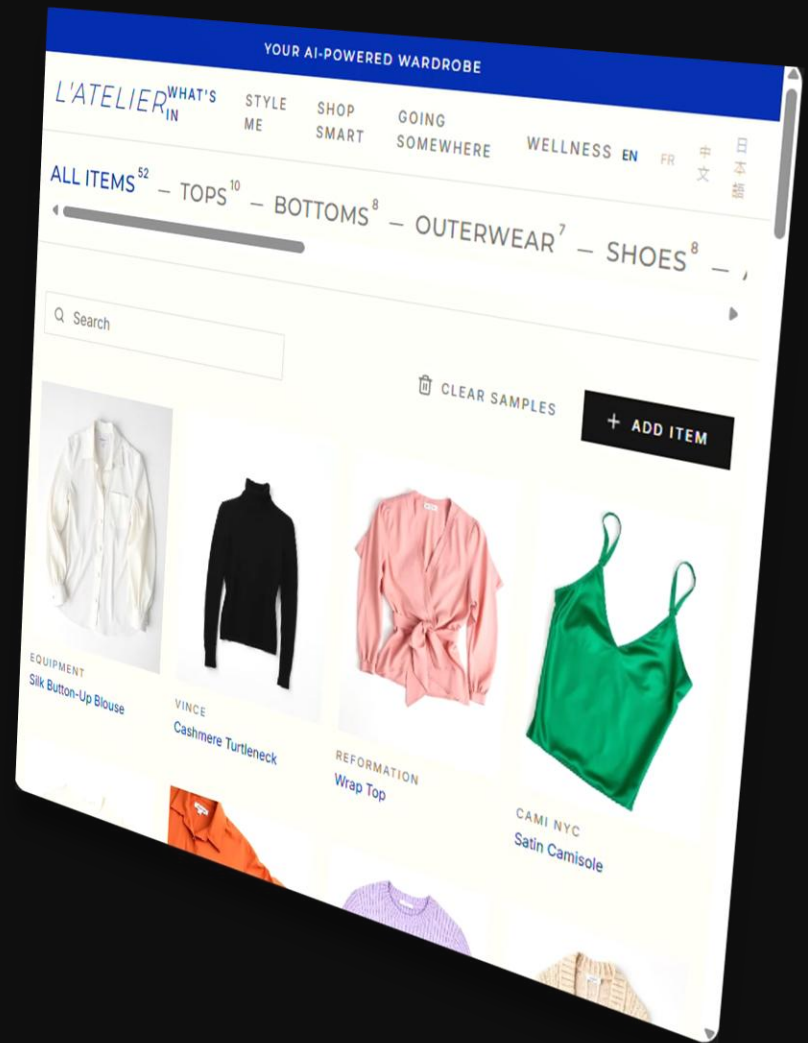


AI ASSISTED WARDROBE

L'ATELIER

*Dress better
Spend better
Look better
And Feel better
— every day.*



PPD and inefficiency in mother's wardrobes can be tackled together

"I don't what to wear today"

"I never use this shirt; I should buy a new one"

"I always need too much time to decide what to wear"

"Those shoes look incredible I should buy them now !"



Time Lost

Decision fatigue every day leads to lost time



Money Wasted

Impulse buys driven by poor wardrobe visibility



Missed / Lack of Style

Great outfits hidden in your own closet



PPD

Few mothers would directly address PPD, L'atelier is a hidden way to do it

02 OUR SOLUTION

L'ATELIER

Your AI Wardrobe Brain

L'Atelier is an AI-powered assistant that transforms mother's wardrobes into windows to track their mental health wellbeing



Reduces friction / hassles

Instant outfit decisions — no more morning paralysis



Reduces cost / Improves Sustainability

Avoid redundant purchases with smart duplicate detection. Avoid impulsive purchases



Enhances Style

AI-curated combinations that actually look good, You feel better



Mental Wellbeing for mothers

Addressing PPD while improving wardrobe efficiency

03 THE PRODUCT

TAB 1

Smart Wardrobe



Upload photos of any clothing item. AI detects type and auto-organizes your digital closet by category.

TAB 2

Outfit Generator



Select your mood (casual, elegant, Emily in Paris...) + real-time weather → AI generates a harmonious outfit.

TAB 3

Smart Shopping



Get suggestions for items that complement your existing wardrobe. Direct links, only when needed.

TAB 4

Duplicate Detector



Upload a potential new purchase — the AI checks if you already own something similar. Save before you spend.

TAB 5

Wellness tracker



Addressing mental health apps can be difficult due to stigma. However, dressing for others, particularly women's work, offers a good entry point for reaching this demographic. Using our mood detection system, we can easily guide users to seek help and connect them with deeper support.

04 HOW IT WORKS

AI-Powered Flow



05 THE MARKET

A Massive, Under-Optimized Market.

TARGET USERS:

- ✓ *Housewives who dress their babies and who can fell postpartum depression*
- ✓ *Users who care about their style*
- ✓ *People who don't know how to match outfits*
- ✓ *Conscious consumers (sustainability)*
- ✓ *Impulsive buyers (avoiding duplicates)*



\$1.7T+ Fashion & Apparel

The global fashion industry — largest in consumer goods



E-Commerce & Retail

Rapidly growing online discovery and purchase channel



AI Personal Assistants

Surging demand for personalized lifestyle decision tools

06 STRATEGIC FIT

Hackathon Track Alignment



Best Use of Lovable

- Full-stack AI product built on Lovable
- Image-based wardrobe ingestion
- Real-time recommendation flows
- Creativity + functional execution



NGO

- Wellness feature added as dedicated apps are not usually downloaded and installed by moms
- Tracking record of mood
- Useful for tackling postpartum depression
- NGO collaborative



Sustainability indirect impact (Extra)

- Reduces overconsumption
- Smarter purchasing decisions
- Extended clothing lifecycle
- More sustainable fashion behavior

L'Atelier is not just a fashion app — it is an AI decision system for personal consumption