Pitch Script

Hannah: If you're here today, chances are pretty high (maybe almost 100% !) that you had to put on non-pajama clothes as part of your morning routine today.

Evan: The average American household also spends about $1,500 on clothing and the average woman spends 16 minutes a day choosing her outfit, that's 5,840 minutes a day!

Hana: What if there was a way to maximize your closet and make outfit curation faster?

Caroline: With #OOTD, you can digitize your wardrobe and make outfit creation a more seamless and social experience, allowing you to connect with friends & discuss outfit plans.

Hannah: #OOTD helps you generate new outfits with your existing wardrobe and track previous outfits to make getting ready easier, and mornings less stressful.

Combined: #OOTD. Impressing you to dress.