

T THE PSYCHOLOGY OF
F FASHION

www.tpof-thepsychologyoffashion.com

RESEARCH • MEDIA • COMMERCE

Where fashion meets wellbeing.

FASHION IS IN A BAD PLACE.

**Customers are confused
by endless trends.**

**Clichéd derivative content: “the hot new
colour for autumn”.**

There’s just too much stuff.

**Stock that doesn’t sell is
destroyed. Three quarters
ends up in a landfill.**

**Brick-and-mortar shops
are dying off.**

**Mental health problems
and abuse within the industry.**

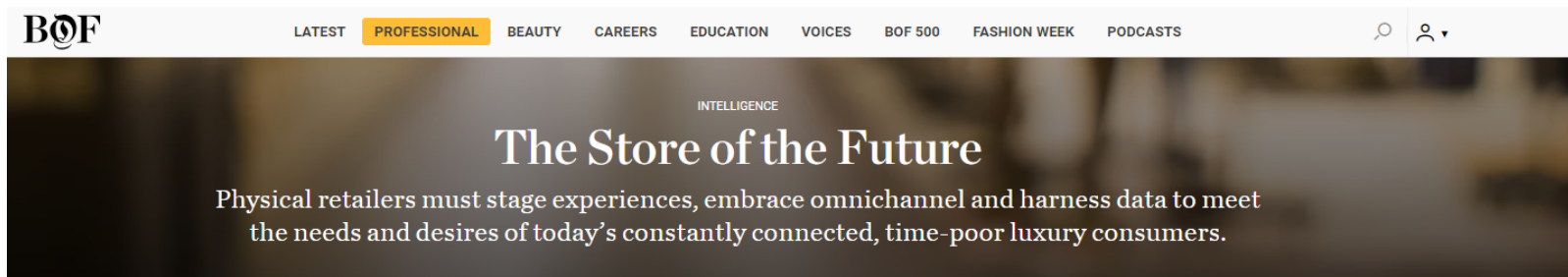
Colossal sustainability problems.

**We’re inundated with impersonal
marketing messages.**

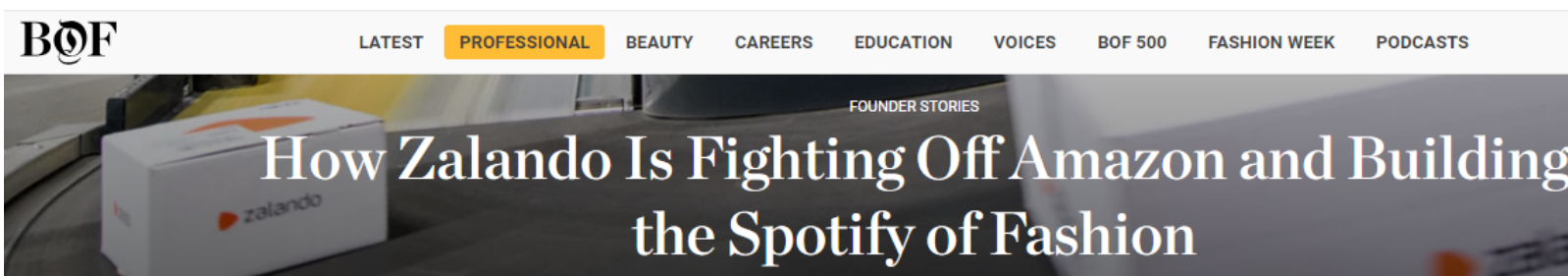




Everyone wants to know: what will the “store of the future” look like? Can we save physical stores? Can we create a “Spotify for fashion” - a singular system?



Spotify for fashion: does renting clothes signal the end for our wardrobes?



WE *CAN'T* CREATE THE STORE OF THE
FUTURE, NOR THE SPOTIFY OF
FASHION, WITHOUT UNDERSTANDING
THE *PSYCHOLOGY* OF FASHION (WHY
WE WEAR WHAT WE WEAR)...

AESTHETIC CHOICES ARE DICTATED BY PSYCHOLOGICAL MAKEUP, MOODS AND EMOTIONS...



THE PSYCHOLOGY OF FASHION

Through research, media and commerce, we examine why we wear what we wear and how clothes affect our mood, emotions and personality, creating a new way of shopping and perceiving fashion.



PREMISE

Fashion decisions are driven by a consumer's psychological makeup, but they aren't consciously aware of this. We seek to address this white space and systemize why we wear what we wear.



Led by this framework, a **revolutionary mood and emotion-based store** will become a powerful platform to create awareness for consumers and empower their purchasing.

THE CONCEPT

Currently, fashion presents a *limited*, *incomplete* and *shallow* take on the role of clothing. We believe:

- 1. CLOTHES CONVEY QUALITIES.**
- 2. PERSONAL STYLE IS NOT RANDOM.**
- 3. WE DRESS TO GOVERN OUR EMOTIONS.**
- 4. THE RIGHT CLOTHES DAMPEN ANXIETY AND DEPRESSION.**
- 5. CLOTHES PROVIDE A FEEDBACK LOOP FOR OUR IDENTITIES.**
- 6. PURCHASES ARE EMOTIONAL AND PSYCHOLOGICALLY LED.**



I. RESEARCH

Our fashion-psychology research seeks to establish links between aesthetic preference, mood/emotions/personality to create a science-backed framework.

Worriers vs Non-Worriers



- Worriers are nearly twice more likely to say that they black is their uniform.
- Worriers are nearly three times more likely to dislike prints. Print lovers are nearly three times more likely to love prints.
- Worriers twice as likely to prefer the directional fashion group (Celine, Balenciaga and The Row). Non-worriers are twice as likely to prefer the non-directional group (Ralph Lauren, Max Mara, Carolina Herrera).
- Worriers are more than twice more likely to prefer an A-line skirt shape. Non-worriers reported not wearing skirts twice more than worriers.

Black Wearers vs Colour/Print Wearers

- CP Wearers nearly three times less likely to be worriers
- CP Wearers nearly four times less likely to tolerate emotional conversations
- CP Wearers find it nearly twice more easily to stay in a good mood
- CP Wearers nearly twice as more likely to be quite optimistic about life
- Black Wearers nearly three more times to experience anxiety often
- Black Wearers are twice as likely to be melancholic.



II. MEDIA

Current fashion content is only about the *what* (this is “on trend”, just because). Fashion psychology content is the consumer’s long-awaited, more personal, **WHY**.

SELF



Wear The Rainbow: Color Psychology Cheat Sheet

Color is just one of the key elements that drives the overall mood of a look. We break down the qualities associated with each...



Because Less is More: The Mindful Way To Shop

Overconsumption is bad for us: here are four steps from mindfulness principles to avoid emotion-fueled impulsive over-shopping...

III. COMMERCE

Using the ‘Clothes as Therapy’ affiliate-model, the Shop section is edited by mood, quality or psychological pay-off.



The Anxiety Shop

Earthy neutral colours and soft thick plush textiles work best in calming an anxious mind. Good sleepwear and loungewear reassures that all is well, and probiotics promote a healthy gut and healthy mind.

VISIT SHOP



The Confidence Shop

Whether you'd like to appear more confident for a workplace setting, on dates or any other occasion, dressing confidently entails edge, accent details and a good dose of black.

COMING SOON



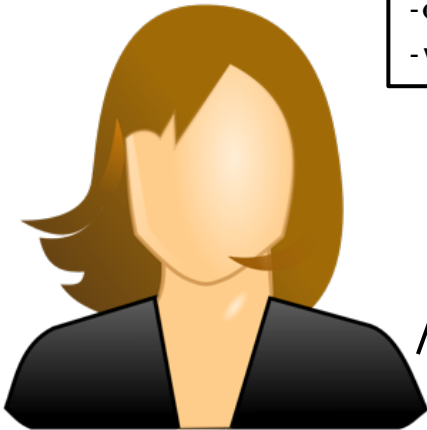
The Depression Shop

Defined by periods of sadness, depression is a mood disorder that persists for weeks at a time, whether in phases or continuously. Working in brighter colours in small doses can help uplift sadness, and promote more optimism about the future.

VISIT SHOP



USER



BASELINE PROFILE

Extraversion - 86%
Agreeableness - 32%
Openness - 55%
Conscientiousness - 58%
Neuroticism - 71%

FILTER

-feels insecure
-occasion: engagement party
-wants to feel confident

BACK-END TAGGING

-extraversion high
-agreeableness low/
average
-openness average
-conscientiousness
average
-neuroticism average/
high
-confidence
-insecurity
-cocktail
-red
-Valentino

PRODUCT



VALENTINO

Animal-print wool-blend
skater dress, £3,425

**would be one of other results*

THE STORE OF THE FUTURE: “THE COUCH”

In five years’ time, we seek to grow the commerce side into a revolutionary online and single physical store, The Couch (named after Freud’s famous psychoanalytic couch), powered by TPOF.



No annoying salespeople: they act as therapists or good friends, getting to the heart of what you need.



Don't want to talk?
Measure your brain
activity instead.



Online: Searchable by quality. **In-store:** edited in separate rooms.

ONLINE: PSYCHOLOGY-LED SEARCH

As **Classpass** has done with workouts, **Deliveroo** with food, and **Spotify** with music, online, **The Couch** will use fashion psychology to create a novel way of searching for clothes to convey the qualities and mood one wants to embody.

An example from Classpass that is yet to be applied to fashion e-comm.

The screenshot shows the Classpass app interface. At the top, there is a navigation bar with days of the week: Tomorrow (May 1), Wednesday (May 2), Thursday (May 3), Friday (May 4), Saturday (May 5), and Sunday (May 6). Below this, the text 'As rated by the ClassPass community' is displayed. The main search result is 'I want to feel energized', which is underlined in red. Below this, there are several fitness activities listed, including 'Beat' by Digma Fitness - Moorgate and 'stronger' by One 10 - Marylebone. The interface also features a list of related terms: 'stronger', 'free', 'challenged', 'toned', and 'sweaty'. On the right side, there is a text overlay that reads: 'Brain activity data will be able to sync and provide input.'

ABOUT THE FOUNDER



Anabel Maldonado is a Canadian, London-based fashion journalist and fashion psychologist. Her work has appeared in **The Business of Fashion** and **Marie Claire**, as well as a number of online portals and academic journals.

PSYCHOLOGY

Anabel was a psychiatric research assistant who then held a clinical role at the **NHS** in London as part of a diagnostics team. She has a BSc in Psychology with Honours from **York University** in Toronto.

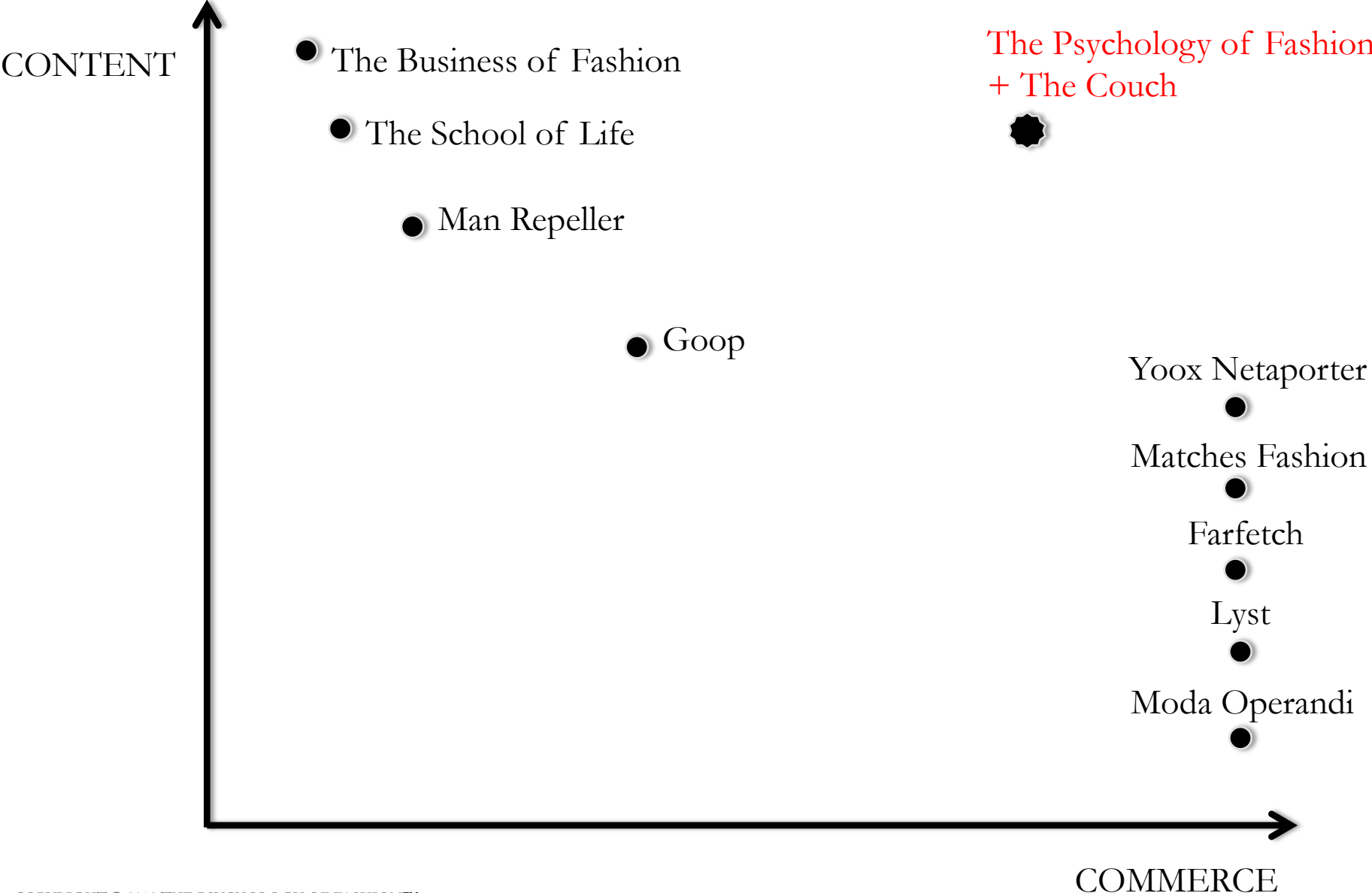
FASHION

She transitioned into fashion via the PR department at **Christian Louboutin**, before moving into journalism at **Mail on Sunday** and **Marie Claire**. After three years in magazine publishing, she became market editor of **CoutureLab.com**. As a luxury brand consultant, she has worked with **JOSEPH, Chinti & Parker, Temperley London**, and **Hugo Boss**, among a number of emerging brands.

A micro-influencer, Anabel has **12.3K Instagram followers** and is frequently invited to speak on industry panels and podcasts.

ADVISORS: **Carmen Busquets**, Luxury fashion entrepreneur, co-founding investor of Net-a-Porter.
Dr Martin Katzman, M.D. F.R.C.P.(C)
Clinic Director/Psychiatrist at S.T.A.R.T. Clinic.

SELECTED COMPETITIVE LANDSCAPE



COMPETITION ANALYSIS

COMPETITORS	YEAR FOUNDED	REVENUE	MONTHLY VISITORS	TOTAL RAISED	EMPLOYEES	VALUATION EST.
YNAP	1999	€2.1bn (2017)	28.8m	\$120m	>1,000	€5bn
Matches Fashion	1987	£300m (2017)	3m	£32m	>400	\$1bn
Moda Operandi	2010	\$150m (2017)	>1m	\$300m	>200	N/A
Farfetch	2007	\$150m (2017)	21m	\$720m	>1,000	\$3-5bn
Lyst	2010	\$20m (2017)	<2m	\$120m	120	£125m
Goop	2008	>\$15m (2016)	1.8m	\$75m	110	\$250m
Man Repeller	2010	N/A	<1m	N/A	>10	N/A
The Business of Fashion	2007	<£6m (2016)	1.1m	\$9m	>50	N/A
The School of Life	2008	\$5m (2016)	N/A	N/A	50	N/A

Source: public sources including Business of Fashion, Forbes, Pitchbook, Crunchbase, Business Insider, Owler and Fashionista Revenues, Total Raised, Employees and Valuation are approximate estimates

MARKET SIZING

FASHION CONTENT
90 million readers

**INTELLECTUAL
FASHION CONTENT**
8 million readers

**TPOF'S
ESTIMATED
ADDRESSABLE
MARKET**
3 million readers

CONTENT

(Source: condenast.com, hearst.com, et al.)

**GLOBAL FASHION E-
COMMERCE SALES**
\$21.4 billion

**MULTIBRAND RETAILERS &
TECHPLACES**
\$5 billion

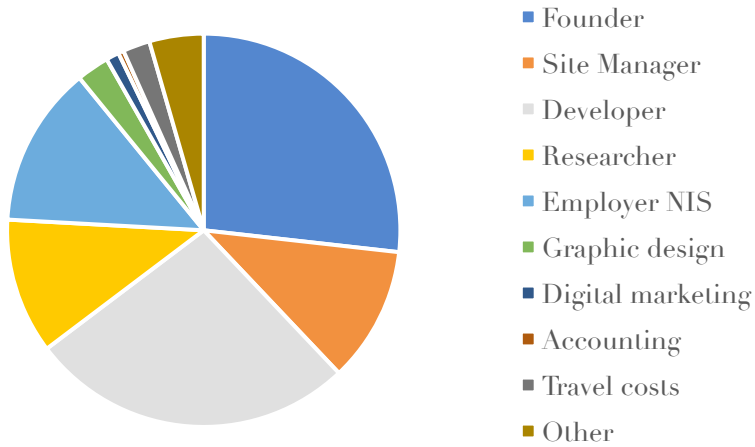
**TPOF'S
ESTIMATED
ADDRESSABLE
MARKET**
\$1 billion

COMMERCE

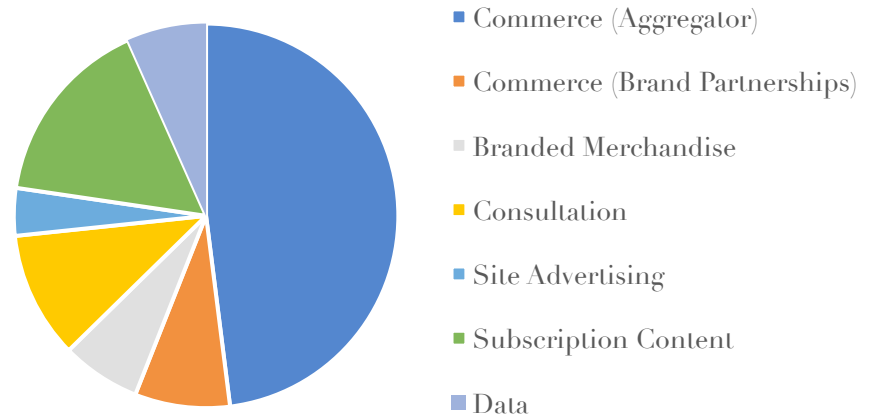
(Source: McKinsey & Company)

BUSINESS MODEL

Year 1 Funding Estimate (up to £250k)



Year 3 Illustrative Revenue Sources

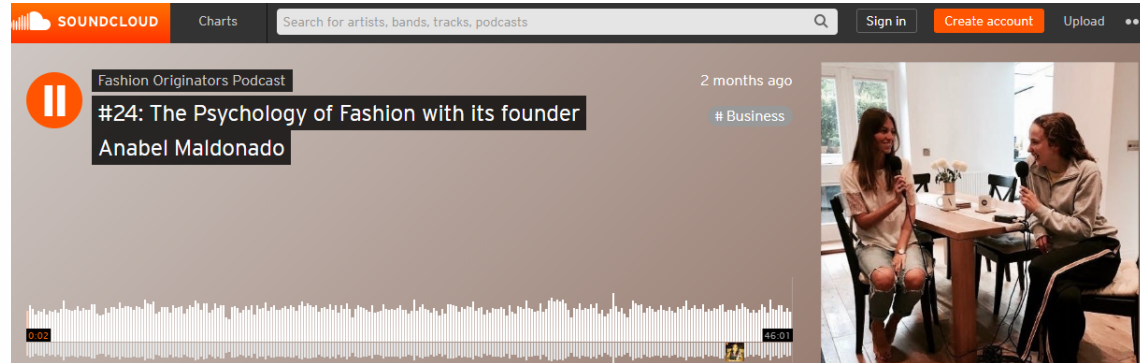


PRESS

Anabel Maldonado - Teaching us the Psychology of Fashion!

May 11, 2018

Anabel and I met for breakfast at Aster in Victoria, for some much needed caffeine to set up for the day ahead. Anabel has recently launched her own venture, The Psychology of Fashion, after an incredibly rich and diverse career traversing research, healthcare, fashion and journalism. After being uninspired by much of the fashion content being published, finding it either too derivative or without substance, or both, she decided to combine her two modus operandi, psychology and fashion, and create a basis for a fashion psychology framework to help people understand their "style sense of self" in order to make better choices and enjoy more authentic styling in line with who they are and how they want to feel. My impression of Anabel is that she is a founder with an incredible sense of self, off-the-charts authenticity and a huge amount of grit, elegance and intellect - a powerful combination if you ask me, so watch this space as she builds her brand and a new frontier in fashion.



The Fascinating Psychology Behind Your Fashion Choices

28th Nov 2017



TO MY FAVOURITES



SOCIAL PROOF

Amassed 7.7K enthusiastic Instagram followers - some of the comments:

theartofreverie I am so excited to have come across your page! With an interest in fashion and a psychology degree I've always looked for a way to combine and learn more about the link between the two! Can't wait to hear more from you guys ✨✨

miss_sincerely_yours I so believe this. Just earlier I was feeling rubbish about myself and realized I was wearing mismatched socks and some goofy pajamas bottoms. Once I changed into something more sleek, and matching, I felt "myself" again

_endi Fashion is the art of clothing and is how we express our most basic perception of how we see ourselves. The colors you choose to buy and wear also say a lot about the ideologies you uphold 🙌🙌

_va.r I totally agree, when one tends to have a great wardrobe it increases our confidence and self esteem, when you look good, you feel good!

themisandthread I LOVE THIS TOPIC!!!!
Fashion Therapy, ahhhhh

powerpurposeprose What an incredible idea this is! So unique, I've never heard of psych of fashion but I like!

marilynnbarber Thanks for this. I'd been trying to clarify this for myself and you've done it beautifully!

thingsimiss @thepsychologyoffashion
👍 ...a need for change is so obvious. Thank you for shating clearly and shortly. Let's do it. Together we can make it. 🙌❤️

the_style_phoenix Such clarity in a few short words 🙌❤️👍

banalist 🙌🙌🙌🙌🙌🙌🙌

WE CAN'T CREATE THE STORE OF THE FUTURE WITHOUT THE PSYCHOLOGY OF FASHION

Seeking up to £250K for tech development, team building,
merchandise and operational costs for Year 1.



Founder: Anabel Maldonado
E: anabelcmaldonado@gmail.com
T: +44 7722152005