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# STYLE545

STYLE LED, TECHNOLOGY ENABLED

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## ABOUT STYLE545



Style545 is a fashion technology company improving the apparel shopping experience by offering consumers expertly curated looks, customized for their personal style and occasion preferences. The B2B start-up provides an analytics-driven platform for retailers to design looks based on available inventory creating a personalized omni-channel shopping experience.

## MISSION & VISION

We are focused on improving the traditional disparate apparel and accessories shopping experience by helping consumers shop for expertly styled looks curated for their lifestyle, budget and experiences.

Our vision is to be a strategic partner to retailers and mall operators providing low cost, technology enabled personalized shopping services and 360 consumer data that helps boost in store traffic, average basket size and customer intimacy.



## HOW IT WORKS

1. Share your style and budget preferences
2. View your personalized, expertly styled looks
3. Order online or head to your in-store trial appointment



Retail Analytics  
Platform



Shopper  
Preference  
Database



Recommendation  
and Styling  
Engine



API Enabled  
Vendor Mgmt  
Portal



2,000  
followers



## THE PRODUCT

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- A “tinder” like clothing application allows shoppers to instantly interact based on their shopping preferences
- B2B2C innovative shopping platform allows retailers to offer consumers store specific online discovery and personalized styling
- Direct-to-fitting-room and/ or mailbox options reduce in store browsing fatigue & endless online return cycle.

## RETAILER BENEFITS

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- Improve foot traffic
- Improve sales conversion for qualified leads (i.e. who have viewed looks)
- Effective omni-channel integrations
- Inexpensive mass personalization (platform driven)
- Ability to cross/upsell by presenting full looks
- Customizing customer interaction based on individual preference data

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## PARTNERSHIPS

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- SHOP 54311 - Milwaukee, WI
- Cinnamon Boutique - Chicago, IL
- Mod + Ethico - Chicago, IL

## CONTACT US

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# our team.



DISHA GULATI  
CEO/FOUNDER

Disha has <15 years of experience with fortune 500 companies. She was head of analytics for Mondelez International and is a graduate of Chicago Booth.



## TECHNOLOGY

Rohan and Vik comprise our tech team, with over 30 years of engineering experience.



## BUSINESS

Kelsey and Stephanie run the marketing, analytics, and social media of Style545.



## FASHION & STYLING

Catherine and Rachel have been in the fashion industry for years and help the styling and fashion side of the business.



Contact Us at  
[www.style545.com](http://www.style545.com)