



Innovation > Fashion & Beauty > Fashion app is a social network and lookbook

## FASHION APP IS A SOCIAL NETWORK AND LOOKBOOK

 FASHION & BEAUTY

### **A new app called Cloth is helping fashionistas share and discover looks from their friends or the people in their city.**

Staying on top of the latest fashion trends is a very social activity, and consumers are already leveraging digital tools to find out new tips. But how can businesses do the same? We've previously seen [Keep](#) make Instagram outfit snaps shoppable, and now a new app called [Cloth](#) is helping fashionistas share and discover looks from their friends or the people in their city.

Since platforms such as Instagram are already being used by consumers to document their daily outfits, Cloth lets them import their photos and more usefully categorize them into according to style, occasion, location and even weather. They can then instantly publish them to their social media and blog accounts, or text them to friends.

The collection can then be easily searched for relevant tags when it comes time to get dressed. For those with iOS 8, the app can also track the weather and wake up users with an outfit tailored to the conditions outdoors.

Users can browse their friends' wardrobes, as well as follow the style icons they admire. They can also search Cloth for the latest fashions being uploaded by those in their local area, or stylish cities such as Paris, London and New York.

Watch the video below to learn more about Cloth:

cap

Cloth is free to download from the [App Store](#). Are there ways that this kind of crowdsourced database could be merged into a platform for recommending new wardrobe purchases?

10th November 2014