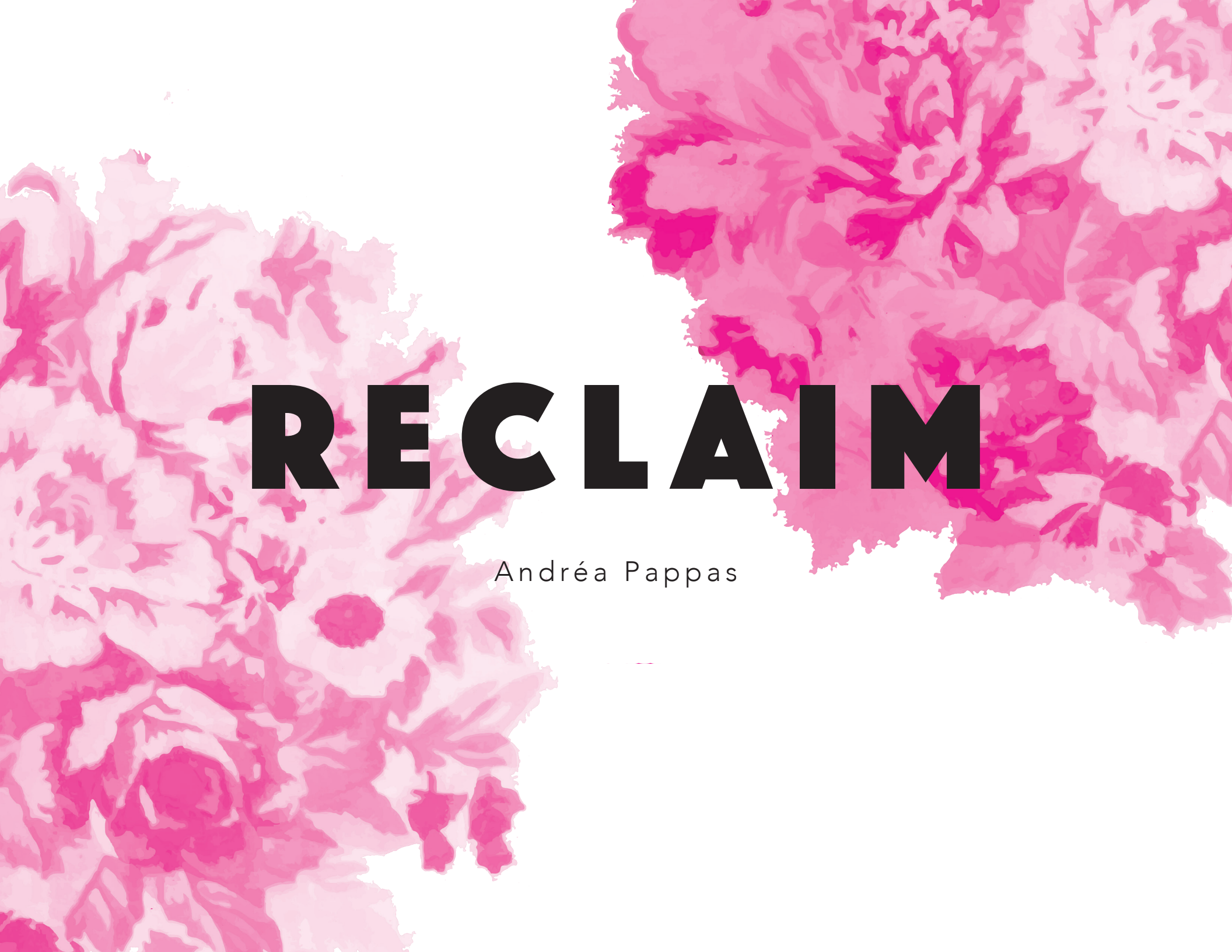


The background of the entire image is a dense, textured pattern of pink and magenta flowers and leaves, resembling a watercolor or ink wash style. The flowers are in various stages of bloom, with some showing detailed petals and centers. The overall color palette is a range of pinks, from light blush to deep magenta.

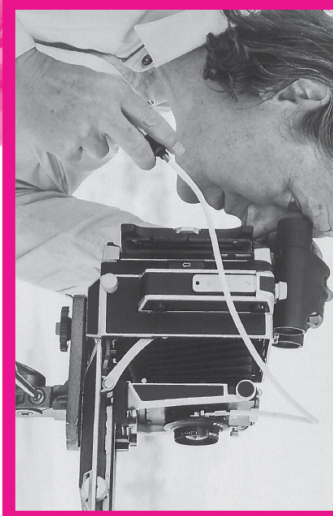
RECLAIM

Andréa Pappas

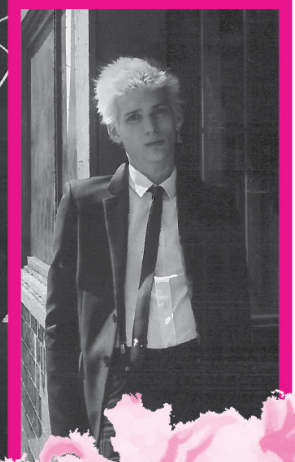
SUMMARY

For my final mobile design project, my two words were **SUSPICIOUS** and **TAKE-OUT**. Brainstorming led me to the concept of renting out luxury clothing items (i.e. "taking out" luxury items that you don't really own which can be "suspicious" if you can't afford these goods). There are many companies that allow you to rent luxury goods, so I wanted to create an app that compiled the inventory for all of these companies and also sort through them by your taste. The app also allows you to view luxury items you like and then find similar pieces for cheap as well as break down outfits you see in magazines or on celebrities.

RECLAIM



Issue 1
10.08.20



BRANDING

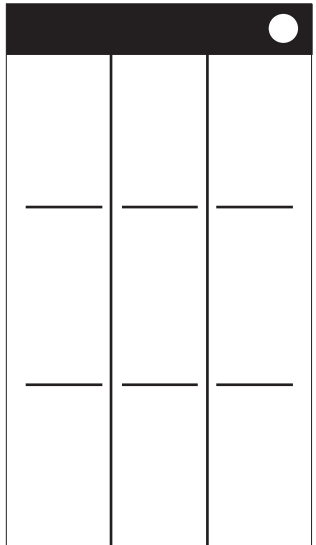
Having already created an alternative fashion editorial, I decided to link my app with the magazine. Both the editorial and app are called ReClaim.

COLOR SCHEME



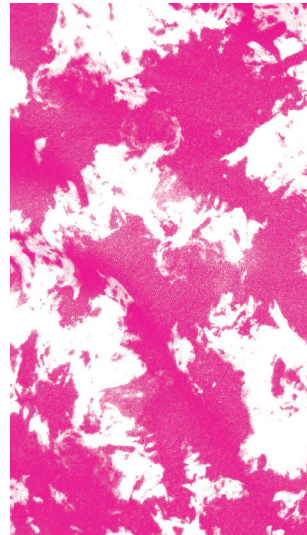
Like the magazine, the app will have a primary duotone color scheme with black and magenta.

GRID



The app has been designed on a standard 3x3 grid for readability and easy flow purposes. Because the app will contain a large chunks of information on many of the screens, readability while still representing the branding of ReClaim was very important to me.

PATTERN



While focusing on a duotone pattern, the editorial and app are branded with heavy pattern overlays and backgrounds.



USER STORY #1

Katrina is married to an officer in the Marines. Every year she is required to attend the Marine Corp Ball. However, Katrina cannot afford to buy a new gown each year. ReClaim would be an app that allows Katrina to rent luxury gowns that match her style. It could also find her dresses that are similar to the luxury gowns, but for much cheaper.



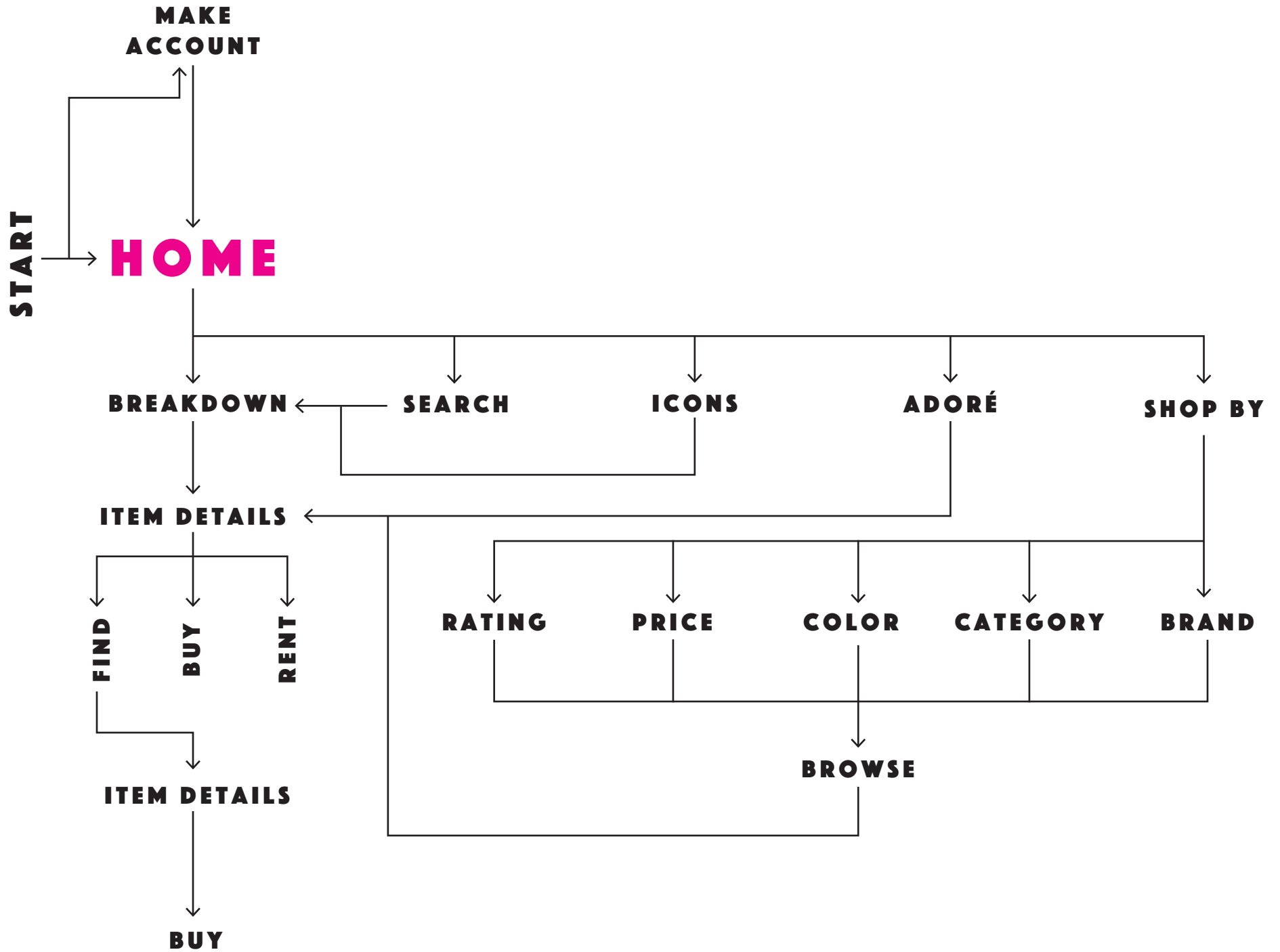
USER STORY #2

Kara saw an outfit in a magazine. She wants to know where all the pieces are from and how much they cost. ReClaim would allow her to take a photo of the outfit in the magazine and pull the information she is looking for. Kara could then breakdown the outfit even further by looking for pieces that similar but cheaper.

USER STORY #3

Alexa Chung is Lauren's style icon and Lauren wants to keep up with all of her outfits. Using ReClaim, Lauren can follow Alexa Chung and see the breakdown of Chung's clothes. Lauren can also look at wear to buy or rent the pieces Chung is wearing or also wear to buy similar pieces for cheaper. ReClaim will also save Lauren's favorite style icons and recommend items based on her favorites.

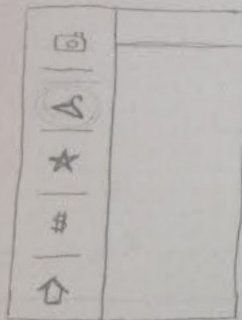




WIREFRAMES

Reclaim? → goes w/ magazine!

↳ Brand: alternative fashion?

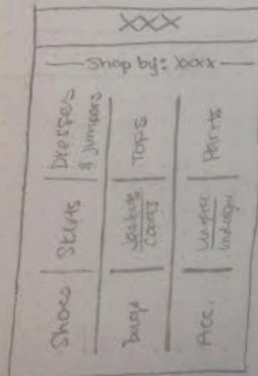


Navigation

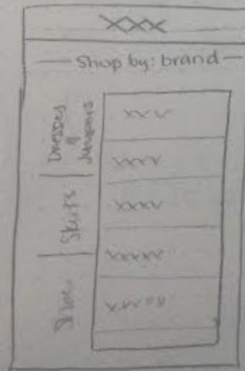
Colors

- Black
- White
- Magenta

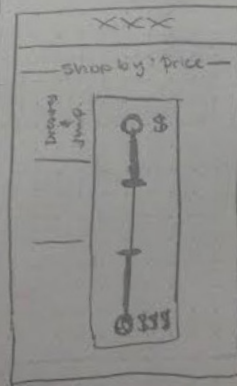
Shop by: brand
category
Size
Price
color
Rating

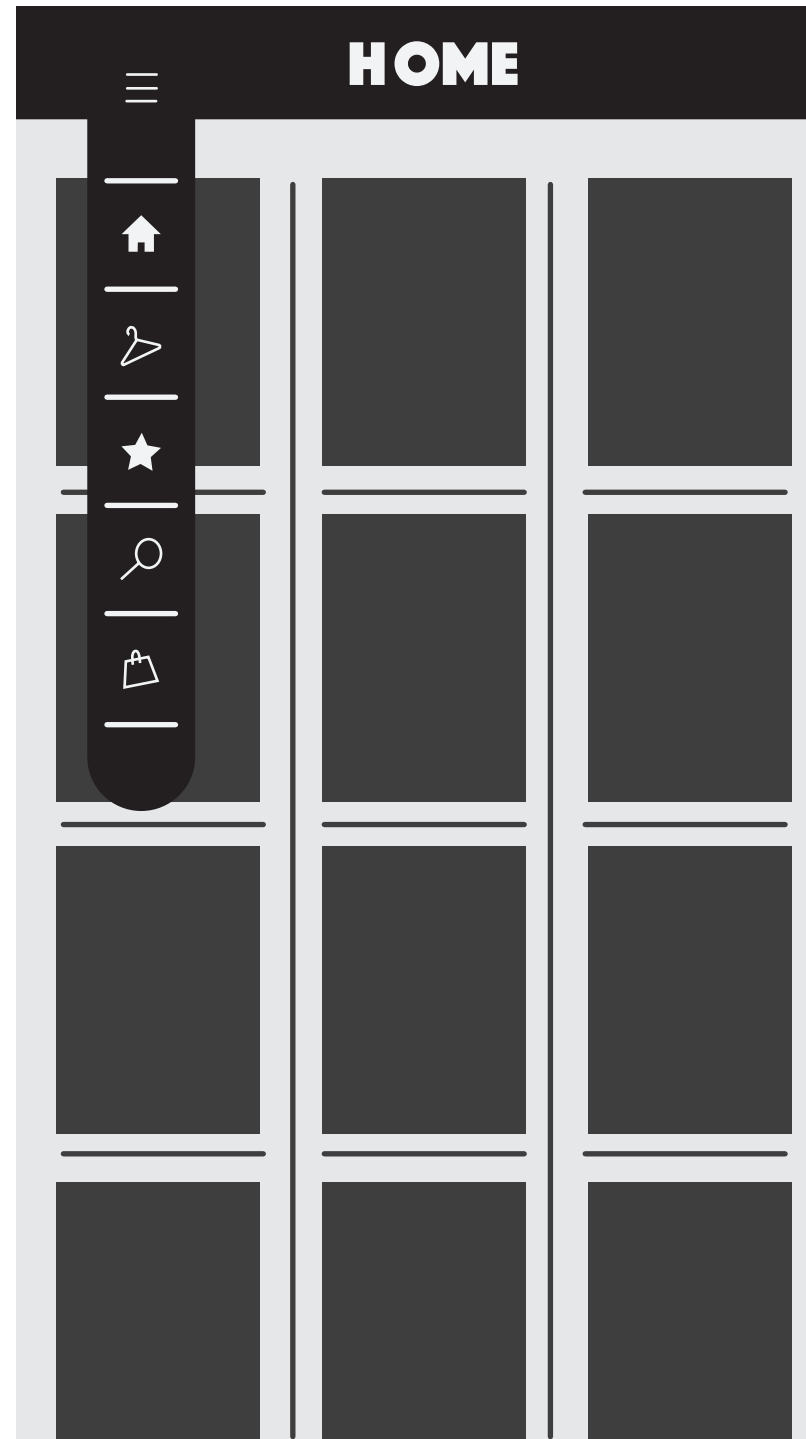
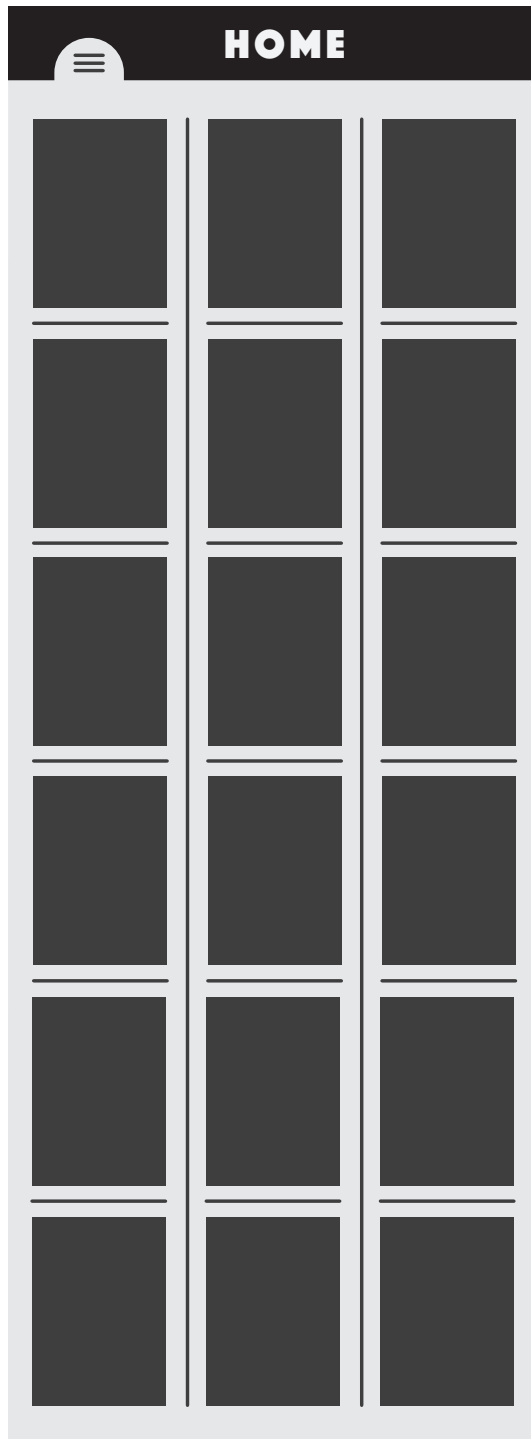


Clothing
A

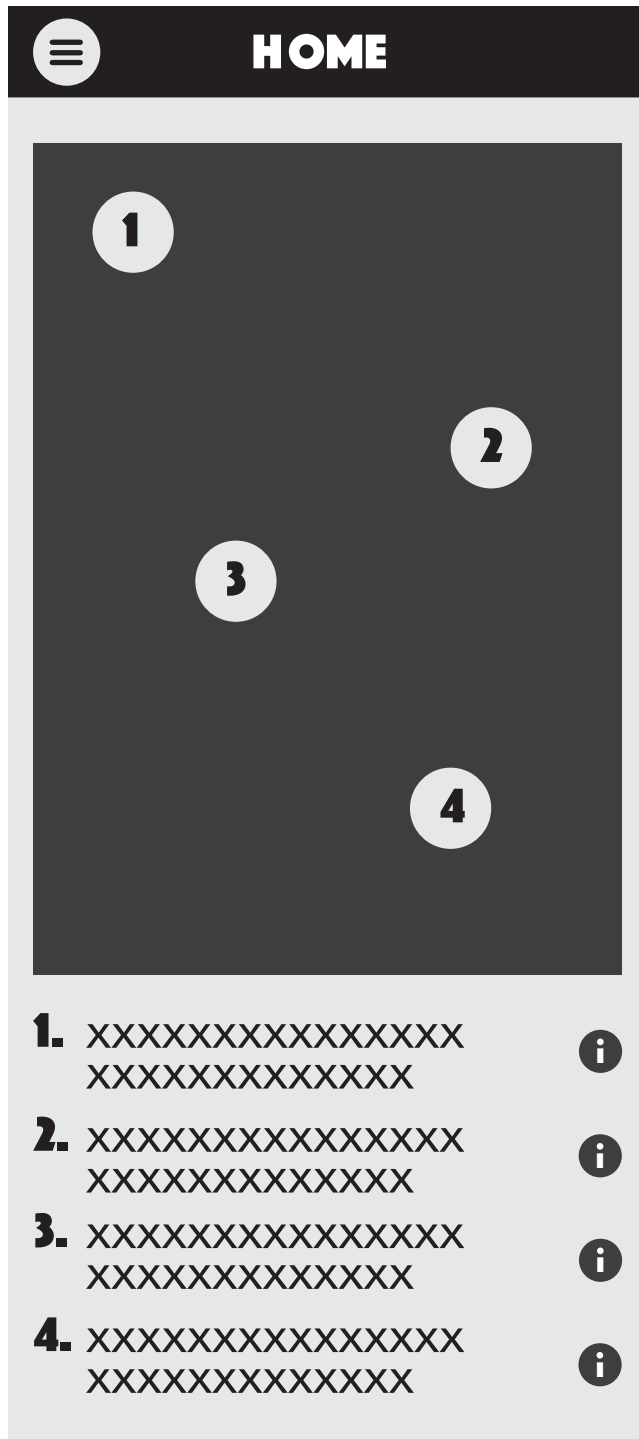


choose
Dresses

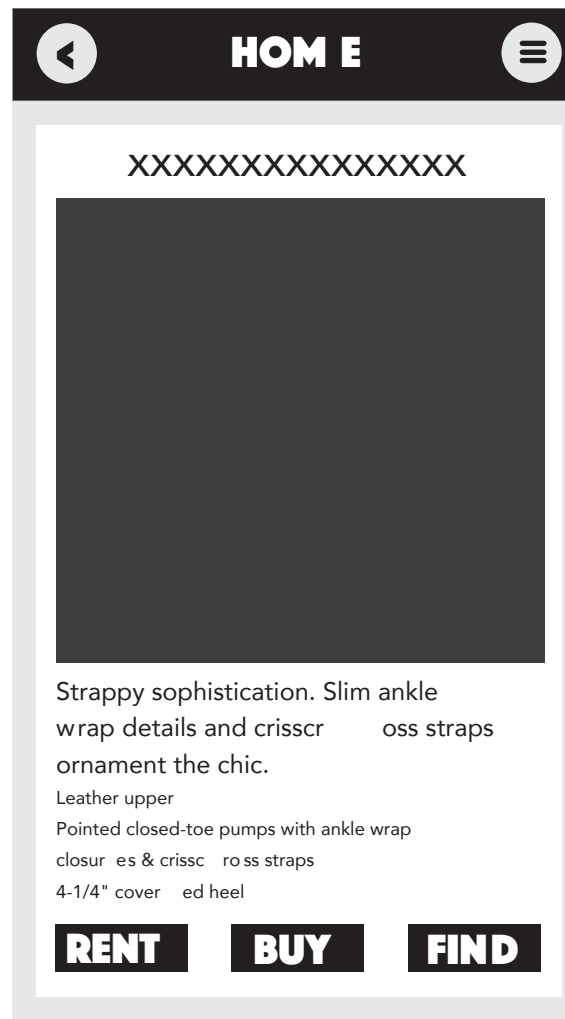




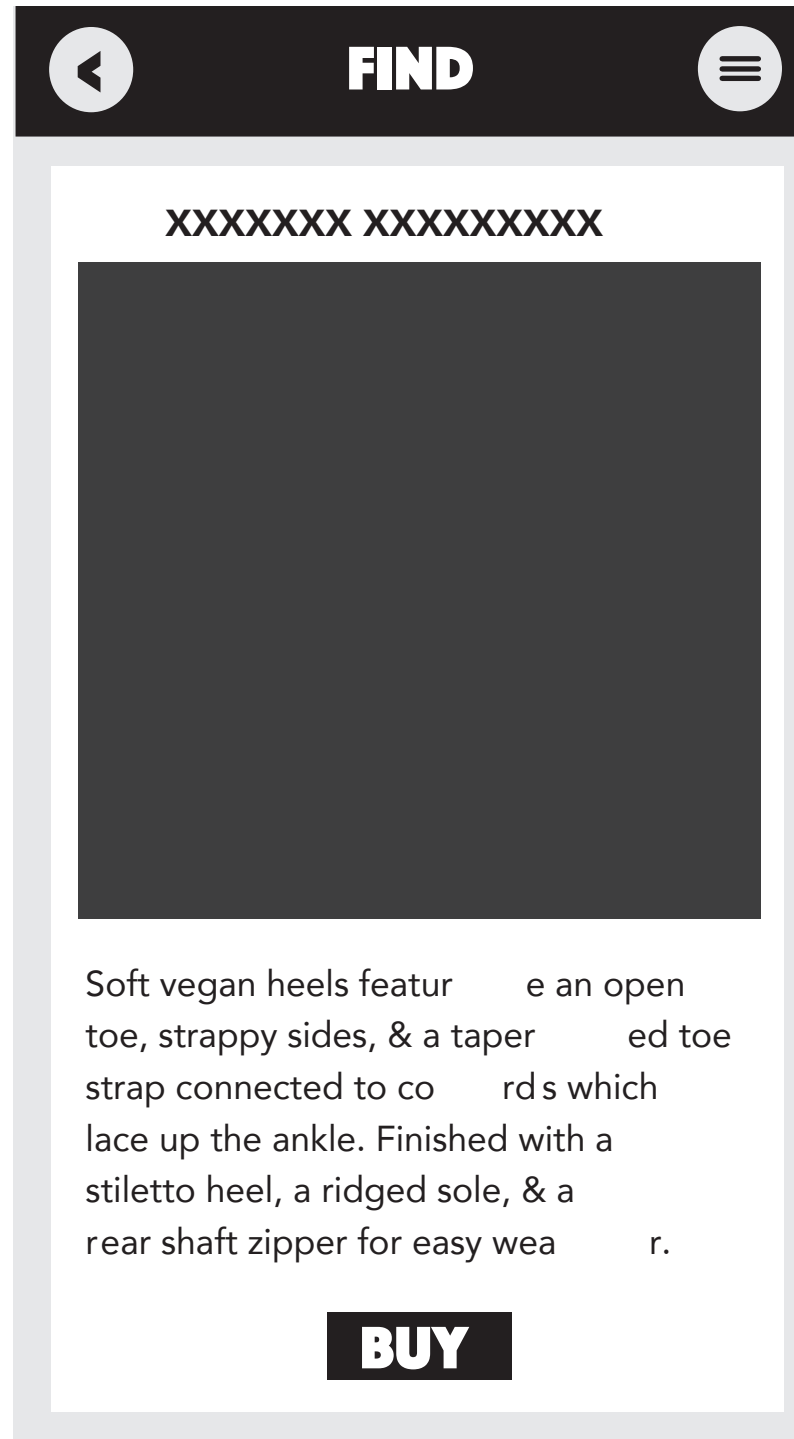
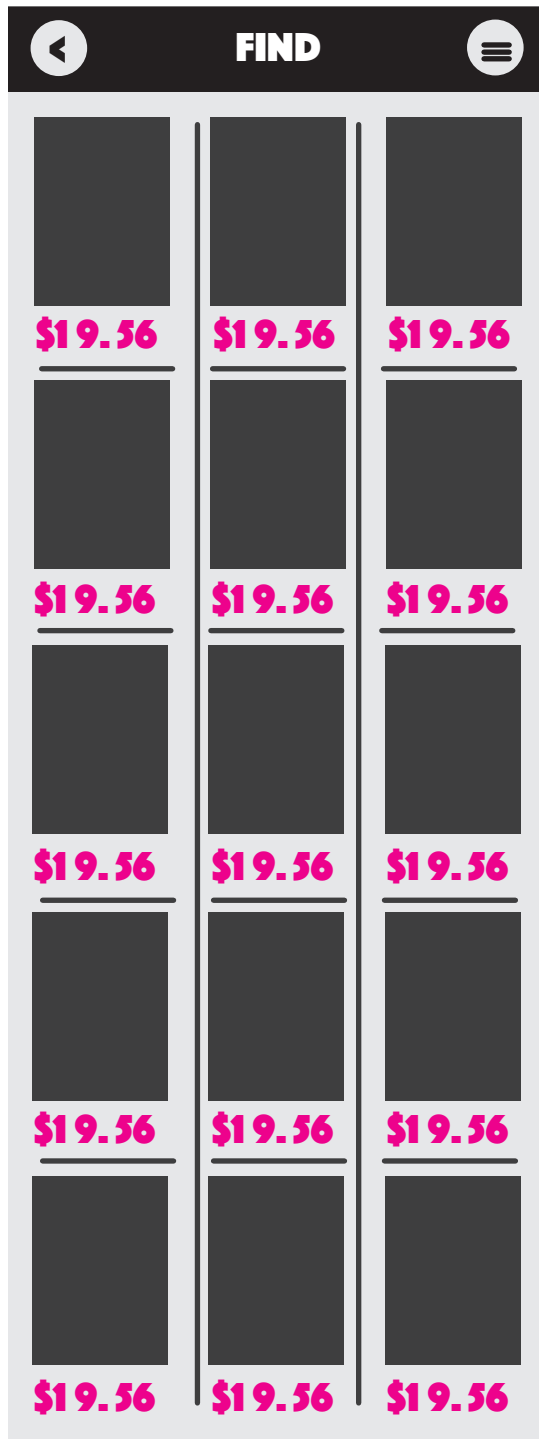
My HOME page orginially started as a simple sidebar menu which can be seen in my wireframe sketches. When I started to bring my wireframes into Illustrator, I decided to go in the direction of a dropdown menu. I wanted to keep the app modern but alternative so I created a menu that was slick, slim and iconic. All the icons are stylized in a similar way and the same stylization is seen throughout the app.



Whenever I look at fashion editorials, I always want to see a breakdown of the outfit by piece. From the HOME page, one could choose an outfit they are interested in and then see the outfit breakdown. The screen would separate the outfit by piece.

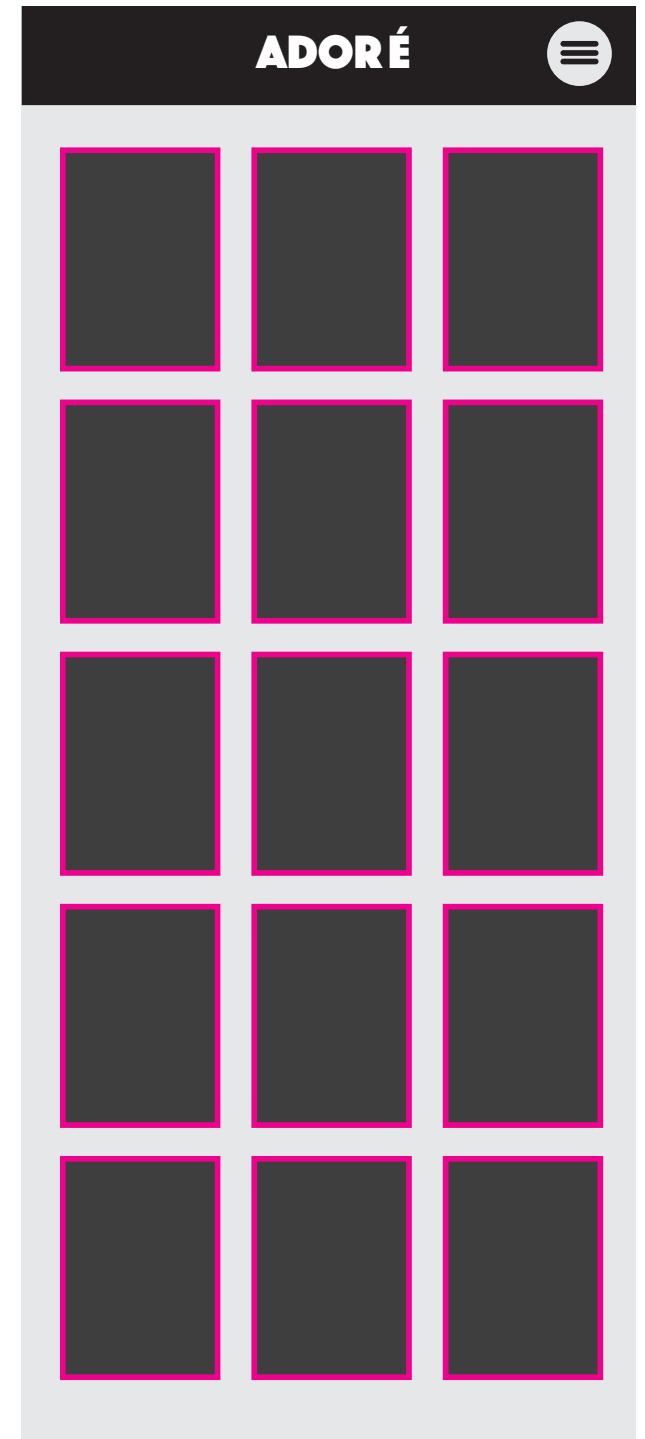
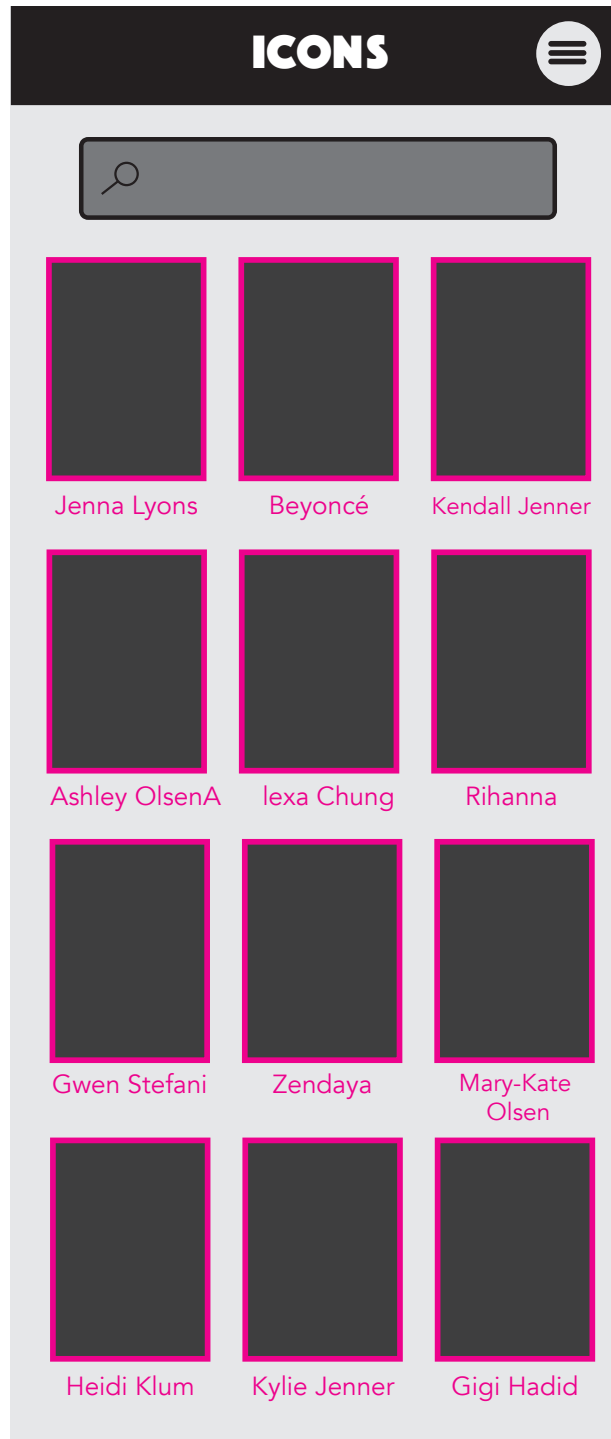


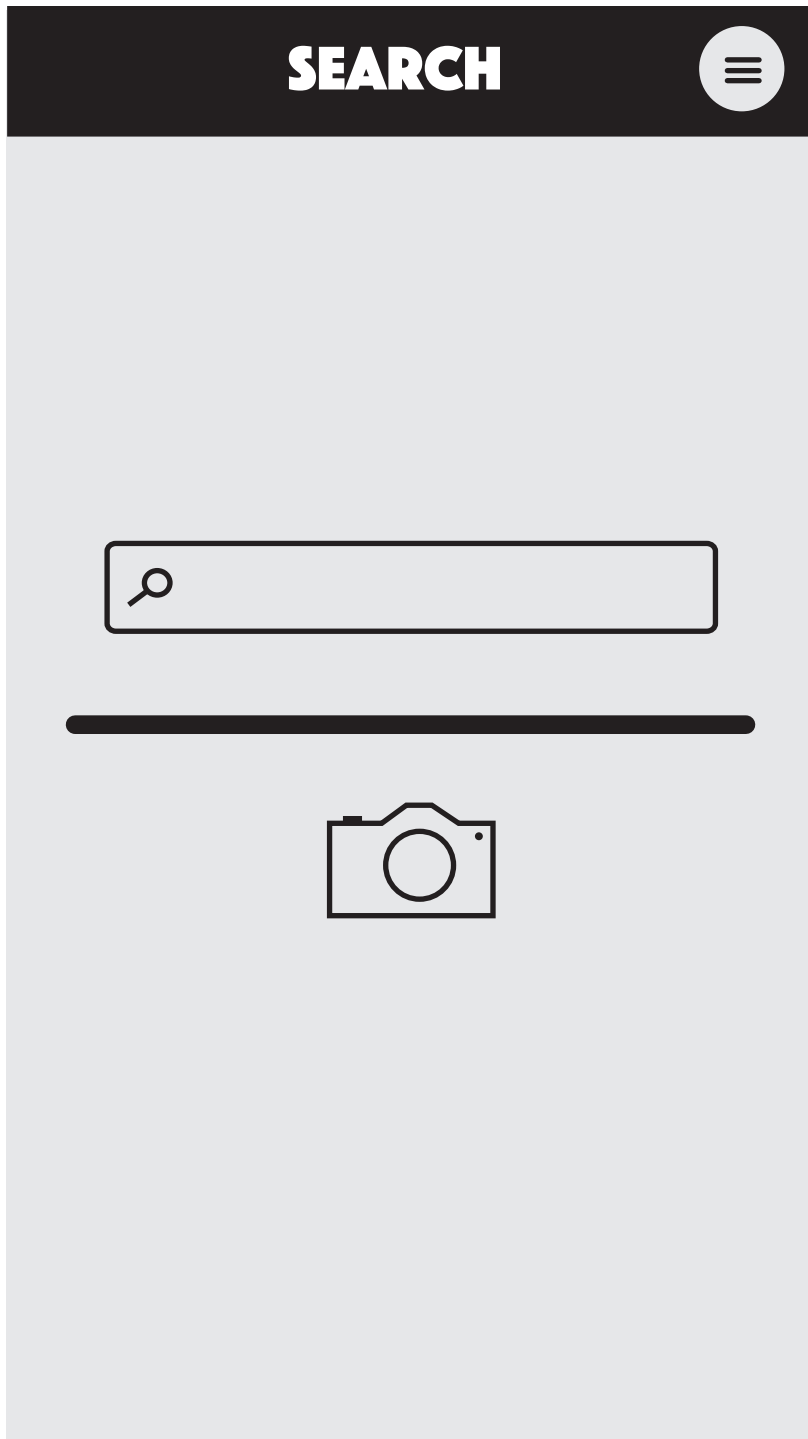
Clicking on a particular piece would then lead you to this page, which would just contain the details of the item such as material, price, sizings, etc. From here you have three options. Rent would lead you to the website of company to rent that item. Buy brings you to a website to buy the item. Find however, will bring you to a new page within the app that finds similar items for cheaper.



After clicking FIND, you would be lead to a page very similar to the HOME page. You can the click an item you are interested in to see the details of that item. This page is also similar to the previous item page except that the FIND and the RENT buttons are no longer available.

From the menu, you could select the star for the ICONS page or the heart for the ADORÉ page. Both pages are also designed very similar to the HOME page, allowing you select outfits or items that you previously saved, or view fashion icons that have been chosen for you based on what you have "Adoréd."





The SEARCH page is meant to connect mobile to print. While you can search by words, you can also search by pictures. A user could take a photo of an outfit in a magazine and the app would be able to do an outfit breakdown of all the pieces. It would then bring you to a similar page as the outfit breakdown page above.

SHOP



Shop by: **CATEGORY** 



Dresses



Tops



Pants



Skirts



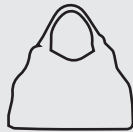
Jackets



Lingere



Shoes



Bags



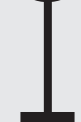
Accesories

SHOP



Shop by: **PRICE** 

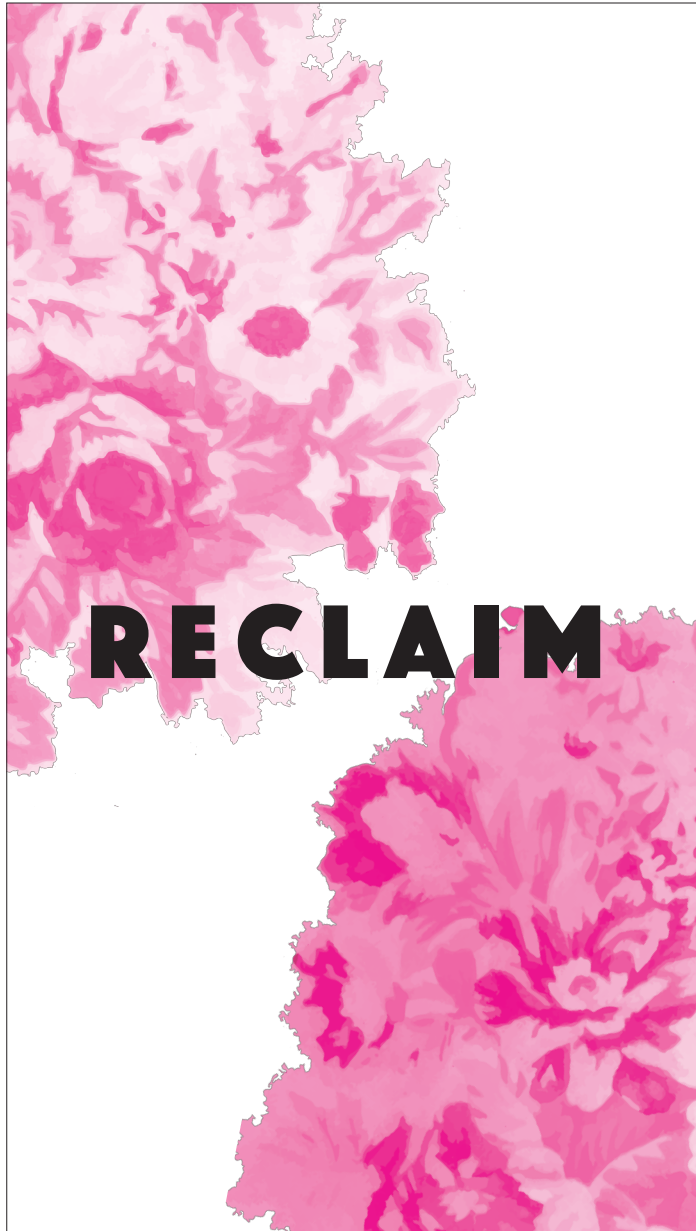
\$



\$\$\$\$



FINAL SCREENS

A vertical rectangular screen with a pink floral background. At the top, the word "CREATE" is written in large, bold, black, sans-serif capital letters. Below it, there are two form fields. The first is labeled "Name" and contains the text "Andrea Pappas". The second is labeled "Password" and contains ten black dots. At the bottom right, there is a circular icon containing a checkmark.

CREATE

Name

Andrea Pappas

Password

● ● ● ● ● ● ● ● ● ●

✓

HOME

HOME



BREAKDOWN



- 1. SUPERSTAR GLASSES;**
KAREN WALKER
- 2. KNIT CROP TANK;**
FOREVER 21
- 3. RUFFLE SKIRT;**
IRO
- 4. LUNCH CLUTCH;**
MARIE TURNER
- 5. WRAP HEELS;**
STEVE MADDEN



BREAKDOWN



WRAP HEELS; STEVE MADDEN



\$119.00



Strappy sophistication. Slim ankle wrap details and crisscross straps ornament the chic Raela pumps from Steve Madden.

RENT

BUY

FIND

FIND

**FIND**

		
\$19.56	\$27.06	\$20.46
		
\$19.56	\$26.96	\$19.56
		
\$20.26	\$29.26	\$20.46
		
\$31.26	\$26.56	\$17.46
		
\$22.16	\$31.16	\$17.96

**FIND**

CORSET IT OFF FAUX NUBUCK



\$31.16 

Soft vegan heels feature an open toe, strappy sides, & a tapered toe strap connected to cords which lace up the ankle. Finished with a stiletto heel, a ridged sole, & a rear shaft zipper for easy wear.

BUY

ICONS

ICONS

Jenna Lyons

Beyoncé

Kendall Jenner

Ashley Olsen

Alexa Chung

Rihanna

Gwen Stefani

Zendaya

Mary-Kate Olsen

Heidi Klum

Kylie Jenner

Gigi Hadid

ICONS

BEYONCÉ

BREAKDOWN

1. STRIPE A-LINE DRESS;
TOPSHOP

2. QUILTED BOMBER;
ALEXANDER WANG

3. FLEX PUMP;
MICHAEL KORS



BREAKDOWN



STRIPE A-LINE; TOPSHOP



\$140.00



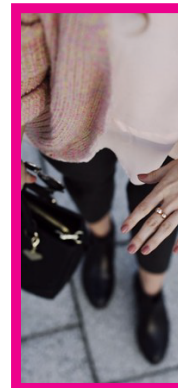
We're loving this structured A-line dress. With a shimmering touch, wear with heels and a matching clutch for model-girl party style. 100% Polyester. Machine wash.

RENT

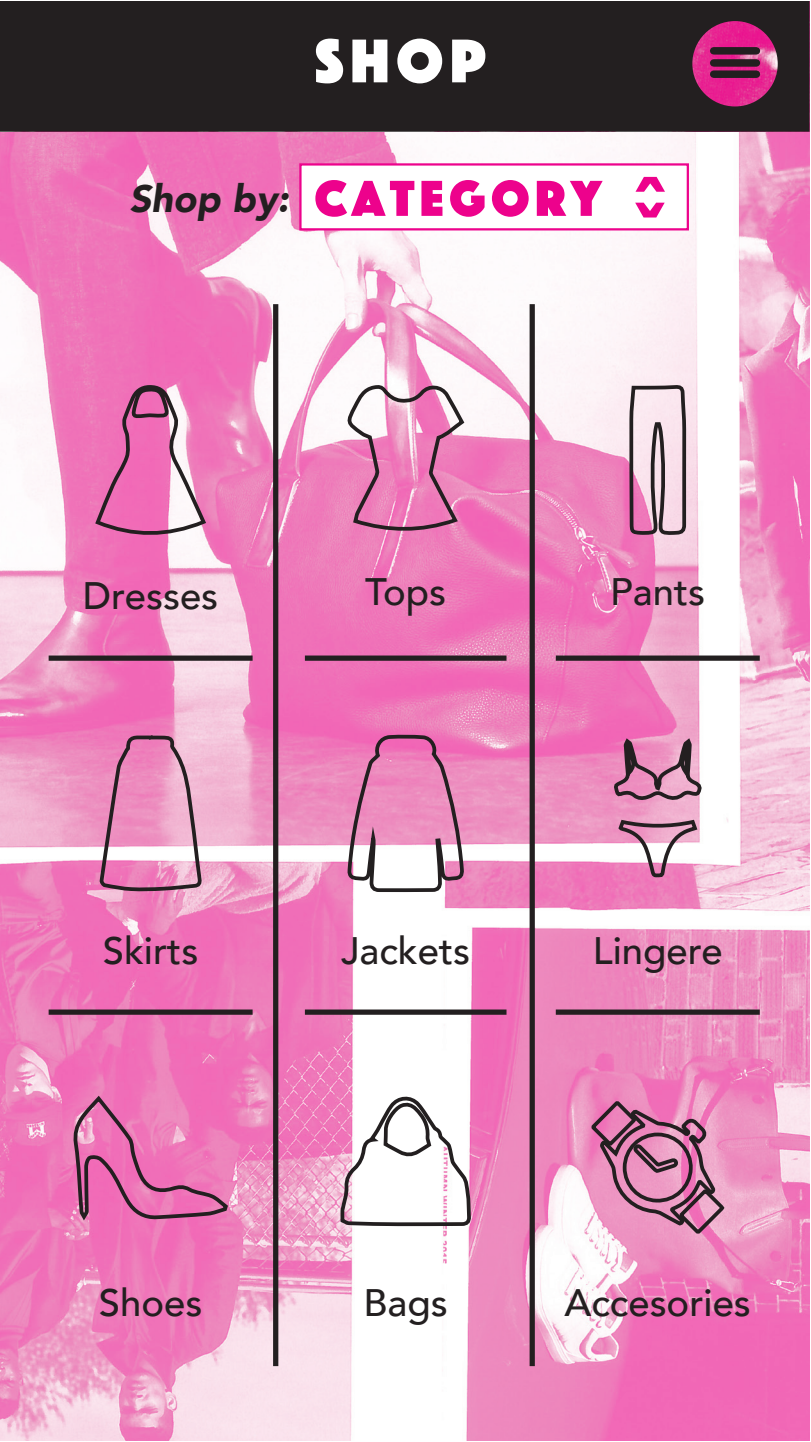
BUY

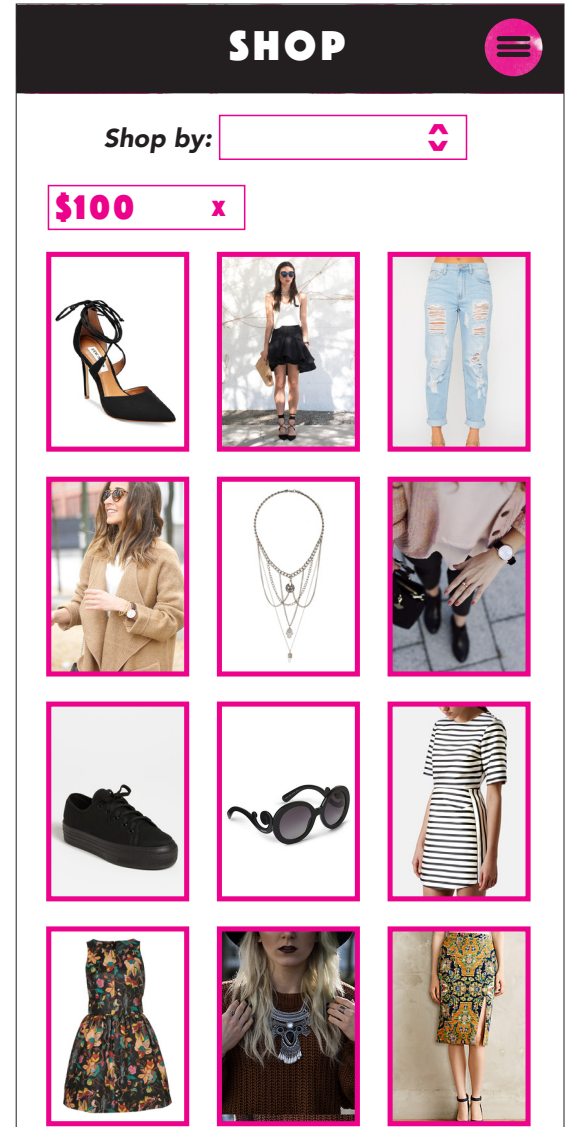
FIND

HOME



SHOP





SHOP



Shop by:



\$100

CATEGORY
BRAND
COLOR
RATING



SHOP



Shop by:

CATEGORY



\$100

x



Dresses



Tops



Pants



Skirts



Jackets



Lingere



Shoes



Bags



Accessories

SHOP



Shop by:



\$100

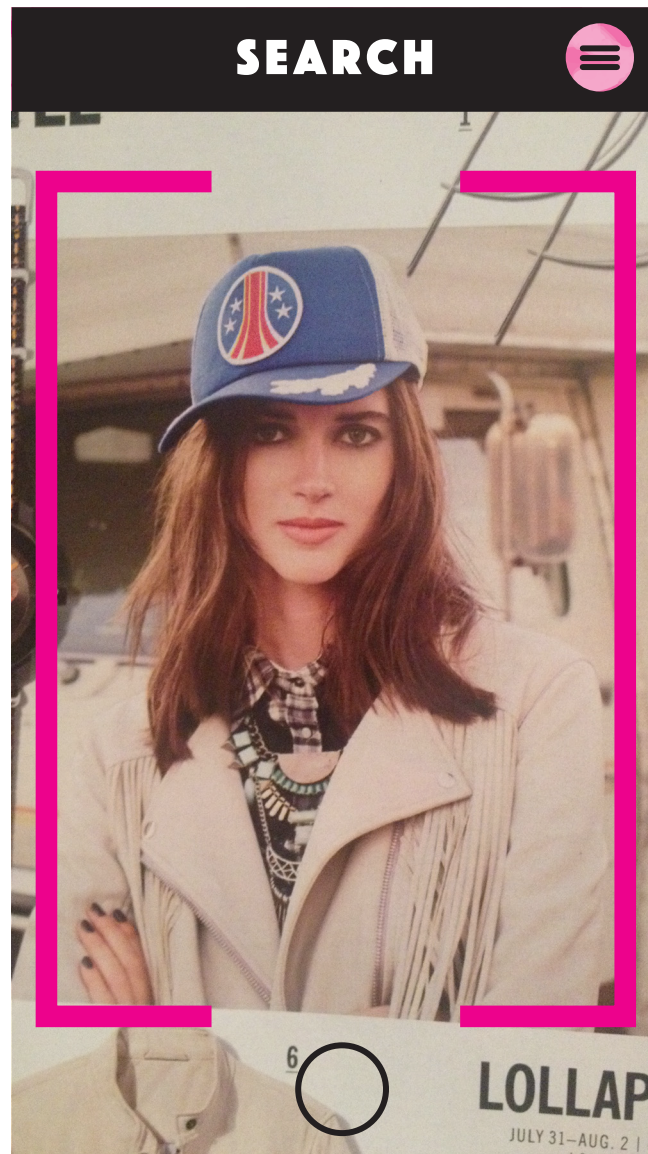
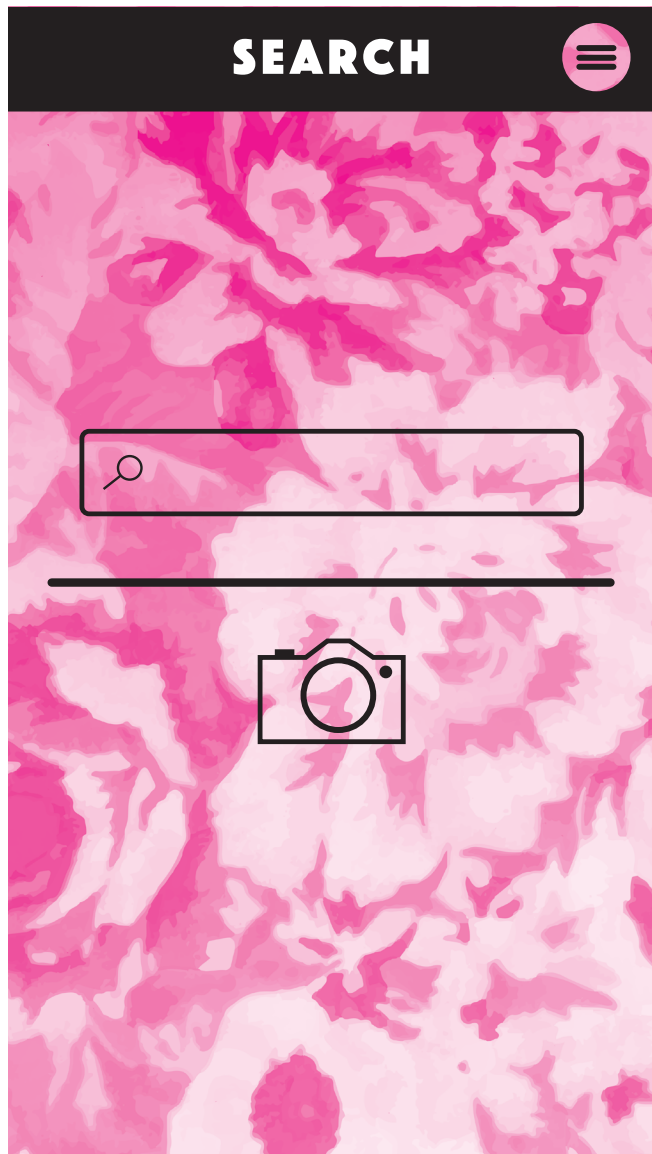
x

SHOES

x



SEARCH



ADORÉ



BREAKDOWN



WRAP HEELS; STEVE MADDEN



ADORÉ

\$119.00



Strappy sophistication. Slim ankle wrap details and crisscross straps ornament the chic Raela pumps from Steve Madden.

RENT

BUY

FIND

ADORÉ



URL

<https://invis.io/FW57707PM>