

**MXFIT**



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## OUR MISSION

“Address gender inequality and identity  
in fashion retail.”

- Young Ones 2016 competition brief

# OUR STAND

The LGBTQ community has faced hate and discrimination since antiquity. The fight for equality in every aspect of their daily life has been a continual uphill battle.

We wanted to come up with a solution to help this marginalized community. After researching current issues faced by this group, we decided to take on the fashion industry. The open-minded, socially active millennial generation has created an environment where change in this area is possible.

## THE STORY BEGINS

The line has been drawn; America is the land of pink and blue. At an early age we are sorted by a dated ideal and trapped by tradition. Sarah is slap with a bow and slid to the dress shop and Billy is choked by a tie and shoved toward a tailor. Historically, this thinking is easily digested by mainstream America, but what about those who dare to cross the great retail gender divide? That's where we come in.





## RESEARCH

## THE PROBLEM

With the rise of the millennial generation, the emotional gender lines are becoming blurred and the understanding that gender is a spectrum and not two distinct categories is spreading. Even though attitudes as a whole are slowly changing from ignorance to acceptance, retail shops have yet to evolve.

Through our research, we found that navigating the men's and women's departments and fitting rooms in stores can cause fear and anxiety for the LGBTQ community, while shopping online makes it difficult to find clothes that fit different body types.

# PAIN POINTS

From our LGBTQ Reddit interviews

“I find it **anxiety inducing** to shop for clothes because I’m trans and shopping for girl clothes makes me think somebody will notice or freak out or judge me, etc. A big help would be the ability to look up stuff by specific measurements not just sizes because the **sizes tend to be different between genders and brands** and stuff.”



“Shopping for clothes can be very anxiety inducing. I usually bring a female friend with me to avoid any comments or weird looks, but even then **I get super nervous**. Because of this online clothes shopping is usually my go to option, which sucks when you realize **the clothes don’t fit properly.**”

“**Clothing doesn’t have a gender identity**, it’s just fabric. Put it all into sections based on clothing type. The hardest part of shopping in a store is that **I have to go into a specific women’s section**, and anyone clear on the other side of the store can see exactly what I’m doing. The only person who should see what I’m buying is me and the cashier.”



“My number one **biggest concern is dressing rooms**, namely, the fear of not being allowed to use the right one. For this reason **I always just end up taking clothes home without trying them on**, then returning any that don’t fit quite right, which creates extra hassle both for me and for the poor sap at the customer service desk.”

Target Audience

## THE LGBTQ MILLENNIAL

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Twice as many millennials are likely to identify as LGBTQ than any other adult. This increased self-awareness and social liberalism has paved the way for a new perspective in retail.

## THE FACTS

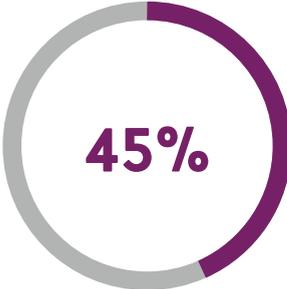
There are 79.8 million millennials and approximately 5.586 million of them that identify as LGBTQ.

## THIS GROUP IS...

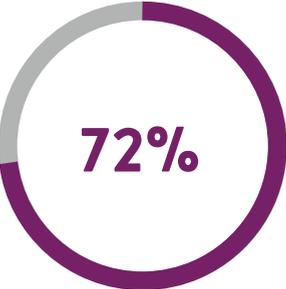
- The largest, most diverse and most educated population in the US
- Comfortable shopping on smartphones and rely on comments and product reviews
- Feels a strong need for peer acceptance and belonging
- Seeks new experiences
- Twice as likely to identify as LGBTQ than other American adults
- Distrusts big business and have no strict brand allegiances
- Interacts and seeks validation online and through social media
- Have been shaped by technology from childhood
- Values community, family and creativity

# THE STATS

## – Millennials –



spend more than an hour a day looking at retail-oriented websites



research and shop their options online before going to a store or the mall

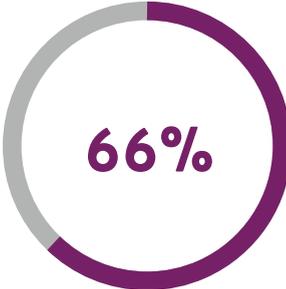


feel that companies should offer more ways to share their opinions online

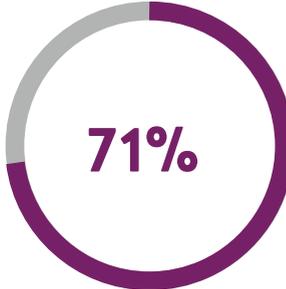
## – LGBTQs –



are estimated to have a combined buying power of over \$884 billion



report having experienced discrimination in their personal lives



would remain loyal to brands that are supportive of the LGBTQ community

A photograph of two men in winter clothing. The man on the left is kissing the man on the right on the cheek. The man on the right is laughing joyfully with his mouth wide open. The background is a solid light blue color.

## INTRODUCING MXFIT

## OUR SOLUTION

Our solution for addressing this problem in the fashion industry: Mxfit, an app that eliminates the pains the LGBTQ community faces when shopping in-store or online.

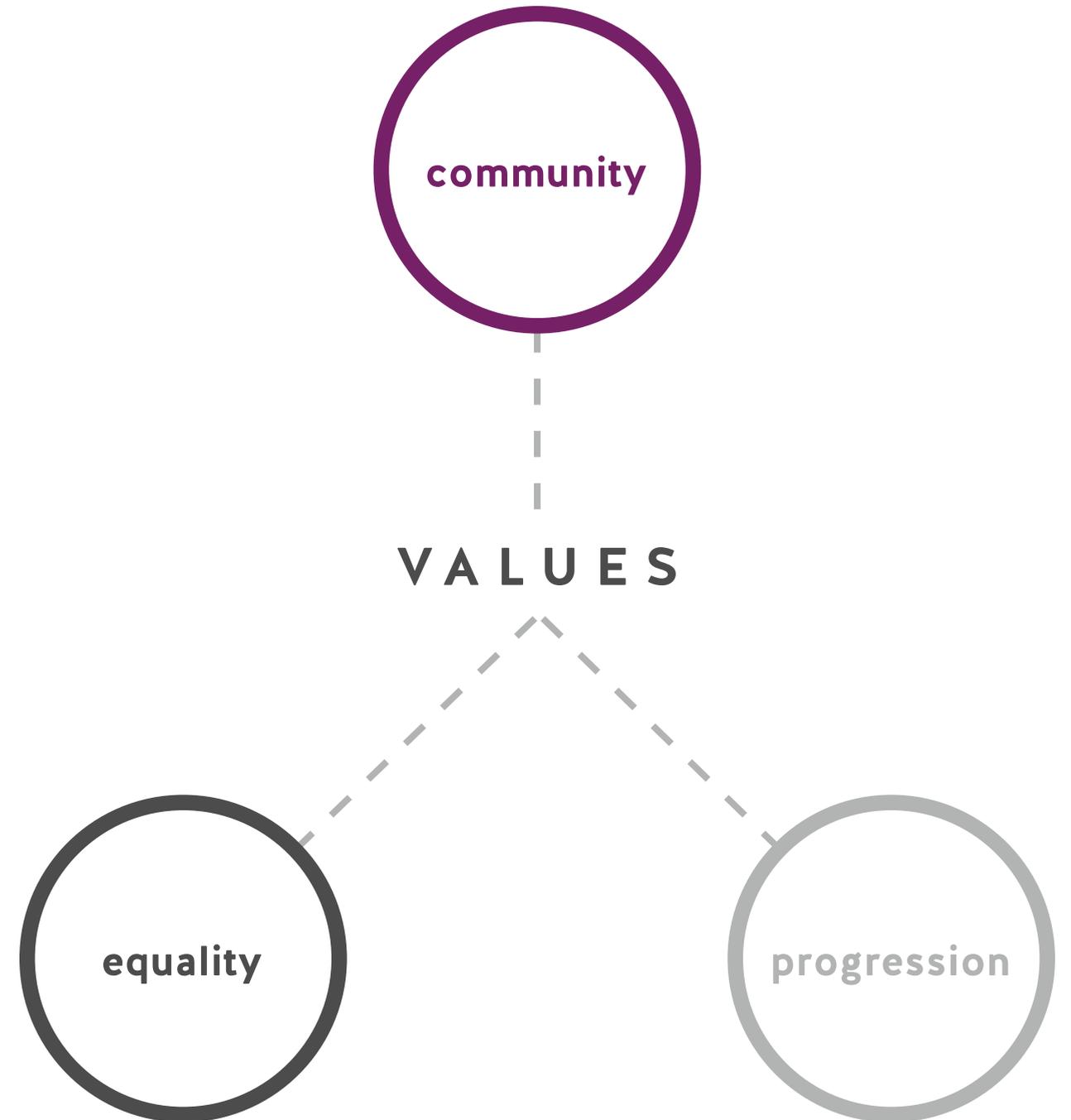
## WHAT IT IS

Mxfit is a tool that bypasses gender norms by building a supportive, confident, and creative community of unique individuals who freely express themselves through fashion. The app connects people with the clothes they want and the support they need. Mxfit uses 3D model technology to allow users to see exactly how any type of clothing will fit them, while also connecting them with other like-minded individuals. The app allows users to make clothing choices based on personal preference and not cultural standards.

# BRAND IDENTITY

## THE NAME

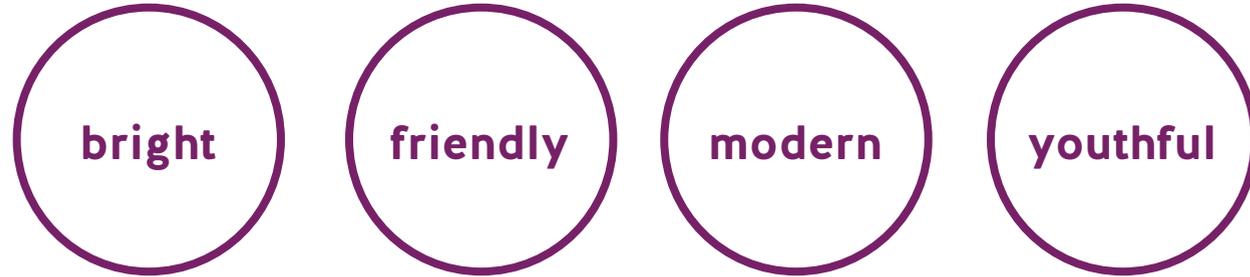
The name **Mxfit** is a subtle nod to the LGBTQ community as well as a play on crossing masculine with feminine. Mx is a title that can be used in place of Mr or Ms without indicating a specific gender. The idea of gender neutrality was an important concept for our app development. Combining Mx with fit promotes the message of our ap. We want to make it easy for anyone to find their fit in any style of clothes.



MOODBOARD



# VISUAL IDENTITY



# COLOR PALETTE

We use purple as the main color of the identity as it symbolizes the space between the male and female colors- blue and pink.



# TYPOGRAPHY



# HALIS R

headline: all caps / bold / 300 tracking / dark grey

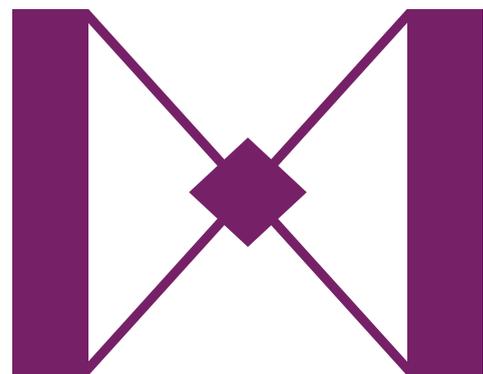
## Halis R

bold: regular case / bold / 0 tracking / purple

## Halis R

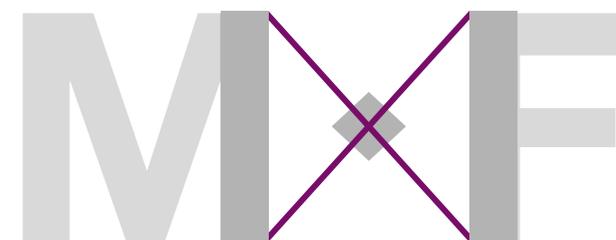
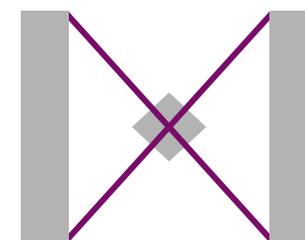
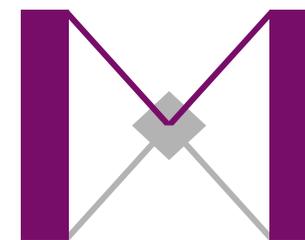
body: regular case / book / 0 tracking / black

# LOGO DESIGN



**M X F I T**

The logo is an abstract representation of the intersection of two worlds; male and female, fashion and technology.





## THE APP

## FEATURES

**Mxfit uses technology to empower people.**

**Users can:**

- See what they would look like in a specific clothing item
- Be sent directly to a retail site with size certainty
- Upload photos of themselves to contribute to the community
- Receive and give positive feedback from and to other users
- Be inspired by outfits uploaded by users
- Follow users that inspire them
- Feel a sense of community and validation

# BENEFITS

## Emotional Benefits

- Validates lifestyle choices
- Fosters a community of like-minded members going through similar struggles
- Makes users feel safe and accepted
- Supports and encourages the unique self-expression of it's users

## Functional Benefits

- Gives a safe outlet for an ostracized community to unite
- Removes the need for users to go through the anxiety of shopping in tradition stores
- Gives users specific information about sizing to help feel confident to shop online
- Convenient shopping tool that is already very familiar for millennials

# APP DESIGN & STORYBOARD

For most of us, shopping for clothes is fun...or boring. But for those that chose to dress outside of the gender norms, shopping can be an anxiety inducing and frustrating experience.

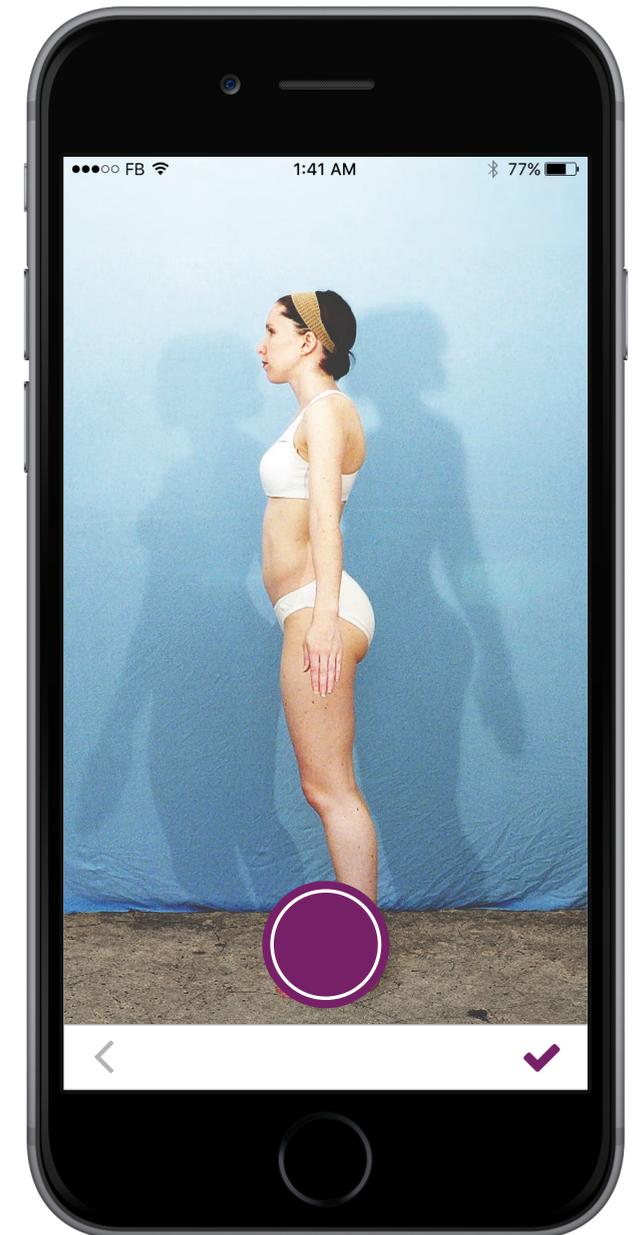
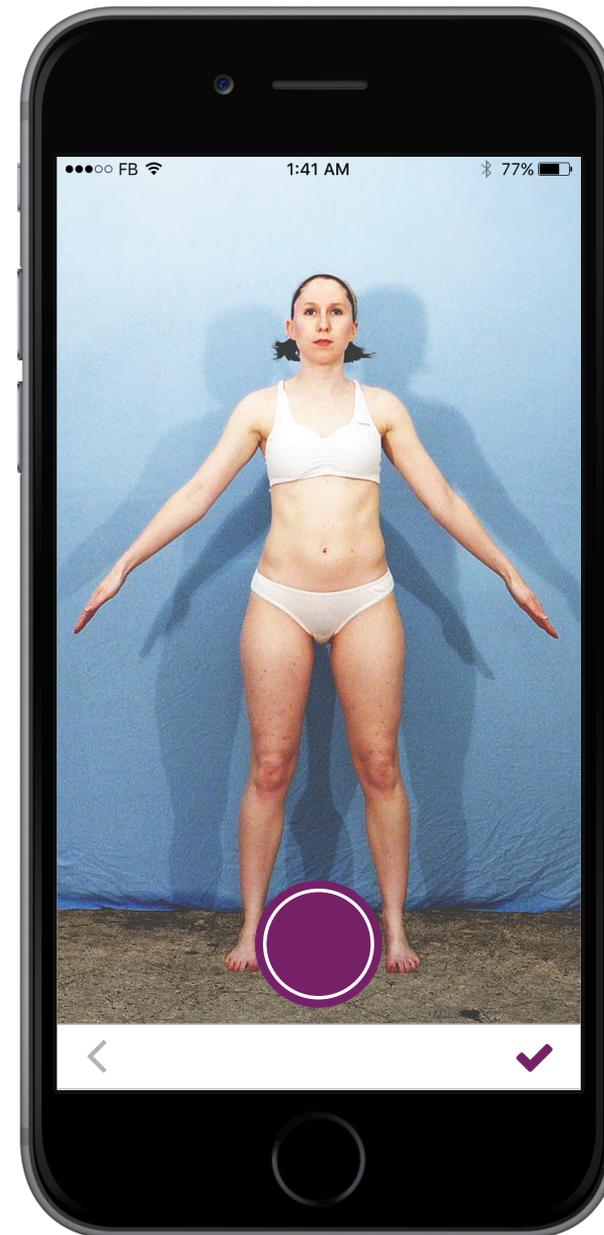
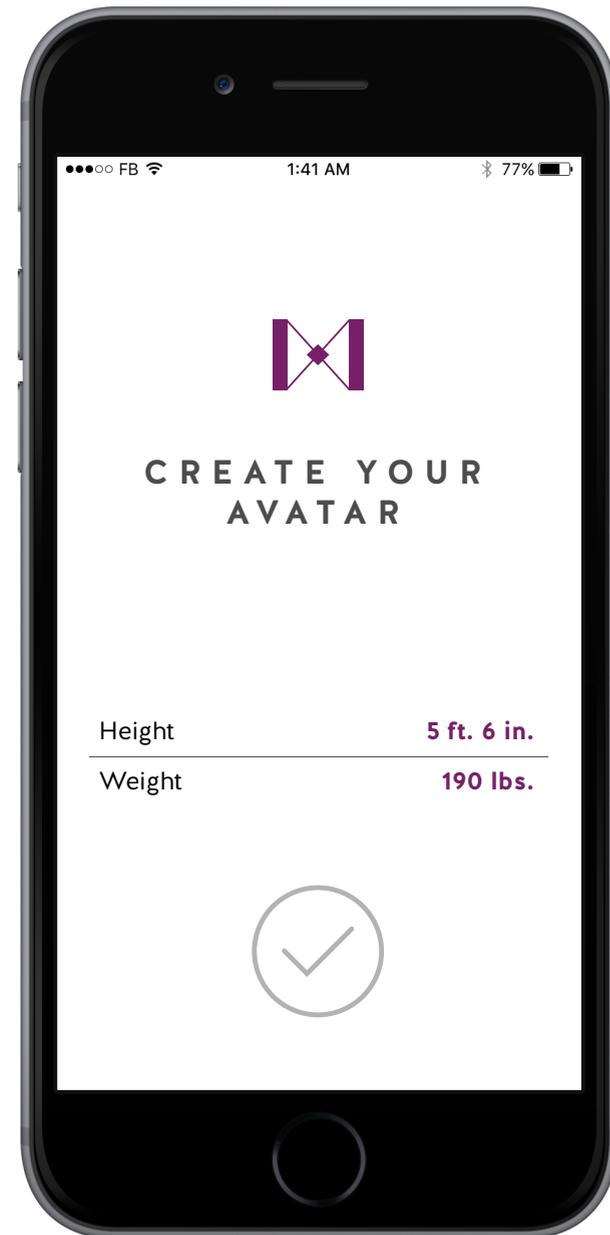
When interviewing the LGBTQ community, respondents felt that divided men's and women's departments and fitting rooms in stores made them nervous and scared to shop in public, while shopping online made it difficult to find clothes that fit their body types.

**Our solution: MxFit -- a mobile app that helps users shop and express themselves outside of gender norms.**



**Here's how it works:**

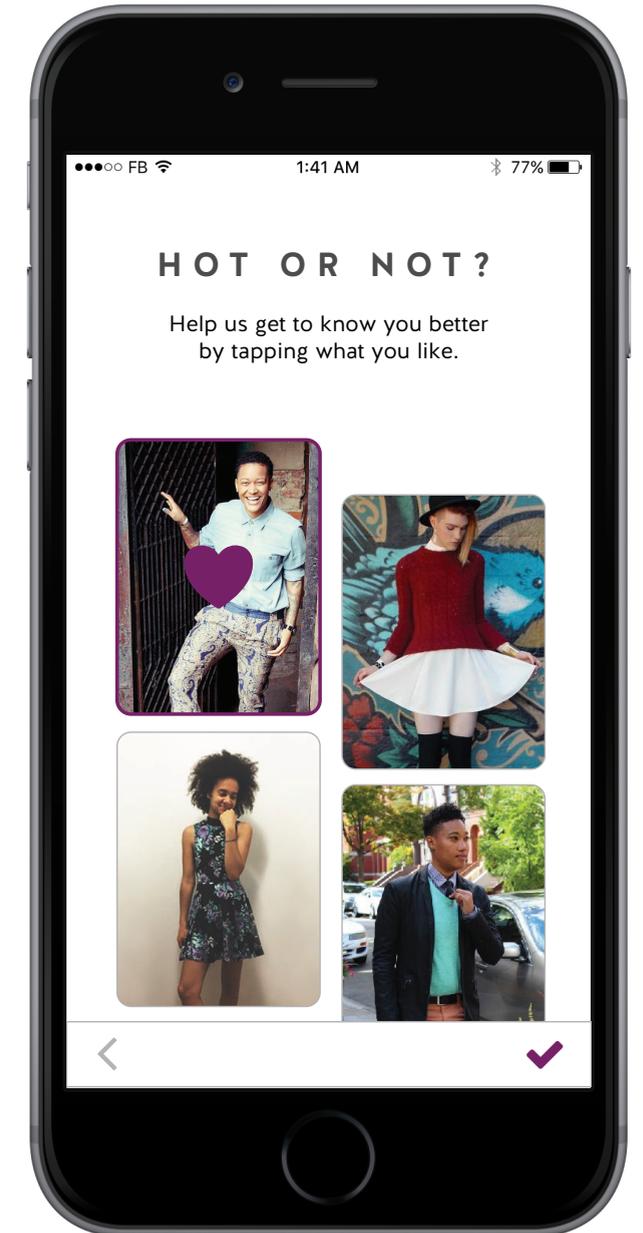
First, MxFit guides you through the creation of your unique, digital model based on your exact measurements derived from your height, weight and two full body photos.



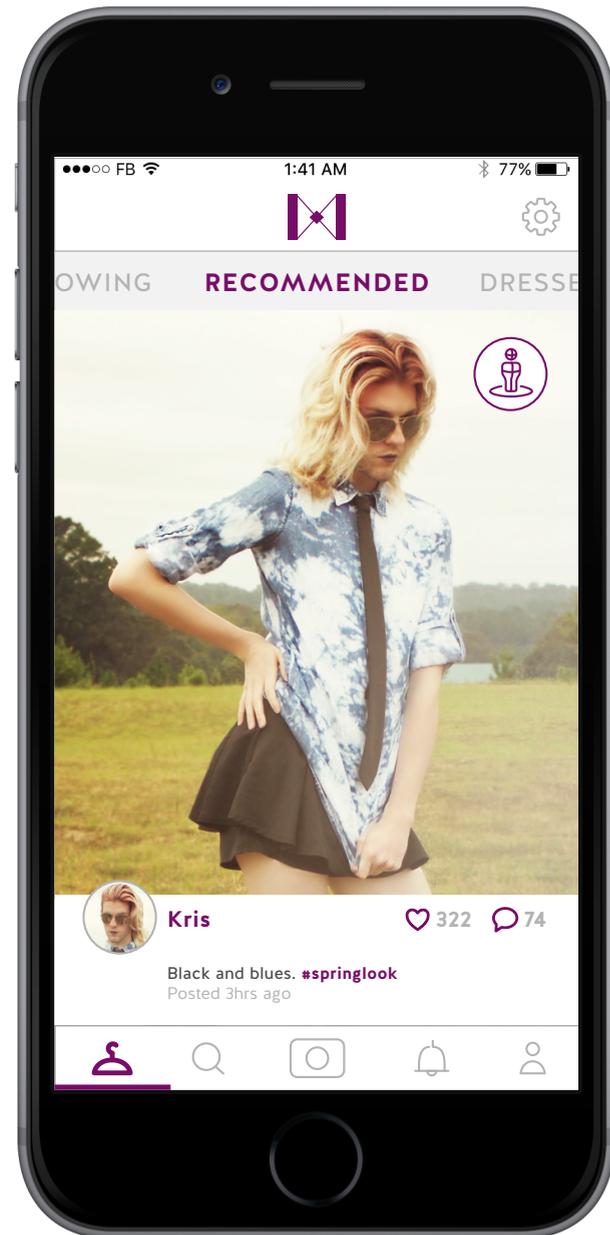


Your 3D model, created from your measurements.

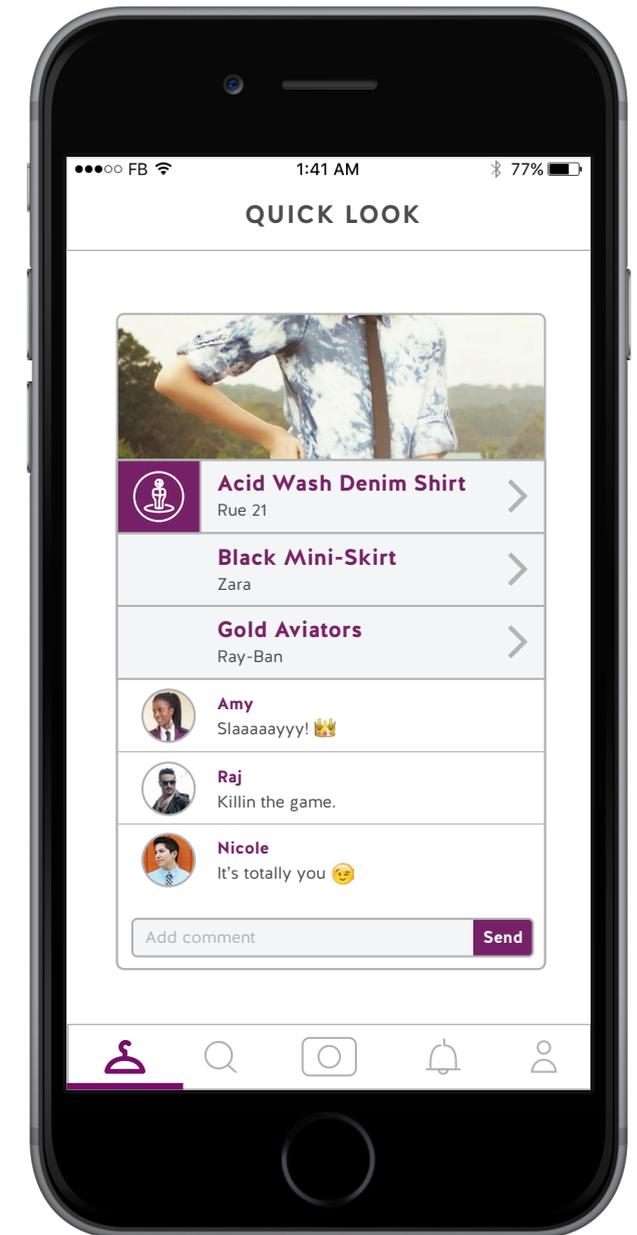
Next, you choose your favorite clothing and fashion trends.



MxFit then connects you to other members of the community, that share similar body measurements and fashion interests as you.



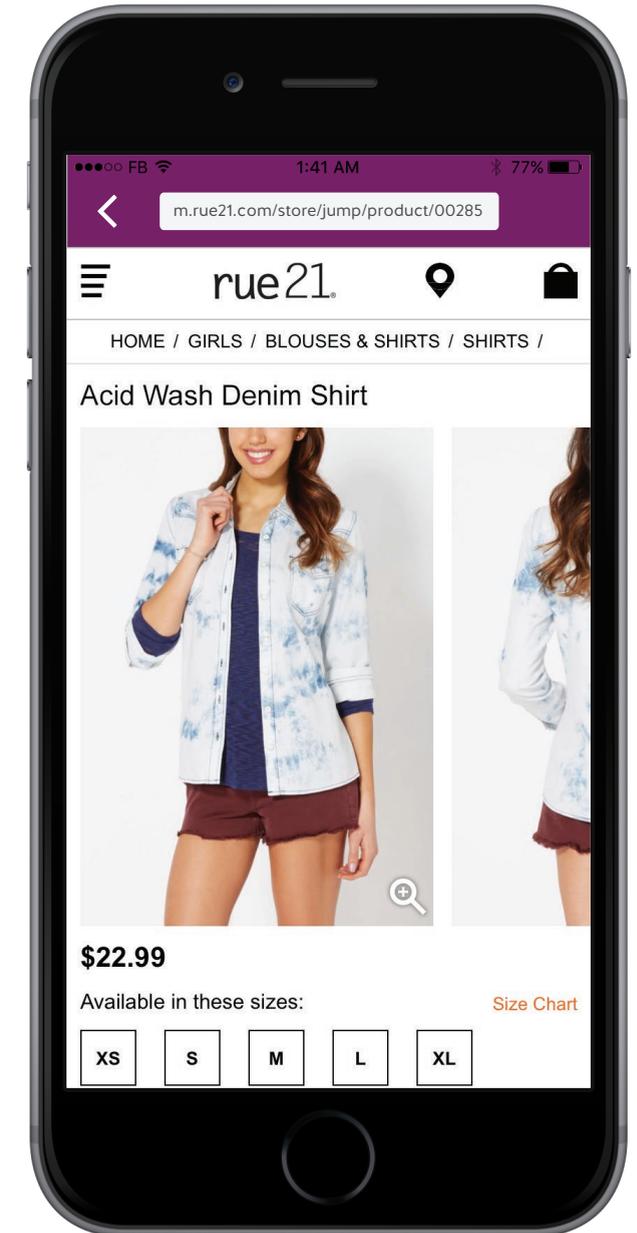
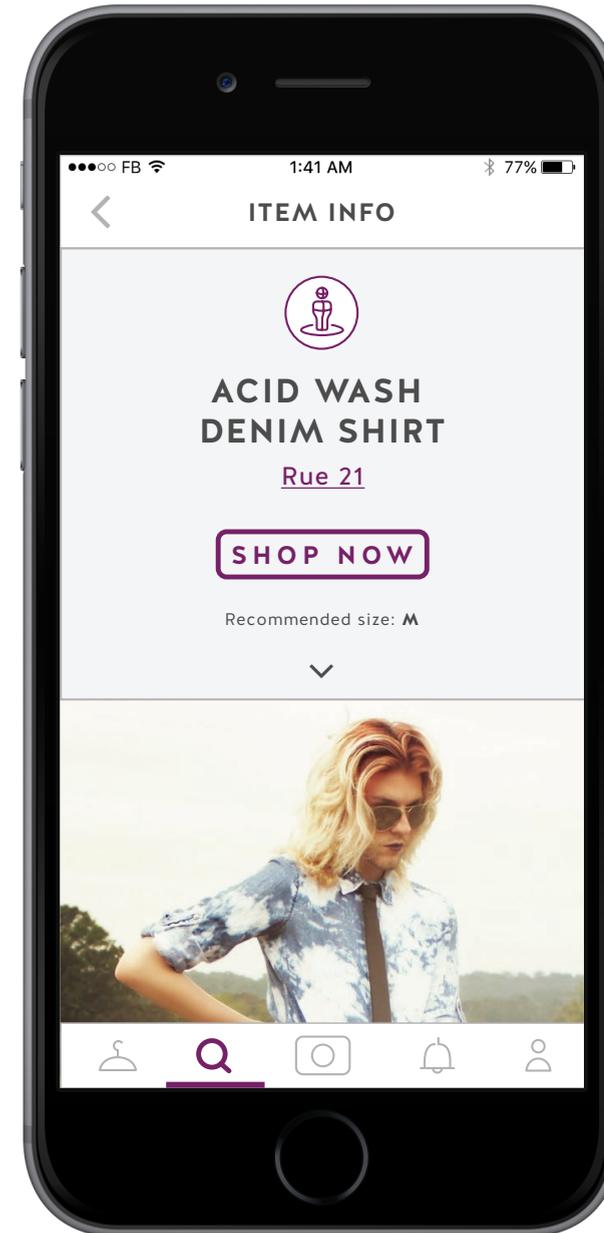
See something fabulous?



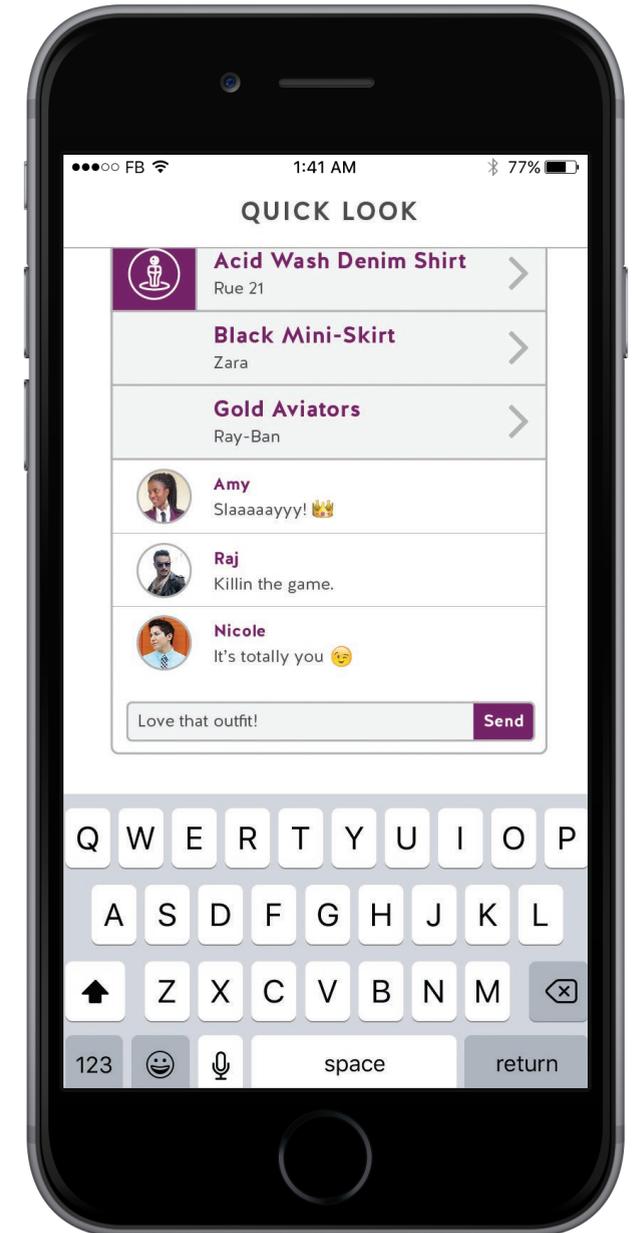
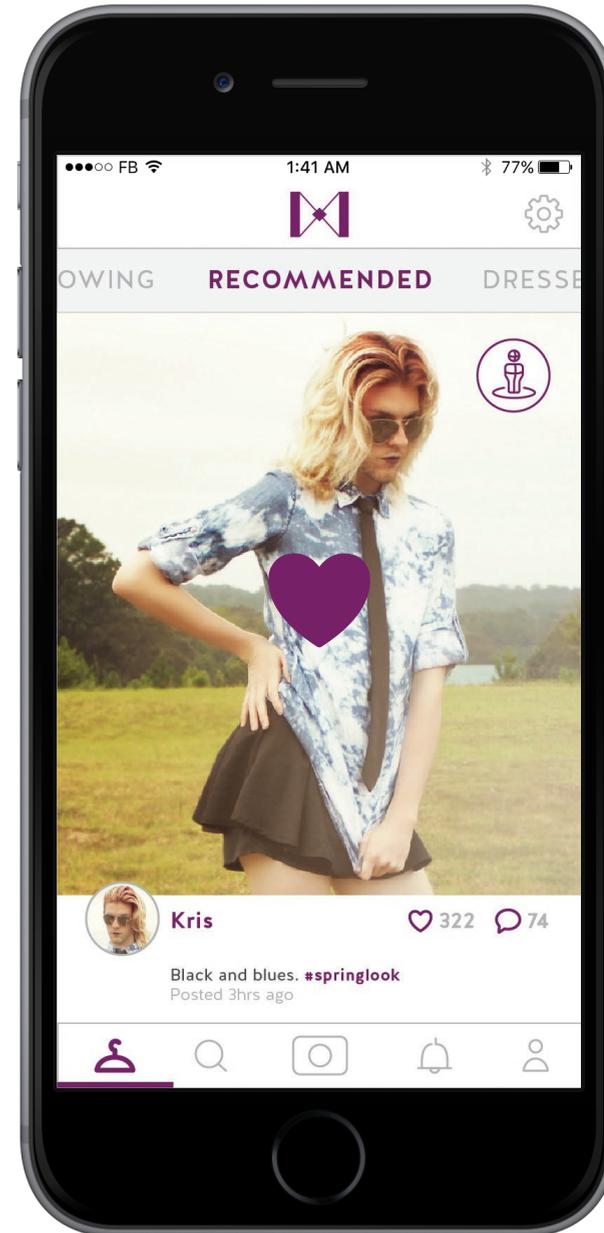
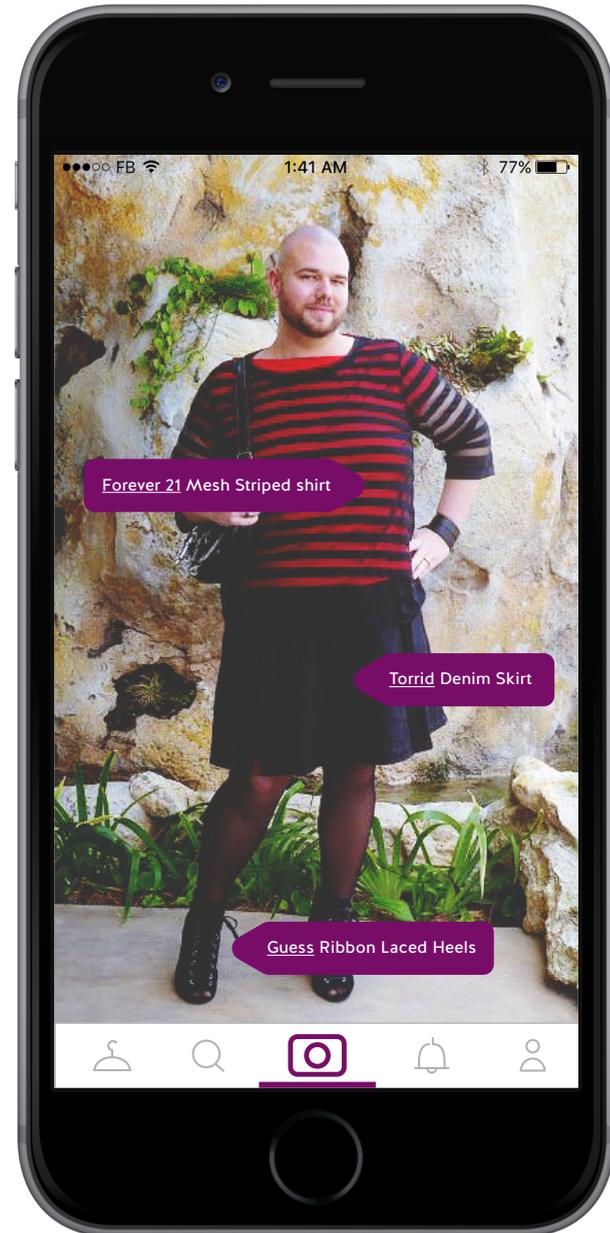


With a few taps you can try it on your model, to see exactly how it will fit you.

MxFit will calculate your perfect size for that item, and you can finally shop it with confidence.



Don't forget to help grow the community, by sharing your finds and spreading the love and encouragement.



After all...

**FASHION IS ABOUT  
EXPRESSING YOURSELF,  
WITHOUT  
ANY BOUNDARIES.**



