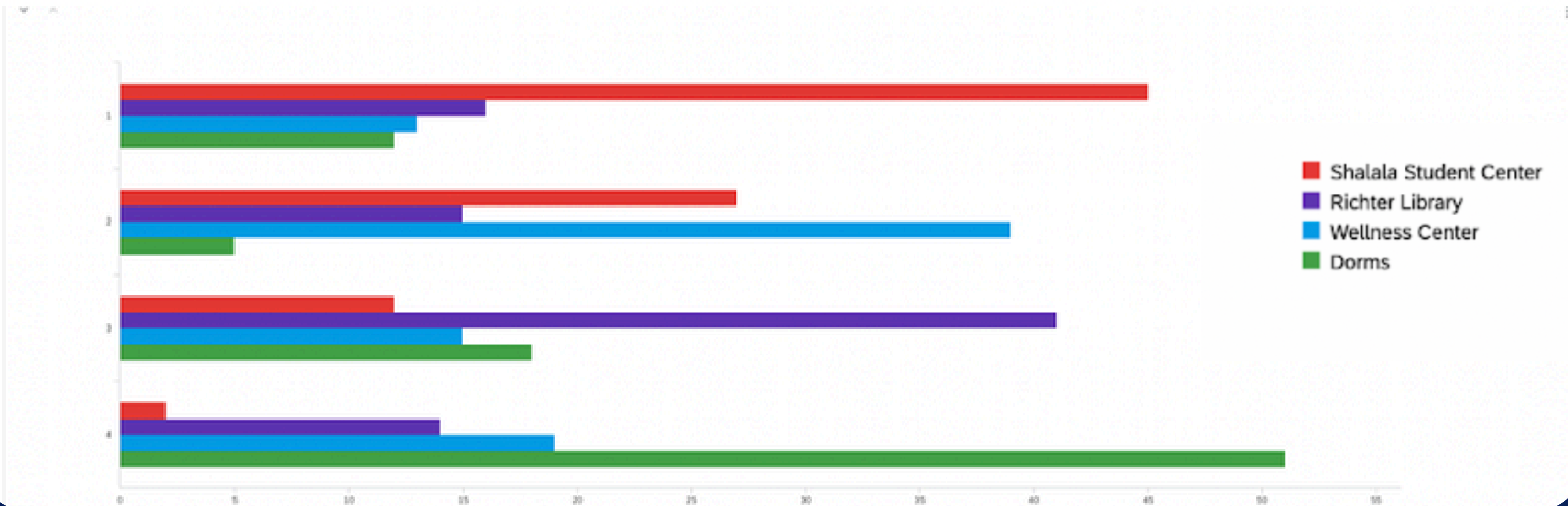
Sustainability/Reducing Waste

Trying new styles

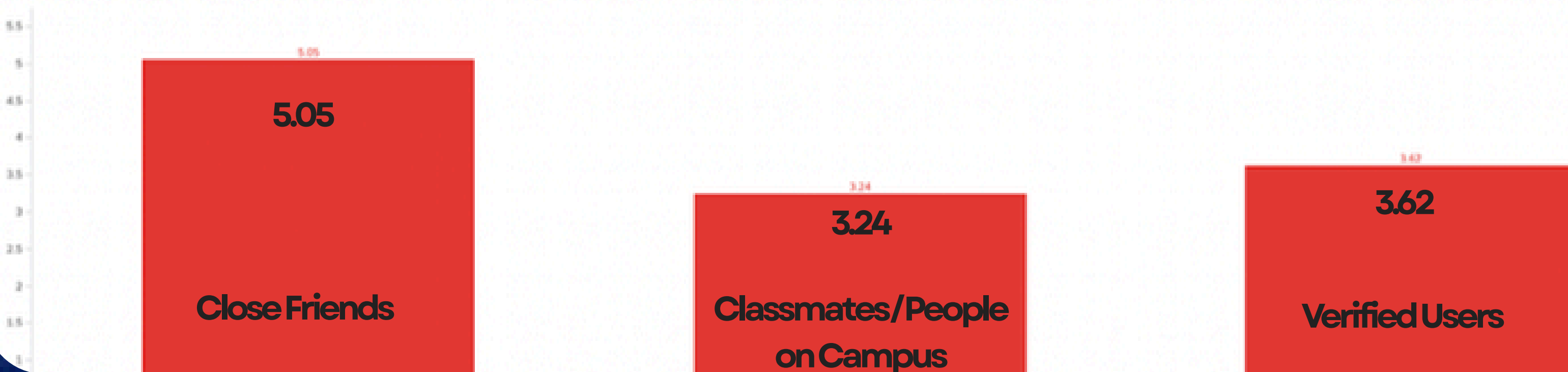
Convenience / Accessibility


Community / Social Impact

Q11 - 11. Please rank the following campus locations in order of convenience for picking up or dropping off items (1 = most convenient, 4 = least convenient)



Q9 - 9. How comfortable would you feel swapping clothes with each group below?





Before and After



Before Research



- Idea included buying and renting
- Unclear if students would trust strangers
- Unsure about demand for secondhand fashion
- Only assumed students cared about sustainability



After Research



- Rentals are the most appealing model
- Trust requires verified users and structured pickup spots
- Students shop often and are open to new solutions
- Saving money is the strongest motivator

FINAL CONCLUSION

1. What We Discovered

- Students shop frequently and spend significant amounts on special occasion outfits
- Most already share clothing informally
- Moderately strong interest level of concept 4.44 out of 7
- Trust/convenience are the primary concerns

2. What This Means for Restyle

- Affordability must be the primary message
- Rental model fits student spending habits
- Sustainability strengthens the app but is not the main driver
- Verified users and campus pickup locations are essential

3. What Our Team Learned

- Real data improves and refines a concept
- Consumer insights brought clarity to the final model
- Listening to users shaped a safer and more convenient solution
- Marketing research is crucial for validating a business idea

**THANK
YOU!**