

Company Profile

Business Name: FashionEye

Business Address: 1801 N Broad St, Philadelphia, PA 19122

Website: fashioneye.com

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Tel: (215) 766-3393 (FEye)

Management Team: Abigail Merola, Arpana Shekhar, Hannah O'Hara, Henry Fountain, Megan Sharkey, Samara Grossel, Sara Valko

Abigail Merola, Digital Marketing & Brand Manager: With a degree in Media Communications and Digital Marketing, I have realized that the many companies need to narrow down its target audience and work on their customer relationships. My hands on experience in the marketing world will help me achieve this goal through social media and communication.

Arpana Shekhar, Marketing Strategist. Data-driven marketing is science, and carving a unique space for a new brand in the fast-paced fashion industry is an art. I blend the science & art of marketing to create a successful brand profile.

Hannah O'Hara, Founder/CEO, Web Designer: After graduating with a degree in Luxury Brand Marketing and Management, I have studied how the fashion industry has been difficult to infiltrate with technology. My passion is to combine a sustainable and fashionable lifestyle with innovation.

Henry Fountain: Customer Data Analytics Manager, Marketing B.B.A. with a concentration in Data Analytics, helping transform raw data into visualizations and actionable insights to assist and support company initiatives. FashionEye needs data to be able to justify its strategies and quantify them afterwards.

Megan Sharkey, Director of Project Management: After receiving my Bachelor's in agri-business management and entrepreneurship, I have worked in sustainability, energy, and water fields. My hands-on experience in environmental and marketing industries has allowed me to understand and focus on project management and to provide innovative marketing messaging.

Samara Grossel, Director of Content Strategy: After receiving my Bachelor's in Journalism, I have been passionate about covering sustainability trends in a way that resonates most with the consumer. With fashion companies continuing to shift towards sustainability, I want to be a thought leader in this space by managing the content strategy for Fashion Eye.

Sara Valko, Social Media Community Manager: Sara received a Bachelor's in Sport and Recreation Management. She is utilizing her competitive nature to help build FashionEye into one of the top apps in the fashion industry.

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About FashionEye: Have you ever seen a celebrity wearing an outfit you loved? You searched high and low and could not find the outfit or piece of clothing anywhere – well, that problem is no more, thanks to FashionEye. FashionEye is a one-stop solution for a fashion-oriented audience. We are an extension of Poshmark, built into the existing interface of the app. Users can upload images of the item they are looking for, whether it be a top found on Instagram, or some accessories seen on TikTok, and FashionEye will do the hard work for you. Our app uses an advanced algorithm that can generate where the item is from or find a similar item. Then, voila! You have finally found that article of clothing or accessory you have been searching for!