

FitHer

Business Name & Concept

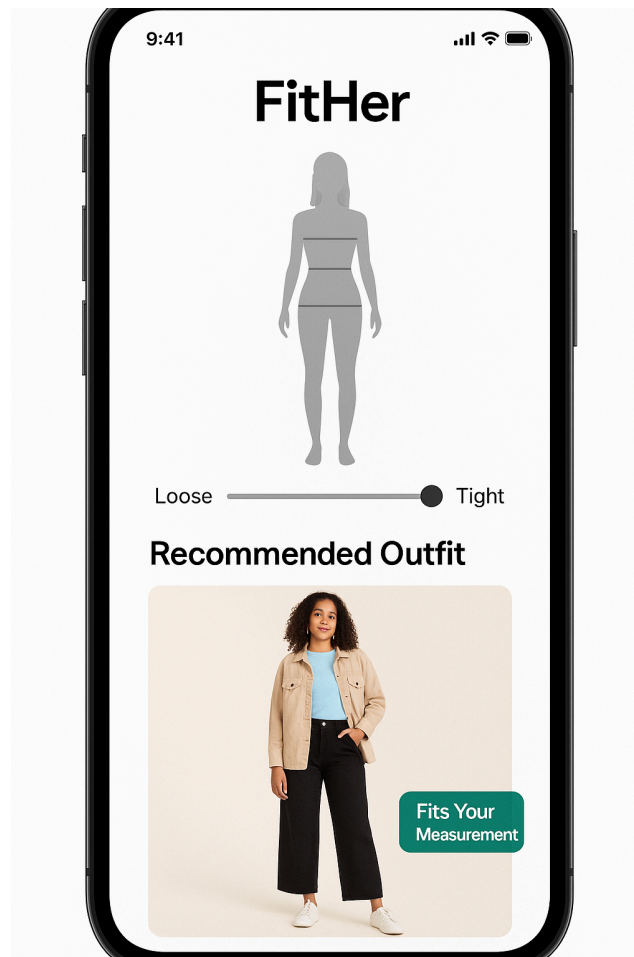
FitHer is a customized clothing-fit platform designed for teen girls who struggle to find sizes that truly fit their bodies. Using precise body measurements and personal style preferences, FitHer recommends clothing that matches the fit each user wants—from baggy to tight to extra-tight.

Product / Service Description

FitHer is a digital + physical hybrid service addressing inaccurate and exclusionary sizing in the clothing industry.

1. Accurate Measurements
2. Style Profiling
3. Smart Recommendations
4. Custom-Fit Option
5. Fit Feedback Loop Visual Representation

Below is a placeholder representing the mobile interface mockup:



Target Market

Primary: Girls ages 12–19 who struggle to find clothes that fit due to inconsistent sizing or unique body proportions.

- Traditional sizes rarely fit accurately
- Clothes shopping often causes frustration or low confidence
- Users want clothes that match their personal fit preferences
- Parents value accurate sizing to reduce returns

Value Proposition

FitHer solves both emotional and practical frustrations around sizing by offering:

- Hyper-accurate, body-specific recommendations
- Personalized fit settings
- Increased confidence by wearing clothes made for their bodies
- Custom-fit options when needed

Financial Plan

Startup Costs (Estimated)

- App & website development: \$7,000–\$10,000
- Measurement software licensing: \$3,000
- Prototype production: \$2,500
- Marketing & branding: \$1,500
- Legal/admin: \$1,000

Total Startup Cost: \$14,000–\$18,000

Annual Expenses

- Software maintenance: \$2,000
- Customer support: \$1,200
- Marketing: \$3,000
- Partnerships & data fees: \$1,500

Revenue Streams

- Subscription: \$4.99/month
- Affiliate brand commissions
- Custom-fit clothing sales
- One-time measurement scans

Projected Revenue (Year 1)

Estimated total: \$44,940–\$54,940

Implementation Plan

Phase 1 (Months 1–2): Build measurement system + app design

Phase 2 (Months 3–4): Brand partnerships + data testing

Phase 3 (Month 5): Beta launch

Phase 4 (Month 6): Full launch + marketing

Phase 5 (Months 7–9): Custom-fit clothing expansion

Social Impact

FitHer promotes body inclusivity, confidence, and emotional well-being for teen girls. It reduces fashion waste by preventing returns and encourages healthier relationships with clothing and self-image.