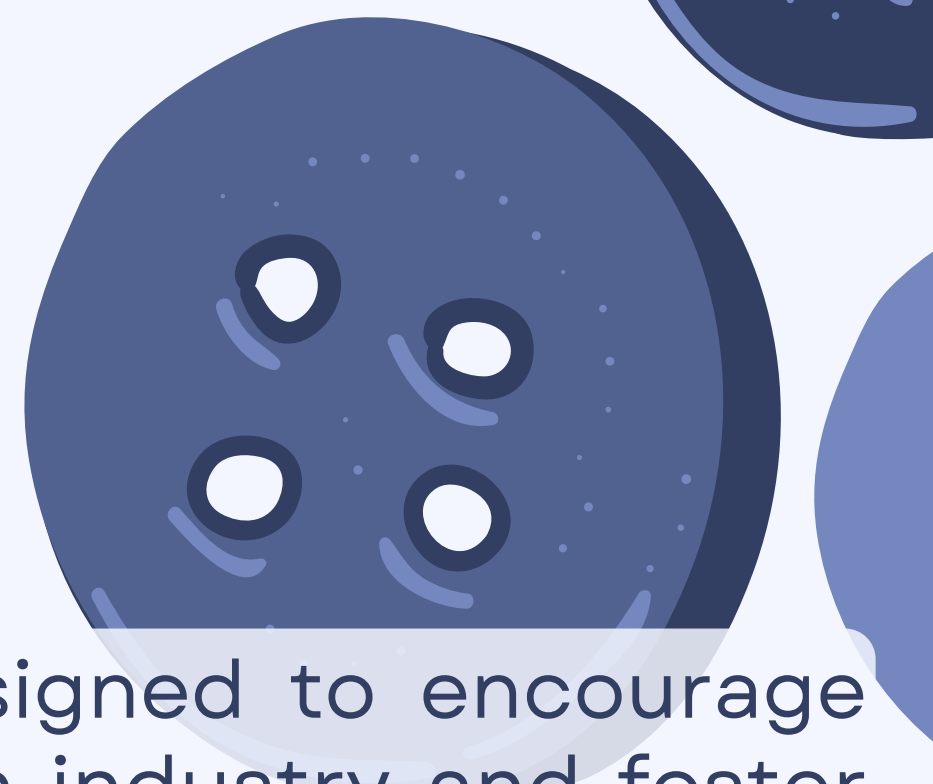# DRESSES WITHOUT ADDRESSES

A GLOBAL LENDING APP

BLUEPRINT

PURPOSE:

Dresses without Addresses is a clothing lender app designed to encourage exploration, sustainability, and accessibility in the fashion industry and foster social connections by allowing users to lend each other clothing. By creating an alternative to buying clothing, people have more freedom to explore various styles they might not otherwise try out. This alternative also decreases the production demand of clothing, creating a more sustainable market with less demand or need for synthetic environmentally damaging materials. Since this alternative does not require payment to partake in, it lowers the economic entry level to variety in clothing choices. Due to the social nature of lending and borrowing, this app encourages users to help and connect with each other as they reach their full self-actualizations in what they wear.

MEDIUM:

Dress without Addresses is a global program operated through a digital app, clothing item teleporter, and clothing trackers.

AUDIENCE & OUTREACH:

Dress without Addresses is a global system for anyone who wishes they could have new clothing to use or experiment without a price tag attached. People who don't want to clutter their closets, people who have clothes they rarely wear, people who don't have and can't afford clothing for special occasions-- anyone can sign up for free. It aims to slow the rapid production cycle of fast fashion through lending and borrowing, affecting the fashion industry as a whole, and therefore, the environment which its production often affects. Less synthetic materials produced means less plastics in our oceans and our lands. Less production also means fewer organic materials as well. This means less water usage to produce them.
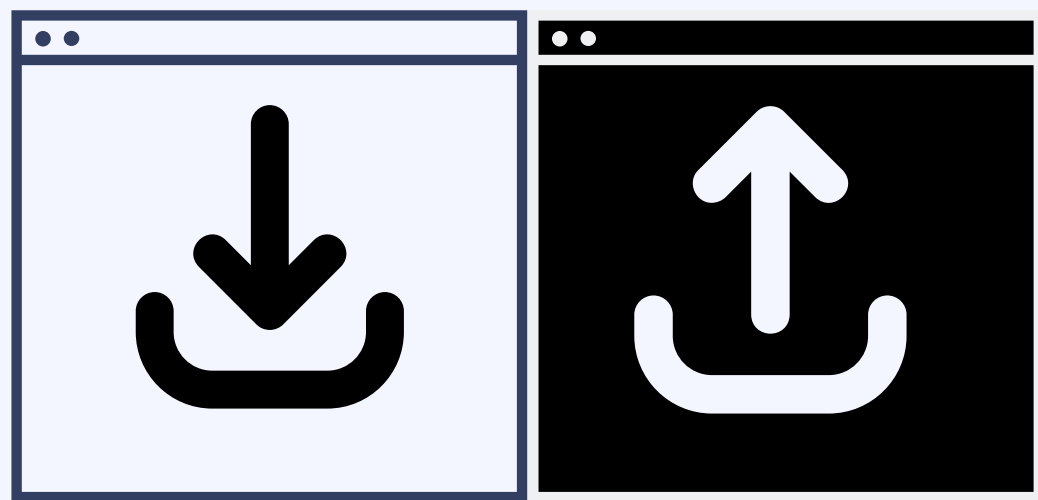
EXPERIENCE:

Dress without Addresses aims to create a feeling of freedom for its users to truly explore and find themselves and each other in how they express themselves in what they wear. By opening a global library for clothing, the vast amount of options encourages playfulness in our users to branch into pieces and styles they might not have otherwise have access to. The act of lending and borrowing promotes a sense of connection amongst users. Social features of the app allow users to view the history of usage of a piece.

USER MANUAL

1: SIGN UP

Download the Dresses without Addresses digital app and create an account. A mini-item teleporter and clothing trackers will be shipped to your home. More trackers will be sent if requested.
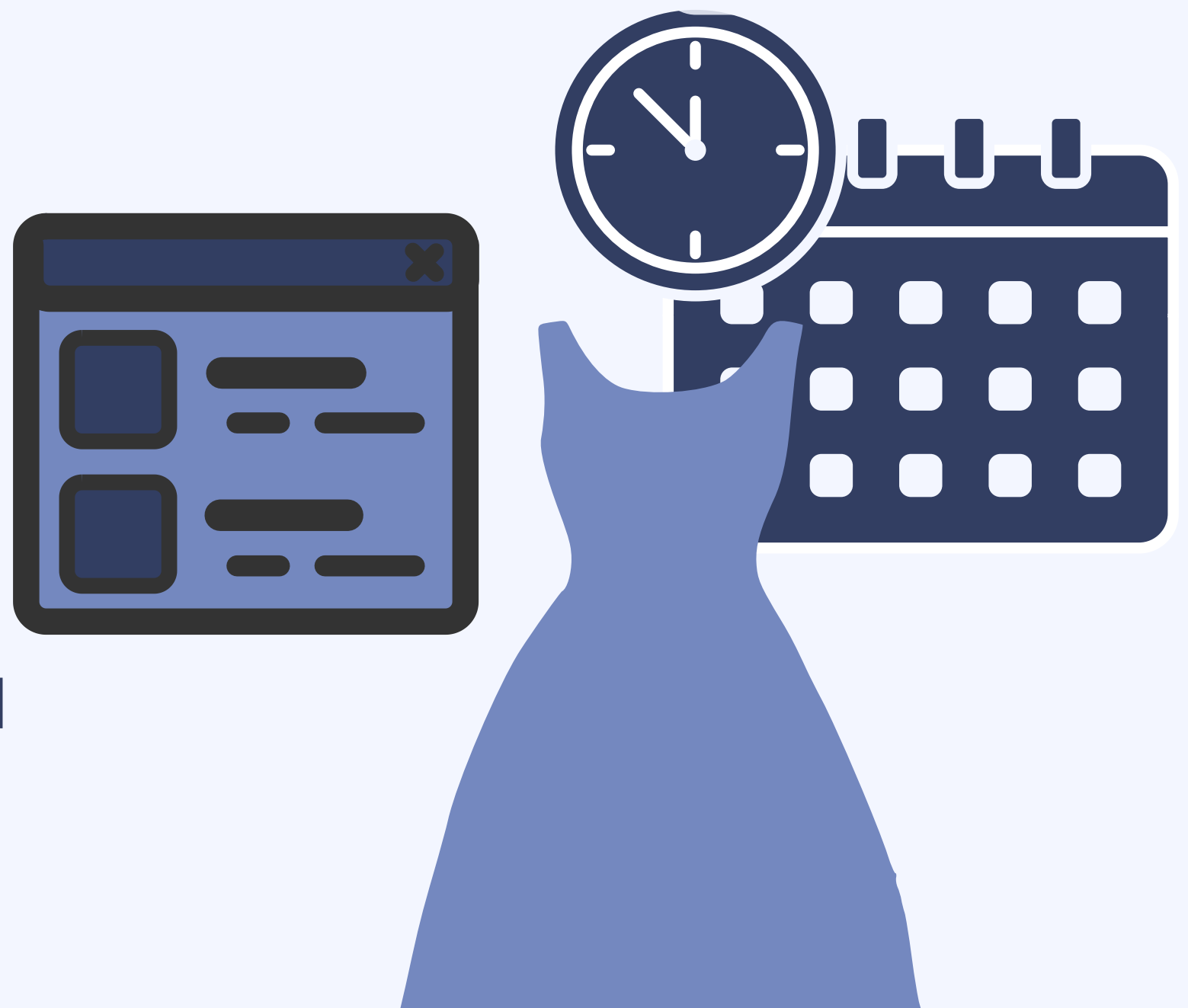
2: LEND

Choose which pieces of your clothing you would like to lend to other users. Input descriptions of each piece including a photo, sizing information, and cleaning information. Designate times for lending those pieces. Place the clothing trackers onto the pieces and place them into the outgoing compartment of the item teleporter.

3: BROWSE

Input your sizing info. You can use filters to narrow down the available clothing. Browse the available pieces to borrow. Select a piece you like and set an appointment.
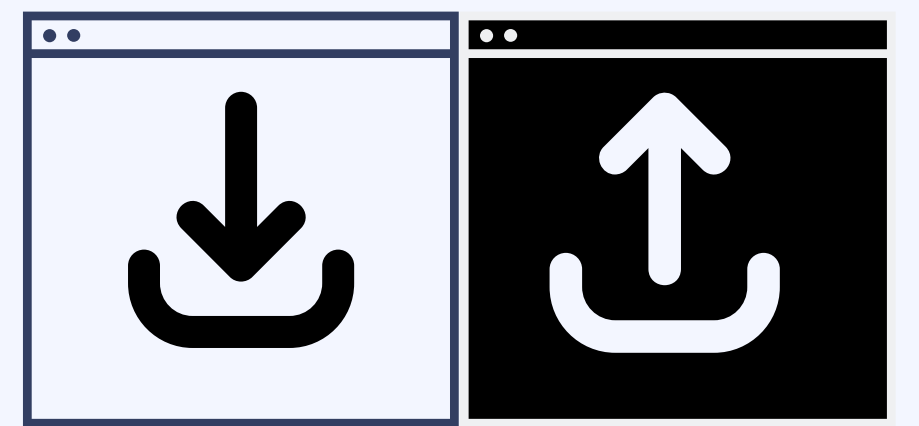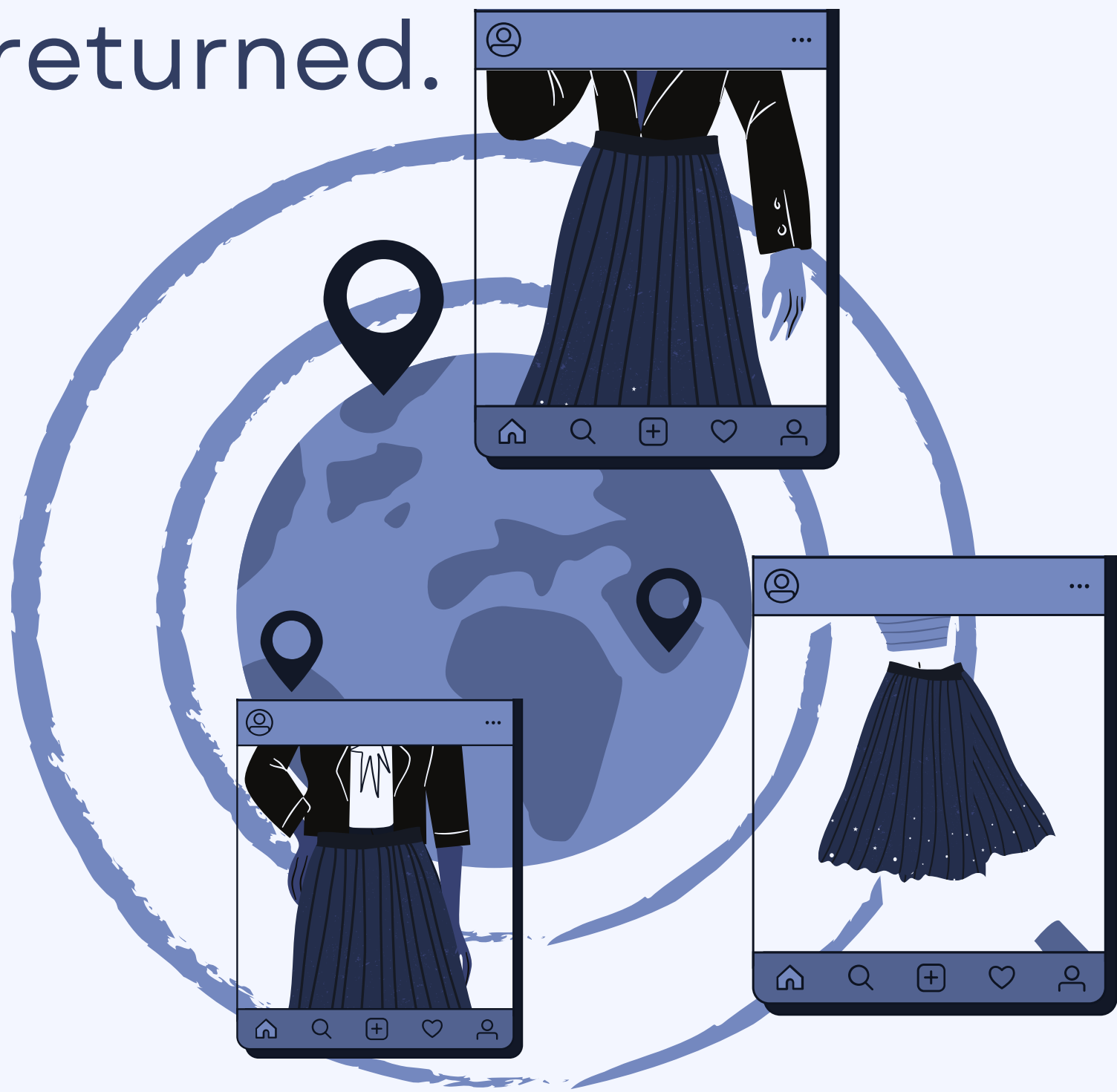
USER MANUAL

4: BORROW

The piece will be teleported into your incoming section of your item teleporter. You may wear and use the clothing during the duration of your appointment. To return it to the owner, place it into the outgoing section of the teleporter. It will then by washed by our cleaning facilities and then returned.

5: POST

Post about your borrowing experience. You can include details about the occasion you wore the piece for as well as photos of the outfit it was used in and/or geographic information. Your post will be added to the piece's usage timeline.

6: ENGAGE

Chat with other users about each other's styles and uses of pieces. Find a community or simply offer and lend clothing to and from strangers across the world. There is no limit to how much you can lend and borrow.

FAQ'S

HOW IS IT FUNDED?

First of all, we are a nonprofit platform. Dresses without Addresses is funded through various methods. We accept donations. We also charge businesses to use our platform to offer some of their pieces to lend as advertisement, but they must be certified as eco-friendly and fair trade by our standards first. We are also funded by the purchase of Lender's insurance by our users.

WHAT IF OTHER PEOPLE DAMAGE MY CLOTHES?

Dresses without Addresses is not responsible for its users' actions with the borrowed clothing. If a user intentionally damages borrowed clothing, they will be banned from the platform. In order to ensure that you will be compensated for the monetary value of the clothing, we encourage you to buy lender's insurance, which covers tailoring and/or monetary compensation for the pieces of clothing you lend if they are damaged. We cannot compensate sentimental value, so please lend such items at your own risk.

HOW DO LATE RETURNS WORK?

If a piece is not returned past its appointment time, the tracker on the clothing will start emitting a beeping noise until properly returned. This is to deter late returns. The user who lent the clothing sets the amount of time it takes for the item to be considered "lost" with the minimum time being a week. Users who "lose" clothing will be temporarily banned from using Dresses without Addresses.