

Brand Positioning & Brand Profile

Positioning Statement:

FashionEye is a US-based fashion app that was established in 2022. This app uses a data-based algorithm to generate the clothing items you are looking for at an affordable price. With this advanced technology and trendy app features, FashionEye is going to blow its competitors away. FashionEye is the first all clothing app that helps you find the clothes you want at an affordable price with just a click of a button.

FashionEye's focus is unique because it allows you to upload photos of outfits of celebrities, friends, strangers, etc. to our platform connected to Poshmark, which then uses an advanced algorithm to find out where each piece of clothing is from. This will then take you directly to Poshmark, where you will then find the exact outfit style or similar outfit styles to the photo you uploaded.

What makes FashionEye different from its competitor CamFinder? Well, its advanced technology allows the UX experience to be quick and simple. No more spending hours scrolling through a clothing site trying to find an outfit. Simply upload a photo and boom, there is a direct link where you can find and buy that same outfit. CamFind does not partner with Poshmark like FashionEye does to find the most affordable prices for you. Our target audience is women between the ages of 16-30 who are looking for discounted popular clothing. There is no app out there that is as affordable and efficient as FashionEye.

Sources:

<https://www.jigsawacademy.com/blogs/product-management/product-positioning-examples/>

<https://graincreative.com/position-fashion-brand/>

Brand Profile:

With the ever-changing world of fashion, FashionEye will have to make sure that it is a trusted brand that holds itself to incredibly high standards and promotes inclusivity. We will also make sure that it has a trendy web presence on our website and on our social media platforms, to stay fresh and "in the know." By doing this, we can make sure FashionEye not only stays relevant, but also builds credibility while differentiating itself from others. We will also make sure that our brand is approachable by using social media to foster customer feedback to share our brand's authenticity and maintain a loyal customer base. This will ultimately reinforce our brand's identity and make us the leader in our niche market space.

Brand Profile Sources:

<https://duffy.agency/insight/what-is-a-brand-profile/#:~:text=Your%20brand%20profile%20includes%20graphic,%2C%20behave%2C%20and%20interact%20online.>