

Executive Summary

LaStyle is a digital fashion styling platform that offers curated styles from various local fashion brands. To help women online shoppers who have difficulty finding a suitable clothing model by providing an online shopping experience that gives you recommendations for curated clothing choices based on preferences and body types.

It is inspired by shopping service that used to be available for celebrities and socialites. LaStyle, as a digital fashion styling platform, try to make the fashion styling shopping experience accessible to online shoppers through the combination of data science (machine learning) and human judgment (a touch of fashion stylist expert). The main problem when shopping for fashion online is overwhelming. There are hundreds of places to go shopping, thousands of brands to consider, millions of products too (possibly) to choose. One of the many reasons for the problem is the paradox of choice.

Our solution is facilitating the women, online shoppers to connect directly to the fashion stylists and local fashion brands to give recommendations and styling advice. LaStyle also facilitates fashion stylists to have a bigger portfolio, developing their styling skills by arranging workshops, community development also engagement, and networking. Furthermore, LaStyle helps women online shoppers to get skilled stylists more affordable through live chat styling consultation. At LaStyle, you let us know a little bit about yourself (create your style profile). You will have stylist that gives you recommendations for curated clothing choices based on preferences and body types. Then, you can buy what you love, and we will send your clothes directly to your home.

In this New Venture Project, LaStyle has acquired 870 followers growth on Instagram (latest data on August 2020), five fashion stylists join, 17 customers (live chat custom-made clothes consultation), and 43 purchase transaction for custom made to order with total IDR 22.275.000. In LaStyle development, LaStyle needs IDR 3 M for scaling up investment. The funding will focus on technology for curated styling clothes, marketing for building an ecosystem between women online shoppers, fashion stylists, and local fashion brands which synergistically value acquisition, and also for the development of new talent capabilities and culture within the LaStyle organization. Furthermore, LaStyle is a fashion startup that has an opportunity to grow due to the current situation and analysis. LaStyle will be agile consistently and innovate to compete with the market trend alongside technology development.