Retail Innovation Shout Out: ClosetSpace Lets You Organize Your Closet from Your Phone

by Sonia Parekh

If you lose track of the clothes that get tucked away in the back corner of your closet, find yourself wearing the same outfits over and over even though your closet is bursting at the seams, or just spend too much time in the morning deciding what you are going to wear, there is new app that was made just for you.

The fashion analytics company Stylitics has launched an application called ClosetSpace to help you manage your personal style. Users catalog their wardrobes by taking pictures and tagging items themselves or by selecting them from a retailer’s catalog. Once the setup is complete, users can elect to receive daily emails with outfit suggestions based on the local weather, access a stylist for more outfit recommendations, or track wardrobe statistics to identify most worn and least worn items. Having this information at your fingertips can help you to better utilize everything you have in your closet – and know when it’s time to get rid of something that is just taking up space.

For Stylitics, the “closet data” also has the potential to provide some valuable insights for its business customers. The company aggregates and analyzes the data in order to identify changing fashion trends in real time – this information could be incredibly helpful for retail, fashion and footwear companies.

With the launch of ClosetSpace, Stylitics has found a new way to leverage product data and create an innovative business model which meets needs for both consumers and businesses.

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