Personal Stylist Online Application - LookBooker

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Resumo

Esta projeto apresenta um plano de negócios abrangente para o LookBooker, uma plataforma de moda digital concebida para preencher a lacuna entre acessibilidade, personalização e sustentabilidade no vestuário pessoal. O principal objetivo é desenvolver uma solução inovadora em tecnologia da moda que democratize a gestão de guarda-roupas e o *styling* personalizado através de ferramentas digitais, *designers* de moda profissionais e envolvimento comunitário. O estudo analisa a transformação contínua da indústria da moda impulsionada pela digitalização, pela mudança no comportamento dos consumidores e pela crescente procura por consumo sustentável. Explora as principais tendências do mercado, incluindo o crescimento das aplicações de guarda-roupa digital, as recomendações personalizadas de vestuário e as experiências de moda socialmente conectadas. A proposta de valor do LookBooker consiste em combinar catalogação de guarda-roupas, provadores virtuais, alertas de vendas em tempo real e *insights* de sustentabilidade em uma única plataforma integrada. O modelo de negócios é sustentado por múltiplas fontes de receita, incluindo taxas de assinatura, taxas de serviço e serviços premium, garantindo estabilidade financeira e escalabilidade a longo prazo. As análises de mercado e SWOT identificam grandes oportunidades, como a expansão do setor de tecnologia da moda e o crescente interesse dos consumidores por personalização e moda ecologicamente consciente. As projeções financeiras indicam um lucro elevado, crescimento interno sustentável e margens brutas consistentemente superiores a 90%. As conclusões confirmam que o LookBooker atende de forma eficaz às expectativas do consumidor moderno ao integrar tecnologia, acessibilidade e consciência ambiental, posicionando-se como uma inovação competitiva e responsável dentro do ecossistema global da moda.

Palavras-chave: Gestão digital de guarda-roupa, Personalização, Tecnologia da moda, Sustentabilidade, Modelo de negócio.

Abstract

This project presents a comprehensive business plan for LookBooker, a digital fashion platform designed to bridge the gap between affordability, personalisation, and sustainability in personal styling. The main objective is to develop an innovative fashion-tech solution that democratises wardrobe management and personalised styling through digital tools, professional fashion designers, and social community engagement. The study analyses the current transformation of the fashion industry, driven by digitalisation, changing consumer behaviour, and the growing demand for sustainable consumption. It examines key market trends, including the rise of digital wardrobe applications, personalised outfit recommendations, and socially connected fashion experiences. LookBooker's value proposition lies in combining wardrobe cataloguing, virtual try-ons, real-time sales alerts, and sustainability insights within a single platform. The business model is built on a freemium strategy, supported by premium subscriptions, affiliate partnerships, brand collaborations, and in-app advertising, ensuring financial sustainability and scalability. Through SWOT analysis and market evaluation, the research identifies key opportunities, including the expanding fashion-tech sector and increasing consumer interest in personalisation and eco-conscious fashion. The financial projections demonstrate strong profitability, with sustainable internal growth and high gross margins exceeding 90%. The conclusions confirm that LookBooker effectively aligns technological innovation with consumer expectations for accessibility and ethical fashion practices, positioning it as a competitive and sustainable venture in the evolving fashion ecosystem.

Keywords: Digital wardrobe management, Personalisation, Fashion technology, Sustainability, Business model.

"Clothes could have more meaning and longevity if we think less about owning the latest or cheapest thing and develop more of a relationship with the things we wear."

Elizabeth L. Cline

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Abbreviations and/or Acronyms

AI – Artificial Intelligence

AR – Augmented Reality

BR – Business Research

CAGR – Compound Annual Growth Rate

CEO – Chief Executive Officer

COO – Chief Operating Officer

DSA – Digital Services Act

EU – European Union

FB – Fortune Business

GDPR – General Data Protection Regulation

Gen Z – Generation Z

HR – Human Resources

NPV – Net Present Value

R&D – Research and Development

ROA – Return on Assets

ROE – Return on Equity

SRI – Strategic Revenue Insights

USD – United States Dollar

UX/UI – User Experience / User Interface

WMA – Wardrobe Management Application

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Introduction

The fashion industry is undergoing a profound transformation that is being driven by advancements in digital technology, altering consumer demands, and a growing emphasis on personalisation and sustainability. Traditionally a product-oriented industry, where brick-and-mortar stores are the key drivers, fashion nowadays is influenced by platforms that incorporate technology into all consumer interactions. The digital transformation has expanded the functionality of mobile applications, enabled young professional fashion designers, and reinforced data-driven personalisation, reinventing how people learn about, manufacture, and share personal style. Here, the convergence of fashion and technology has led to the development of novel platforms to go beyond e-commerce into online wardrobe management, technology-guided styling tips, and appealing customer experience. The growing applicability of these developments is evident in how users engage with fashion. Instead of using the conventional approach to retail or styling service provision, consumers today are becoming more demanding, seeking convenient digital solutions that are customised to their needs and that foster community. The use of LookBooker, a fashion tech solution that would make personal styling available to everyone by digitising wardrobes, offering one-to-one outfit recommendations, and enabling social communication, among other features, is an example of this transition. The project is that LookBooker does not just fill established market gaps in affordability and personalisation, but is also strategically aligned with the overall trend of using digital media to consume fashion.

LookBooker is an example of this transition. Positioned as a fashion-tech solution that democratises personal styling, it digitises customers' wardrobes, offers one-to-one outfit recommendations, and enables social engagement around fashion. By capturing item-level data and pairing it with user context, LookBooker can surface outfits that maximise what users already own, recommend complementary pieces when appropriate, and foster community dialogue through shared lookbooks and feedback. In doing so, the platform addresses long-standing gaps in affordability and personalisation: it reduces reliance on costly, time-consuming stylist services while delivering individualised guidance at scale and on point.

The development of this business plan also demonstrates the relevance of combining entrepreneurial innovation with current transformations in consumer behaviour. LookBooker is not only positioned as a digital fashion service, but also as a response to broader changes in the way consumers relate to clothing, identity, convenience and sustainability. By encouraging users to make better use of the items they already own, the platform may contribute to more conscious fashion consumption and to a reduction in unnecessary purchases. This sustainability-oriented dimension strengthens the value proposition of the project and aligns it with contemporary concerns regarding responsible consumption and circular fashion.

From a business perspective, the financial projections indicate that the project has the potential to become economically viable, particularly due to its scalable digital model, recurring revenue streams and relatively low variable costs. The analysis of profitability, liquidity, break-even point, net present value and sensitivity suggests that LookBooker may generate attractive returns under the assumptions considered. Nevertheless, these projections should be interpreted with caution, as the actual performance of the business will depend on factors such as user acquisition, conversion from free to premium accounts, customer retention, marketing effectiveness, technological development costs and competitive pressure.

The study also presents some limitations that should be acknowledged. The business plan is mainly based on secondary data, market analysis, competitor observation and financial assumptions. Therefore, future work should include primary data collection, such as surveys, interviews or usability tests with potential users, in order to validate market acceptance, willingness to pay and the most valued platform features. The development of a minimum viable product would also be an important next step, allowing the concept to be tested in real market conditions before a broader launch.

1. Theoretical Framework

The fashion industry has been a significant global economic force, using traditional marketing approaches such as in-store experiences and brand-focused marketing to target consumers. The digital transformation has rapidly changed the world, though, and now brands and platforms can use digital avenues, mobile technology, and artificial intelligence to have a more dynamic consumer experience. Analytics show that online platforms are becoming more effective at driving fashion sales, so by 2025, more than 70 per cent of fashion products will be sold online. The fashion industry has been a significant global economic force, leveraging traditional marketing approaches, such as in-store experiences and brand-focused marketing, to target consumers (Wilson, 2026). The digital transformation has rapidly changed the world, though, and now brands and platforms can use digital avenues, mobile technology, and artificial intelligence to have a more dynamic consumer experience. Analytics show that online platforms are becoming increasingly effective in driving fashion sales each year. More than 70 per cent of fashion products are influenced by digital channels such as online browsing, social media, and word-of-mouth recommendations (Global Growth Insights, 2024). This trend is indicative of broader consumer preferences, with consumers demanding a smooth fashion discovery experience both online and offline. It underlines how curated expertise from young professional fashion designers could be the backbone of fashion strategies, enhancing the consumer experience through personalised wardrobe creation and enabling operational efficiency through streamlined customer engagement (Global Growth Insights, 2024). The continuous boom of mobile fashion applications is another testament to the rapid adoption of technology in personal style/shopping habits. Consumers are taking control of their wardrobe building and fashion shopping by using apparel that provides virtual closets, fashion browsing, and push notifications for custom inspiration. These tendencies have affected fashion consumption among younger generations, namely Millennials and Generation Z, who tend to use mobile and social media to learn more about fashion and define their own style.

1.1. Digital Wardrobe Management

Digital wardrobe management refers to categorising existing clothes, visualising them, and strategically using them digitally. In contrast to conventional closet systems, they allow users to share photos of their clothes, plan outfits, monitor their usage habits, and find outfit-combination recommendations. Wardrobe management applications (WMAs) are increasingly recognised for their potential to change consumer behaviour and to promote a sustainable fashion trend.

In academia, WMAs can be analysed in terms of their fundamental functions, which help engage consumers and foster conscious consumption. A 2025 study of 27 wardrobe management applications discovered that features like digital closet builder and outfit planner are universal and that there was a massive influx of users to such applications, with downloads growing by over 236% between March 2023 and September 2024, pointing to high market needs of such apps (Jiang & Macintyre, 2025). The study noted that these applications not only provide useful outfit creation and wardrobe management but also influence users' behaviour towards more sustainable practices, as evidenced by a reduction in overconsumption among committed users (Jiang & Macintyre, 2025).

Digital wardrobe management is understood to mean categorising existing clothes, visualising them, and strategically using them digitally. In contrast to conventional closet systems, they provide users with the opportunity to share photos of their clothes, plan outfits, monitor their usage habits, and find outfit-combination recommendations. Wardrobe Management Applications (WMAs) are increasingly recognised for their potential to change consumer behaviour and to promote a sustainable fashion trend. These applications not only provide useful outfit creation and wardrobe management but also influence user behaviour towards more sustainable practices, as evidenced by a reduction in overconsumption among committed users.

1.2. Consumer Behaviour and Personalisation Trends

To make new digital services such as LookBooker successful, it is necessary to understand consumers' current fashion behaviour. The modern consumer has specific trends in store shopping, including a focus on online shopping, personalised taste and preferences, and ethical concerns among Millennials and Generation Z. Extensive studies indicate that customers are placing increasing importance on fashion interactions for personalisation (Nisa et al., 2025). Technological innovations have helped brands and digital platforms deliver individualised experiences by leveraging recommendations from young professional fashion designers, customised interfaces, and predictive analytics to serve personal preferences and behaviours (Dasgupta, 2025). When it comes to retail in general, research shows that, in large numbers, consumers currently seek personalised shopping experiences, and up to 80% of fashion consumers are more apt to place an order with a brand that can offer them tailored recommendations, in the success of young professional fashion designers (Roberts, 2026). Similarly, a large number of retailers also report greater satisfaction with the integration of fashion designers' elements into the shopping experience and the added value they provide, such as improved discovery, a better visual search experience, and the ability to respond to trends (Nisa et al., 2025).

The emergence of social media is a key factor influencing fashion consumption behaviour. Trend diffusion, style inspiration, and user-generated content have taken place on platforms such as Instagram, TikTok, and Pinterest as their primary stage. These networks impact consumers' perceptions of style identities and outfit choices as much as they may be more focused on visual appeal and community says than on mainstream retail categorisations. Digital communities enable people to present their fashion identity, share feedback and trends, and engage socially in fashion activities beyond the point of ownership.

2. Business Plan

The motivation for presenting LookBooker comes from the increasing demand for affordable, accessible personal styling suggestions. Conventional personal styling services remain excessively expensive for students and middle-income people, while current digital platforms often lack personalisation, affordability, and ease of usage. LookBooker aims to address the gap by creating a fashion application that integrates wardrobe management, personalised styling suggestions, and sustainable fashion patterns. The project is driven by the vision to empower individuals to express their unique style efficiently and creatively, while also promoting smart wardrobe usage and self-aware consumption. A review of the literature on business plans demonstrates their critical point in guiding entrepreneurial initiatives, securing investment, and aligning strategic goals. Business plans provide a structured framework for defining value creation, evaluating competitive market situations, and measuring risks. Recent studies highlight that effective business plans not only focus on financial forecasting but also integrate innovation, sustainability, and customer-centric strategies to remain advantaged in competitive markets.

The LookBooker business project falls within the fashion-technology sector, specifically in digital wardrobe management and personalised styling. The app's target market often includes fashion-conscious individuals aged 18 to 45, as well as busy professionals seeking efficient wardrobe solutions. By offering unique features such as wardrobe cataloguing, real-time sales alerts, and tailored outfit recommendations, LookBooker differentiates itself from competitors in the fashion-tech landscape. Moreover, research shows that motivation among entrepreneurs is strengthened when innovation and sustainability are embedded into business goals, as they foster long-term engagement and strategic adaptability.

The methodology for preparing the business plan combines secondary data through market analysis, competitor reviews, and literature review on digital fashion technologies, alongside primary research insights derived from user personas and industry updates. The structured approach ensures that the business plan reflects both theoretical foundations and practical market realities. Similarly, well-structured business plans contribute to growth by improving decision-making, investor confidence, and operational clarity. Overall, LookBooker is positioned to establish itself as an innovative suggestion in the fashion-tech sector, aligning its offerings with consumer demands, sustainability trends, and long-term growth opportunities.

2.1. Executive Summary

The fast development of online fashion and personal lifestyle market has created opportunities for innovative applications that combine technology with personal style directives. LookBooker is a fashion technology company that sets a goal to offer a new experience in personalised styling, social engagement, and eco-friendly fashion to people who aim to go beyond current fashion trends in their wardrobes. Fundamentally, LookBooker offers its users a convenient online wardrobe platform, instant styling advice, social features, and fashion designer-based customisation options intended to streamline wardrobe and enhance the efficiency of outfit creation. The business potential of LookBooker lies in the development of the global wardrobe application and the personalised fashion market, both of which are expected to continue expanding over the next decade. The worldwide wardrobe application market is estimated at USD 1.38 billion in 2025, with a 13.2% growth rate through 2033, driven by consumer demand for convenient, personalised, and eco-friendly fashion accessories (DiMarket, 2026).

The potential customers of LookBooker are fashion-savvy people aged 18 to 45, including students, professionals, and creative consumers who are willing to use fashion technology. These are the demographics that are highly personalised, consume digital devices, and make sustainable decisions, so they are the best candidates to be treated as early adopters of digital wardrobe and styling solutions. LookBooker has a freemium business model, meaning that free basic access is complemented by monetisation opportunities such as premium subscriptions, affiliate marketing, brand partnerships, and in-app advertising. This revenue diversification strategy facilitates user expansion and long-term long-term financial sustainability. The strengths of LookBooker include combining wardrobe management with artificial intelligence for personalised styling, social capabilities that foster community engagement, and sustainability advice aligned with consumers' modern priorities. Although other apparel services companies like Stylebook, Cladwell, Pureple, and Acloset offer selected features of the wardrobe service, wear outfit planning, etc., none of them can offer the bundle of advanced fashion styling, peer-to-peer communication, and integrated focus on sustainability that LookBooker offers.

2.2. Company Description

LookBooker is a technology start-up that offers a mobile and web-based application designed to ease the process of viewing and coordinating wardrobes for clients. The company aspires to be on the concept that many people lack affordable means of personal styling and need devices that can help them benefit the fullest value from their existing attire. LookBooker bridges the gap between low-priced closet-organising tools and expensive personal styling services by integrating the suggestions of young professional fashion designers, social interaction traits, and easy-to-use wardrobe management tools. The company's vision is to empower people to be joyful and creative with their fashion identity and to make their consumption further sustainable. LookBooker allows everyone to digitise their wardrobes, plan outfits, receive personalised recommendations, and connect with a community of fashion enthusiasts, all without ever leaving one platform.

2.2.1. Products and Services

The company's product platform is a set of loosely connected tools and features that cater to a range of user needs in wardrobe management, outfit design, and fashion discovery. The product's design philosophy focuses on accessibility, ease of use, individualisation, and aesthetic interactions.

Wardrobe Management: Users will be able to post pictures of their clothes and accessories to a digital wardrobe that allows them to organise them (e.g., tops, bottoms, outerwear, accessories), label them, and monitor their usage. It is a digital closet that allows an individual to have an overview of their inventory, learn what they have, and wear it regularly, thus making them consume more thoughtfully.

Personalised Styling: Through machine learning and a fashion-specific discovery designer, LookBooker provides young professional fashion designers with outfit recommendations based on the clothes in a person's wardrobe, fashion needs, and usage patterns. State-of-the-art algorithms consider factors such as colour matching, style history, and seasonal patterns to make relevant recommendations that evolve based on user feedback and interaction data (Zhang & Liu, 2026).

2.2.2. On-site Offers for Users

Users receive real-time updates on sales, discounts, and promotions for their favourite brands and retailers, all applicable to their wardrobe profiles. This feature helps users shop wisely, ensuring that fashion purchases are cost-effective. One of the main distinguishing features of LookBooker is its community-focused approach, where users can share outfits, follow trends, enter challenges for specific styles, and share insights about fashion. This social layer is capable of creating an ongoing state of interaction that enables the user to seek inspiration from friends, form connections, and engage in fashion activities associated with participation (O'Brien, 2025).

Premium and Advanced Features

- The premium package of LookBooker features such high-level tools as:
- Virtual Try-Ons: AR visualisation of outfits brings a closer physical and visual experience and appraises how recommended outfits would appear on a real person.
- Wardrobe Analytics: Understanding of usage rates, cost-per-wear evaluation, and fashion development throughout the years.
- Professional Styling Direction: Invites to professionally styled appointments with fashion stylists.

2.2.3. Mission and Vision

It is the mission of the LookBooker to bring personal styling to a wider audience by making control of the wardrobe and guidance on fashion accessible, easy to use, and entertaining. The company aims to enable users to express their uniqueness through fashion and to support sustainable fashion practices and conscious consumption. The features of LookBooker allow users to make the most of what they already have, rather than fall back on habitual buying behaviour, becoming more ethically and environmentally conscious as new consumers.

The company's vision is to be Europe's most popular digital wardrobe and creative fashion network, and eventually to expand into other countries, such as the USA, where technology is an ally of fashion. LookBooker believes that one day, it will not be only the expensive customer who can have personal styling, but a universal digital feature driven by intelligent technology, community opinions, and sustainability.

2.2.4. Business Model

The business model of LookBooker is strategically focused on a freemium model, as it helps attract a wide and diverse range of users and, at the same time, opens opportunities to monetise by providing premium services (Shang et al., 2024). This model is a trade-off between accessibility and monetisation, where users can access the application's core functionality without charge, but are required to pay for paid features as their use of and dependence on the platform grow (Bandan et al., 2024). Using the freemium model, LookBooker reflects modern consumer demands in the context of mobile app stores, where users are accustomed to testing-drive the basic features of applications and then switch to subscriptions that offer access to additional features and services.

The freemium network model offers users the opportunity first to build an online wardrobe, receive basic outfit recommendations, engage in social interactions, and access restricted insights into how they wear clothes (Mai & Hu, 2026). These attributes offer significant value in keeping users engaged and showcase the potential advantages of high-quality tools. The high-end version, in turn, provides even more sophisticated features, such as outfit suggestions created by young professional fashion designers based on personal taste and body shape, virtual try-on, an expert stylist, and wardrobe insights (Shirkhani et al., 2023). With these increased capabilities, LookBooker users will be tempted to upgrade without feeling forced, since premium subscriptions will be seen as a logical extension of the platform's utility rather than a mandatory expense.

LookBooker uses a multi-stream architecture to generate revenue. The major source of income is subscription charges for monthly and annual plans, which provide ultimate personalisation, analysis, and style consultation. The model generates predictable recurring revenue and compensates users with high-value physical services that would be expensive to obtain through traditional personal styling (Kao & Jai, 2026). The monetisation of user interaction and purchases is achieved through affiliate marketing, where users order clothing products suggested in the app through partnered retailers, generating additional revenue. Alternate monetisation strategies include brand partnerships, where fashion labels and retailers can serve as content sponsors, offer exclusive promotions, or even provide a branded experience on the platform. Lastly, in-app advertising is also meticulously filtered to fit users' interests and the sleekness of the platforms, without being intrusive or overwhelming, just blending into the user experience.

2.2.5. SWOT Analysis

A SWOT analysis provides an in-depth view of LookBooker's internal strengths and weaknesses, as well as the opportunities and threats in its external environment. The strategic framework assists in making operational, competitive, and developmental path directions. Table 1 presents the company's SWOT analysis.

Table 1. SWOT Analysis.

Internal Analysis	
Strengths	**Weaknesses**
Designer-curated personalisation engine.	Dependence on high user data input.
User-friendly wardrobe interface.	High initial development and R&D cost.
Social engagement & community focus.	Need for continuous user engagement.
Diverse revenue model.	Limited brand awareness in the early stages.
External Analysis	
Opportunities	**Threats**
Growing digital wardrobe market.	Intense competition from established apps.
Increasing demand for personalisation.	Data privacy and regulation challenges.
Sustainability trend alignment.	Rapid changes in fashion trends.
Mobile & AR tech adoption.	Tech development costs and pace.

Source: Self-elaboration.

Strengths: The personalisation engine, the dominant feature of LookBooker, combines user-entered data on their wardrobe with a team of young professional fashion designers' analysis to produce personalised outfit recommendations. According to scholarly sources, personalised recommendations from experienced fashion professionals are based on likes and purchase behaviour, thereby increasing the likelihood of adoption and use (Lu, 2026). The website has a convenient design that makes it easy to design outfits and manage the wardrobe. A significant number of digital closet applications have high abandonment rates due to complicated onboarding. In contrast, LookBooker will have a simple design that reduces friction and prompts users to engage regularly. Another strength is that the system integrates social features designed to encourage community participation (e.g., allowing users to share styles, vote on outfits, and seek inspiration from their peers), which many competitors lack (Chen et al., 2024). The network effect is also facilitated by this social layer, which helps foster long-lasting engagement and minimise churn. Lastly, a diversified asset model with subscriptions, partners, affiliate advertising, and advertising has several entry points into profitability and diversity.

Weaknesses: The reliance on user-supplied wardrobe information in LookBooker suggests that setting up a user may be cumbersome at first. Although digital wardrobe applications, such as Acloset and Alta, have begun incorporating automation and a virtual try-on experience, too many users still refuse to complete the onboarding process before using the application, especially those who are less inclined to enter all their clothes manually. Another weakness hidden within the company is the substantial cost involved in developing and sustaining a skilled team of professional fashion designers in conjunction with sustaining advanced AR technology, combining advanced technology with the necessary talent to continuously develop the abilities and innovate the platform to remain competitive in an ever-evolving fashion-tech landscape (Somanna et al., 2025). Moreover, value is long-term based on user engagement. The platform's dynamism may decrease if there is no active involvement in outfit creation, social sharing, or personalisation feedback, thereby reducing the efficiency of recommendation engines in the long run. Brand awareness is also low compared with more established fashion brands and platforms that leverage advanced personalisation technologies, presenting an initial challenge in acquiring and retaining users.

Opportunities: Single-wardrobe and stylist app markets are expanding rapidly, and the wardrobe app market alone is expected to grow at approximately 13.2% through 2033. This expansion indicates a growing market for LookBooker's services. A consumer shift towards a highly personalised fashion experience is also evident, as research indicates that tailored styling recommendations from professional fashion designers enhance user satisfaction and purchasing intentions across various fashion categories (Yin et al., 2025). Since personalisation has become the new standard, platforms that offer relevant customisation gain a competitive advantage. Focusing on sustainability and ethical fashion, particularly among younger consumer segments, opens up growth prospects by expanding its target audience to include individuals who perceive themselves as value-conscious and selective in their fashion choices.

The further use of mobile technology and AR tools also opens the possibility of expanding platform features and enhancing user experiences.

Threats: The market is highly competitive, and several digital wardrobe and personalisation applications, such as Stylebook, Acloset, Whering, and Alta, already exist. Most of these platforms are evolving or incorporating the latest AR features, making competition fiercer. Regulatory and legal circumstances regarding data privacy, especially in Europe (e.g., the GDPR), create a need for clear responsibilities for the collection, processing, and storage of user data (Zhechev, 2024). Failure to do so will incur fines and reputation loss. Educational algorithms and suggestions provided by LookBooker may also be problematic when the company does not adjust its offerings to rapidly changing consumer preferences. Lastly, the rate of technological change implies a constant need to keep up by investing continuously to avoid obsolescence or market share loss.

2.3. Market Analysis

Europe is one of the world's most dynamic fashion environments, but it is also a region where sustainability and technology are becoming increasingly significant. According to Statista (2024), more than half of young European consumers interact with at least one digital fashion or styling app, and around two-thirds consider environmental factors when choosing what to wear. This suggests high demand for tools that unify fashion with technology and sustainability.

Digital fashion platforms are becoming well-known because they facilitate daily decisions and allow users to express their identity in online platforms. However, most existing apps do not include social interaction or one-to-one collaboration. LookBooker can introduce itself in this environment by connecting users directly, creating an online fashion community similar to the way Uber connects drivers and passengers.

Legal and ethical considerations are also vitally important for operating in Europe. The European Union has strict laws on data privacy and digital platforms. The General Data Protection Regulation (GDPR) protects users' personal data and requires LookBooker to clearly inform users how their data is collected and used. The Digital Services Act (DSA) also lay down the standards for transparency, algorithm accountability, and user protection in digital spaces. Understanding and following these laws is not only a legal requirement but also essential for earning consumer reliance, which is a key factor in successful digital marketing strategies in Europe. In this part, the market analysis will assess the strategic environment in which the company LookBooker will be launched and operate. It interpretes the target market, market gaps or opportunities, details major trends by defining the fashion-tech industry, and examines the competitive landscape. The chapter is an essential analysis of the market dynamics needed to support strategic decision-making with regard to positioning, product development, and market planning for a business proposal and attracting investment in the future.

2.3.1. Target Market and Buyer Personas

The market structure of LookBooker is characterised by a list of digitally active consumers interested in having convenient, customised, inventive, and sustainable fashionable products. The main target group will consist of people aged 18 to 45, characterised by high rates of mobile technology and fashion app use, as well as internet community use. According to secondary market statistics, the user base of global styling apps is expected to grow to over 180 million by 2025. The wardrobe and outfitting apps segment has already reached 95 million monthly active users, as online fashion services see strong growth in consumer usage (SRI, 2026). LookBooker also uses psychographic, behavioural, and lifestyle attributes to segment the audience, which in turn determines users' interaction behaviour with fashion-tech items.

Camila – The Innovative Freelancer

The user profile is a 28-year-old freelance graphic designer, Camila, based in São Paulo, who is creative and experimental in her visual projects. She combines thrift stores with individual brands and does not hesitate to share style content on social media. It is a fashionable group that appreciates distinctiveness in what they wear and is often active in online sources of visual inspiration. Their behaviour regarding dress codes involves a strong tendency to test outfits, self-branding through style, and an inclination to use tools that enrich creativity without being very expensive to finance. Camila also shares fashion information on Instagram, Pinterest, and TikTok, and uses visual presentations to supplement her wardrobe decisions.

Chiara – The Sustainable Professional

Chiara is a 33-year-old marketing executive in Milan; she is part of a group of urban professionals who value performance and sustainability. As a career-driven woman, she enjoys wardrobe accessories that help her maintain a minimal wardrobe focused on versatile, ethical clothing. Her fashion choices rely on beauty, but also on environmental aspects. She will pursue technologies that help her better understand her wardrobe, such as how many times she used each item and how much it cost her, rather than focusing on sustainable fashion suggestions. In the case of Chiara, styling is a highly intentional and practical application, and a customised styling service presents an ethical use of the service to this demographic group.

Rachel – The Busy Trend Conscious Professional

Rachel is a 45-year-old senior consultant living in a major city. There is not much time to shop or consult with the stylist, as she is already at work. She relies on fashion apps to organise her outfits in minutes and match them to her various social and work-related situations. The use of the app is driven by convenience and efficiency and involves certain habits, such as daily outfit recommendations, calendar organisation, and weather-sensitive styling. Rachel is being pulled toward digital processes for decision-making about the outfit, organising wardrobe elements, and balancing the relevance of trends with the usefulness of items.

Demographic and Behavioural Traits

Through such personas, there exist several homogenous traits that determine the market opportunity:

The 18-45 age group has almost universal smartphone access and high mobile app usage, with high engagement in lifestyle. Such a generation would opt for digital solutions over traditional ones, such as in-store personal stylists, when affordability, time-saving, and immediate delivery are the main priorities. Such users spend a significant amount of time on social platforms as fashion inspirers and rely on visual information to decide the outfit to wear. Studies indicate that many fashion users consider social networks essential for trend identification and style validation, especially among Gen Z and Millennials (BR, 2026). Sustainability becomes a more conscious factor in the market, and many fashion consumers show a preference for brands and practices that encourage deliberate purchasing and the recycling of items in their wardrobes (Vogue, 2025). One reason digital wardrobe management apps are taking off is that they help users reduce decision fatigue and curb overconsumption. Frequent online shopping for fashion has become a standard practice, leading to the use of applications that offer personalised recommendations, help plan outfits, and enhance the e-commerce experience.

2.3.2. Market Gap and Evaluation

Vitally, the existing fashion-technology sector is undergoing a gradual shift in the adoption of digital styling devices and wardrobe management software. However, there are still several systemic weaknesses that LookBooker can address.

Fragmentation in Fashion Apps

Whereas there are wardrobe and styling apps, market research shows that the vast majority of the solutions in the market are set up to address only one aspect of fashion management, e.g., closet management, outfit planning, or fashion inspiration, but not offer an all-encompassing experience that supports both the utility of a wardrobe and custom styling. According to reports of the app market in the global wardrobe category, the ecosystem features a fragmented environment with (albeit discrete) applications such as Stylebook, Cladwell, and Pureple all providing a specific service (e.g., outfit planning, capsule creation) but not connecting them into a unified discovery, social interaction, and personalisation (Cladwell, 2026). This disintegration leads consumers to use multiple tools to meet their fashion needs, which can create inefficiencies and diminish the possibility of long-term interaction. With Stylebook, for example, there is intensive organisation and structuring of the closet, but no element of socialisation or peer styling. On the same note, Cladwell prioritises a simplified outfit arrangement and a capsule wardrobe, but it lacks a broader range of personalised suggestions.

Cost Barriers to Personal Styling

Western professional personal styling is still too costly for many customers, particularly students and middle-income earners. Personal stylists can charge hundreds of dollars per session, a price that is not within reach for large segments of the fashion-interested audience. Therefore, there is a high demand for effective, customised styling services at reasonable costs that are currently underutilised. The so-called democratising digital tools used to offer personal styling solutions tend to be less personalised and do not seem as personalised as they could be with the help of human stylists.

Lack of Social and Community Interaction

The majority of available wardrobe apps operate on a single-user platform with no peer-to-peer collaboration or social discovery, which are increasingly important to how people dress in the 21st century. Social confirmation, fashion sharing, and communal trends are important factors in shaping and changing personal style. LookBooker's strategy, which combines community engagement and wardrobe management, directly addresses this gap, generating network effects that improve platform value and user retention.

Integration and Sustainability Needs

Nowadays, consumers want tools to optimise their wardrobes and minimise waste, thereby promoting sustainable consumption. A significant number of users (e.g., 36% who engage with wardrobe apps, also in collaboration with resale platforms) resort to digital solutions as part of the broader initiative to address sustainable fashion behaviour. However, there are no applications that offer meaningful analytics or consumption pattern recommendations based on sustainability outcomes.

The value proposition of LookBooker will close these gaps by integrating:

- Detailed wardrobe conditioning - enabling users to digitise and systematise their existing clothes.
- Designer-Curated Personalisation Service - This will be an ancillary service in which our team of young professional fashion designers provides personalised outfit recommendations to users based on their style preferences, weather conditions, and specific occasions.
- Community and social features: where users can share styles, get feedback, and discover inspiration.
- Sales and trend alerts — A combination of real-time offers and sustainability suggestions that will help users make smarter choices.

2.3.3. Targeted Share

To finance the initial development and marketing stages, LookBooker will seek investment from technology-oriented venture capital funds and sustainability-focused organisations. The company’s mission to make fashion more accessible and environmentally friendly can attract both commercial and social investors. An initial investment of around one million euros would allow the company to finalise product development, complete legal compliance, and execute a major launch campaign across several European cities.

Scalability is a core part of LookBooker's strategy. The app has been designed with flexibility in mind, allowing it to expand easily into new markets. The first phase will target Western Europe, including Germany, Italy, and France, where consumers are already familiar with fashion technology. The second phase will focus on Northern Europe, including Denmark, Sweden, and the Netherlands, where sustainability awareness is very high. The third phase could involve Central and Eastern Europe, with content and pricing adapted to local needs.

Partnerships will play a major role in this expansion. Working with established fashion platforms like Vinted or Depop, as well as local designers and influencers, will help LookBooker enter new markets faster and build credibility. Collaborations with European fashion schools could also be valuable for gaining visibility and encouraging innovation. Through these partnerships, LookBooker can position itself as both a practical tool and a creative space for the next generation of fashion thinkers.

2.3.4. The Fashion-Tech Market Trends

Most effective trends dominate the fashion-technology industry in terms of consumer engagement with fashion products and services. Such trends are essential for analysing LookBooker's strategic context and growth opportunities.

Growth of Professional Fashion Design Services

The application of expert fashion design curation has proven to be at the base of innovative development in fashion, especially in the field of personalisation and customised recommendations. Industry studies indicate that the market for personalised fashion services is expected to grow significantly over the coming decade, as it affects design, retail, and consumer engagement. One projection is that personalised fashion services (custom styling, virtual consultations, trend forecasting) will grow from around USD 0.48 billion in 2024 to USD 1.6 billion in 2034, with a compound annual growth rate (CAGR) of around 12.7% (FB, 2026). This expansion suggests the need for more personalised styling features that improve the user experience through personalised recommendations, fit assessments, and curated item suggestions. More than 72% of fashion companies invest in personalised styling services in the United States alone, and professional design expertise has been applied to other areas, such as trend forecasting and inventory optimisation (Arimany Serrat et al., 2025). Professional fashion designers with enhanced visual expertise and trend knowledge will also be able to offer in-person, real-time, personalized styling advice for scholarly studies, combining the client consulted by the fashion designer with visual trend analysis and personal styling insights (Pang et al., 2025). This means that in the future, fashion applications could offer highly personalised experiences that respond not only to user preferences but also to environmental factors, such as weather and life events. In the case of

LookBooker, the effectiveness of their outfit suggestions stems from the fact that the experts making the recommendations are our team of young professional fashion designers, which can promote user satisfaction and engagement and place the company within this larger trajectory of personalised fashion advisory services.

Digital Fashion Assistants

Digital fashion assistant apps that aid users in deciding on clothes and trends, and in managing a wardrobe, are shifting from niche to mainstream lifestyle. It has been projected that the size of the styling app market worldwide would reach the hundreds of billions of dollars by the middle of the 2030s, as new generations, Gen Z and Millennials, begin using such technology to discover fashion in a personalised and digital way. It is estimated that 27 % of North American customers use outfit apps every week, and the use of virtual closet apps is growing by 60 % each year, between 2023 and 2024 (McKinsey & Company, 2025). What these trends demonstrate is the widespread adoption and perhaps common use of digital styling services, in which consumers increasingly use them to strategise outfits, stay on top of trends, and overcome decision paralysis.

Sustainable Fashion Consumption

Sustainability has become a major trend in fashion shopping, and more consumers are incorporating environmental factors into their buying behaviour. Wardrobe management applications help people create outfits and plan better by visualising their existing items, reducing waste, and unnecessary spending on garments. Additionally, in combination with resale and circular fashion platforms, wardrobe tools make the fashion system more sustainable. Most recent market signals demonstrating the interdependence of digital fashion tools and the wider sustainability initiative include evidence that a significant portion of consumers concurrently use wardrobe applications and resale sites, with 36% at least saying so (Jiang & Macintyre, 2025).

Resale and Circular Fashion

In addition to virtual wardrobe management, the fashion industry as a whole continues to adopt a circular model that emphasises resale, rental, and reuse. The peer-to-peer approach to reselling fashion can be massively amplified, as shown by platforms such as Poshmark. To illustrate, the most recent addition to the Poshmark marketplace (such as the so-called Promoted Closet) has driven real sales growth and user engagement by motivating sellers to push their stock. Even though the resale aspect is not LookBooker's key area of focus, its built-in peer recommendations and joint styling experiences can effectively tap into secondary markets and circular fashion behaviour. The next stage might be wardrobe swapping or a resale module, which further validates LookBooker's relevance to the fashion system in the long term.

2.3.5. Competitors

Competition in the sphere of wardrobe management and customised fashion tools is diverse, encompassing both established and new companies. Although many applications offer specialised functionality, none combine all the features envisaged by LookBooker. It is crucial to understand the opportunities and weaknesses of these rivals to clarify the various forms of differentiation and position LookBooker as a distinctive solution in the market (Table 2).

Table 2. Competitors.

Competitor	Core Features	Pricing Model	Strengths	Weaknesses	Comparison / Advantage *vs* LookBooker
Stylebook	Closet organisation, outfit planning, wardrobe analytics, packing lists, style statistics	One-time purchase (~USD 4.99)	Comprehensive wardrobe cataloguing, advanced analytics, and user-friendly	No AI personalisation, lacks social features, and has no real-time sales alerts	LookBooker offers AI-driven styling, social engagement, and influencer integration
Cladwell	Daily outfit recommendations, capsule wardrobe planning, weather-based outfit suggestions	Freemium: free basic, Premium USD 7.99/month or USD 59.99/year	Simple interface, weather-aware styling, capsule wardrobe focus	Limited social/community features, advanced personalisation locked behind a premium	LookBooker adds community, influencer collaborations, and a sustainability focus
Pureple	AI outfit suggestions, wardrobe organisation, smart analytics	Freemium: basic free, optional premium upgrades	AI recommendations, weather-adjusted outfits, basic analytics	Limited community/social interaction, lacks influencer and trend integration	LookBooker offers richer AI personalisation, peer feedback, and trend responsiveness
Chicisimo	Outfit inspiration, user-generated content, and community voting	Free with optional in-app features	Strong social engagement, trend discovery, and style inspiration	Weak wardrobe organisation, limited AI personalisation, and minimal analytics	LookBooker combines community, analytics, AI styling, and sustainability insights

Source: Self-elaboration.

Stylebook

Stylebook is a reputable wardrobe management software designed for comprehensive wardrobe management. Its functions are organising clothes, putting outfits together, creating wardrobe profiles, creating a packing list, and identifying patterns in style, cost per wear, and frequency of use. The app offers more than 90 features that help users organise and manage their wardrobes systematically and make better decisions about their clothing. The one-time purchase option at Stylebook (approximately USD 4.99) provides full access to the program without a subscription, which is an advantage for affluent customers with limited budgets. Its benefits include an intuitive interface, the ability to organise wards in large volumes, and strong analytics, which will allow users to get the most out of the wardrobe (Stylebook, 2026). Nonetheless, Stylebook lacks sophisticated AI-based styling and real-time recommendation algorithms, which are primarily based on sharp organisation and client feedback (Table 2). It also lacks social or community-based features, restricts peer engagement, and offers little integration with e-commerce systems or live sales notifications. Stylebook is better organised and offers more analytics. However, it cannot compete with the personalised AI recommendations, social interactions, collaboration with influencers, or responsiveness to trends, which are at the heart of LookBooker's value proposition.

Cladwell

The ability to make smart decisions in managing the closet and daily outfit suggestions is what distinguishes Cladwell. The site makes wardrobe management easier by suggesting daily outfits based on your wardrobe and the weather, and by allowing you to create a capsule wardrobe and track your styles. Cladwell proposes a free-to-premium pricing scheme with a free version and a premium tier (USD 7.99/month or USD 59.99/year) that offers more advanced outfit suggestions, artificial stylist interaction, and advanced analytics (Skywork, 2025). The platform's strengths are its simplified interface, artificial intelligence that makes daily recommendations, and its emphasis on a capsule wardrobe, which makes the platform less confusing and helps users find specific styling options. However, the high level of personalisation and analytics is available only in the high-priced tier, which makes it less attractive to free-tier users. Also, Cladwell has limited community or social interaction features and is more geared toward utilitarian suggestions for daily outfits than toward stylistic personalisation or social sharing. LookBooker stands out as a company that incorporates a powerful social aspect, influencer collaborations, and sustainability-driven proposals, and provides an all-embracing and captivating user experience.

Pureple

Pureple is an AI-based wardrobe management and outfitting assistant that suggests outfits, plans, or recommends outfits based on the content in your wardrobe, weather conditions, and usage history. It is a platform that uses AI to interpret clothing inventories and create useful outfits through intelligent wardrobe analytics. Pureple typically uses a freemium model, with basic features available at no cost and premium features available via optional upgrades (Pureple, 2026). The platform's benefits include AI recommendations and minimal personalisation, attracting both mainstream users and those with minimal data entry requirements. Nevertheless, Pureple's social and community interaction capabilities are low, and there is very little integration with influencers and trends. Pureple's functionality will be unsuitable for users who want advanced analytics or community-based inspiration. LookBooker fills these gaps by integrating AI-based recommendations with social scorecards, influence partnerships, and sustainability learnings to provide a more valuable solution for style-conscious users who want to manage their wardrobes holistically.

Chicisimo

Chicisimo is largely a community-based site whose core business strategy is to discover and inspire outfits through user-generated content. The application allows users to see visual style ideas, vote on outfits, and interact with other fashion enthusiasts, creating a social network. The company's strong community orientation is a key strength of Chicisimo, as it allows exploration of trends and interaction with peers. It is considered free, with optional in-app features, though it lacks an organised wardrobe system and outfit-planning tools (Chicisimo, 2026). The AI personalisation is minimal, and the app cannot offer an in-depth personal styling journey or provide organised analytics. Chicisimo, although very successful in their community engagement and inspiration of appearance, lacks a full-fledged wardrobe management platform. The LookBooker is a platform that combines community- and social-driven interpretations of the wardrobe with administration and AI personalisation, as well as sustainability-friendly applications. It is, in fact, more useful and comprehensive for the modern consumer, and it can adjust its design, language, and marketing messages to match local preferences. Maintaining this balance between a unified brand and localised experience is key to long-term success.

2.4. Market Strategy and Channels

LookBooker needs a strong marketing campaign to ensure long-term market entry and expansion. It has to consider matching revenue models to the user experience and ensure the brand reaches the target audience. The following chapter defines how LookBooker will make money, outlines pricing methods, and explains how it will use marketing platforms, such as social media, influencer engagement, referrals, and ethical partnerships, to build a powerful presence in the evolving fashion-tech landscape.

2.4.1. Income Model

LookBooker’s financial plan is designed to ensure long-term growth and sustainability. The app follows a freemium business model, which allows it to attract a large user base while generating steady income from premium subscriptions and brand collaborations.

The main source of revenue will come from the premium version of the app, which includes unlimited outfit recommendations, virtual try-ons, and wardrobe analytics. At around 15 euros per month, this service is affordable for most users but still profitable for the company. If only 10% of 50,000 users upgraded to premium in the first year, the company could generate nearly half a million euros in subscription income.

The revenue model of LookBooker is based on established monetisation approaches for digital platforms and on the consumption behaviour of fashion consumers in the modern world. The model includes premium subscriptions, affiliate sales, brand partnerships, and in-app adverts. These revenue sources strike a balance between user accessibility and sustainability, allowing LookBooker to grow financially while still offering value to its users.

Premium Subscriptions

The main source of revenue for LookBooker is a subscription-based platform operating under a freemium model. The income potential of subscription models in mobile apps is disproportionate; according to industry monetisation figures, in 2024, subscription models in mobile applications represented almost 45% of the total app revenue, despite being utilised by an even smaller proportion (approximately 4%) of non-gaming apps (McKinsey & Company, 2025; Shirkhani et al., 2023). There is also 11.4% year-over-year growth in subscription revenue in 2023, indicating strong demand for continued digital services (Influencer Marketing Hub, 2026). The subscription level of LookBooker provides powerful customisation features, including professional styling recommendations curated by our team of young fashion designers based on user preferences, virtual try-ons powered by augmented reality (AR), and more in-depth analytics for wardrobe management. These premium services are generating recurring revenue streams that enhance financial stability and user retention, while ensuring users receive sustained value.

Affiliate Sales

Another strategic source of income is affiliate sales. Since the user can be offered recommendations on what to wear or an alert about a sale on partner brands, LookBooker can collect commissions on purchases made in apps through links or brand integrations. By 2023, app affiliate marketing revenue was USD 12.4 billion, indicating high demand for commerce-related digital experiences (Statista, 2024). LookBooker is a fashion-oriented site well-positioned to generate affiliate income through its direct relationship with users and their style ambitions and wardrobes. LookBooker can maximise purchase likelihood by selecting partner offers based on user profiles and preferences, thereby improving the user experience and driving revenue.

Brand Collaborations

The second aspect of LookBooker's income strategy is highly profitable brand partnerships. Collaborating with environmentally friendly, sustainable fashion brands will enable LookBooker to offer exclusive materials, joint campaigns, and personalised promotions. The joint ventures also work to strengthen the platform's identity and generate revenue through sponsorship payments, co-marketing funds, and joint promotions (Andonopoulos et al., 2023). Digital-focused campaigns by contemporary fashion brands are becoming increasingly significant, with the product involved in both visibility and online visual interaction. Statistics indicate that over 78% of fashion users learn about new brands through social networks, including Instagram, and brand partnerships with digital networks are a priority for both parties (Statista, 2024). This win-win also enhances LookBooker's credibility and market positioning.

In-App Advertising

Although user experience is prioritised in LookBooker, non-obtrusive, precisely targeted advertising can help generate revenue without making the app's very essence irrelevant. In-app advertising is a major source of revenue in the mobile economy, with global advertising income in the app economy estimated at USD 307 billion in 2023 (Research & Markets, 2023). The advertisements must be relevant to the user's fashion choices, non-obtrusive, and, preferably, tailored to the user's activities to maximise benefits and minimise user aggravation. The advertisements could be shown in the context of fashion offers during seasons, with the accessories that accompany them, with a sale soon, or with the promotion of a partner brand, which would keep them relevant and useful to them.

2.4.2. Pricing Strategy (Freemium & Premium)

One of the key components of LookBooker's business plan is its pricing strategy, as its direct effect on user acquisition, retention, and revenue growth is bound to follow. Accessibility and potential monetisation should be evaluated with the strategy in mind, and value propositions should be evident at every service level.

Freemium Model

LookBooker's pricing strategy is freemium, with a free entry-level that offers basic wardrobe features. These features include:

- Posting and sorting wardrobe items.
- Designing and storing simple outfits.
- Getting a few outfit recommendations.

This model is quite consistent with the general trends in app monetisation, in which freemium apps account for about 97% of all mobile downloads, and the most successful grossers are those with a hybrid model. The freemium system offers the platform's benefits at no cost to users, which, incidentally, enhances adoption rates, increases the app's visibility in app market rankings, and minimises impediments to trial. The more the user interacts with the platform, the more they are exposed to premium features that enhance the experience, thereby driving conversions.

Premium Plan

Personalised features of the model are available only to subscribers of the premium-level plan, which is focused on the application's high interest and allows users to affect every aspect of the plan and customise it more closely. Premium services include:

- Propositions are refined by our team of young professional fashion designers, who hone the recommendations over time based on user actions and style preferences.

- AR leveraging, in which users can put outfits on customizable user avatars, which builds confidence in the selections.
- Statistics, including cost to wear, frequency of use, and trend of style over time.

The pricing scheme for the high-end version is aimed at remaining competitive in the market, reflecting its value and contingent on users' ability to afford it. Although market testing can be used to set prices precisely, industry experience indicates that subscription charges of USD 8-15 per month apply to apps of a similar value that offer a lifestyle and productivity proposition. Tiered pricing schemes often result in overcharging beyond user commitments and lifetime value.

The freemium-plus-premium approach at LookBooker is reasonable compared to companies like Cladwell and Pureple, which also use the freemium model and offer an upsell option. The distinction is that, with a wider range of sophisticated features, such as social/community and influencer features, LookBooker offers a higher perceived value and can justify higher prices, particularly when offered to fashion-conscious customers.

2.4.3. Advertising, Promotion and Partnerships

The effectiveness of LookBooker's marketing strategy depends on the effective use of digital channels that align with contemporary fashion discovery behaviours. The digital ecosystem and social platforms influence how consumers learn about trends, discover new brands, and build their wardrobes (Park et al., 2025). The plan includes social media marketing, influencer relations, referrals, and brand marketing in collaboration with sustainable labels.

Social Media Marketing

There is no fashion involvement and brand exposure without social media. Statistics show that in 2023, 78% of fashion users discovered new brands on Instagram, making it the most powerful platform for product discovery and, by extension, the most influential (Research & Markets, 2023). Likewise, TikTok has become an influential style source, particularly among younger consumers, accelerating the shift from style inspiration to fashion decision-making.

Instagram is at the epicentre of visual storytelling through narration, hosting the most fashion-related content and boasting one of the highest engagement rates. The posts, Reels, and Stories will showcase users' metamorphoses, clothing suggestions, setting-the-scene material, and collaborations with clothing designers. Instagram fashion content drives a clear consumer behaviour. According to research, 79% of individuals who watch Reel posts go on to purchase a product in the fashion industry, making short videos a vital driver of conversion (Migkos et al., 2025).

Short videos can not only raise awareness but also help people discover and engage with fashion trends virally. The active environment of algorithm-driven trends and content on TikTok will also enable

LookBooker to secure instant pickup with target audiences through interesting content, including outfit hacks, OOTD challenges, and season-based styling series. The video information is especially relevant to attracting Gen Z's attention, often turning the intention to watch a video into downloading the application.

With a smaller user base, Pinterest remains a growing platform for fashion planning and inspiration, particularly among style-oriented users. A large percentage of Pinterest users use the tool to research and pin fashion inspiration before buying, which aligns with LookBooker's positioning as a wardrobe-planning tool that combines inspiration with practical wardrobe outfit integration.

Influencer Partnerships

One of the most powerful instruments of fashion promotion is still the influence marketing. More current statistics indicate that about 57% of brands are on Instagram and 52% are on TikTok as influencer marketing platforms (Chowdhury et al., 2024). Until now, the role of the aforementioned and others in fashion brand strategies cannot be underestimated. The micro-influencers, in particular, have achieved higher relative engagement rates (often higher than those of macro-influencers) and offer authenticity, which is appreciated by LookBooker's target population, who value genuine style expression and a lack of scepticism from community members.

LookBooker will collaborate with micro-influencers (10,000-50,000 followers) and nano-influencers (<10,000 followers) who share the brand's sense of creativity, sustainability, and accessibility. Partnerships will include joint content, app tutorials, the How I Style with LookBooker series, and discount deals to create awareness and drive direct user acquisition. The most vital benefit of influencer partnerships is peer-verified recommendations, which are viewed as more credible than conventional advertisements, with almost as many fashion customers relying on influencers' recommendations as on adverts.

Referral Programs

Referral systems also leverage available user advocacy to drive organic growth. The Referral Program of LookBooker works by giving current users an incentive to invite friends to premium access, offering exclusive rewards or limited-edition styling content. Referral is also a cheaper way to acquire customers, and it fosters a sense of belonging and community through social bonding, shaping consumers' concerns deeply.

Brand Partnerships with Sustainable Labels

Associating with ethical and sustainable fashion designers is a marketing and brand identification strategy. Sustainable fashion has become a relatively small niche issue and a significant consumer demand. By incorporating brand content focused on sustainable materials, circular actions, and mindful consumption, LookBooker can improve its positioning. Collaborations can include:

- Co-branded contests (e.g., Style Sustainably with LookBooker)
- Discounts to users of the app
- Community campaigns that point out a sustainable style of wardrobes

Partnerships such as these will support LookBooker's mission and enable it to expand its reach through partner networks.

2.5. Organisation and Management

The success of every start-up, especially in a highly dynamic, technology-driven field like fashion tech, is rooted in effective management and organisation. To LookBooker, organisational structure, staffing, and talent management strengths should not remain mere operational issues but become strategic needs with a direct impact on innovation capabilities, digital maturity, and long-term viability (Kumar & Dwivedi, 2025). The quality of talent and organisational systems is becoming a competitive edge, as digital platforms become more complex and the company is defined by its ability to innovate, respond to market changes, and create value through technology.

2.5.1. Staffing

The way staffing is organised at LookBooker has to ensure coverage of its technological aspirations as well as its culture, which is based on serving the community. Conventional hierarchy models are often inappropriate for fashion-technology start-ups, as they may hinder fast decision-making, delay interdepartmental communication, and limit creative innovation. Conversely, recent studies show that cross-functional teams, which are moldable and adaptable to change, are better at sharing, being responsive, and learning adaptively, which are essential qualities of a digital platform company whose products need to undergo constant iteration and respond to user feedback (Ding, 2026). This is in line with the findings in the literature on management to do with startups that show that innovation, new product development, and absorptive capacity, which entails the capacity to learn and adopt new knowledge, are among the most essential success factors in high-tech start-up performance. Besides, organisational flexibility and strategy implementation can be greatly enhanced through a staffing strategy that supports flexible learning and cross-situational proficiency.

At the highest level, the LookBooker leadership team will include the CEO, the COO, and the Chief Product Officer, whose main tasks will be to define the strategic direction, manage the development of digital platforms, and align the organisation with market goals and opportunities. Digital leadership is also particularly important to startups; the scholarly literature indicates that digital leadership (that is, leaders who know how to leverage digital platform potential and exploit it) considerably enhances business model innovation and organisational flexibility.

The technology and product development unit will consist of software engineers, young professional fashion designers, data scientists, and UX/UI designers. They strive to create, develop, and optimise the digital platform for LookBooker to run smoothly and consistently alongside fashion supply, data, recommendation software, and customer analytics. In the technology team, attention will be paid to cross-team collaboration: a backend engineer and a designer will work with a data analyst to develop new functionality that includes virtual try-ons and personalised stylist suggestions. According to research, these types of integrative team designs facilitate rapid resolution of technical issues and innovation in digital platforms (Maddah & Heydari, 2024).

LookBooker's marketing and community teams will lead the outreach, user acquisition, and brand positioning programs. Such jobs are social media experts, influencer relation managers, content makers, and customer engagement analysts. As the value proposition of LookBooker is a blend of community and fashion knowledge, such teams cannot work independently; they need to collaborate with the product developers to ensure that the communications are going to be received by the user personas (e.g., creative freelancers, sustainable professionals, busy consultants) and reflect the market trends. To create real brand experiences, it will be necessary to staff this unit with people who are familiar with the digital fashion culture and social shopping channels.

Business processes will run day-to-day operations, including customer care, legal matters (particularly compliance with data privacy laws in Europe), finance, and business coordination. More importantly, to maintain service quality, efficient operations are essential, especially for platforms that collect and process personal data. The operations unit of LookBooker will ensure scalable growth through technology-based workflows and effective performance indicators, without damaging user confidence or the integrity of the platform.

2.5.2. Training and Development

Sustainability is at the heart of LookBooker’s identity. Many young European consumers are aware of the negative environmental impact of fast fashion and prefer buying fewer, better-quality items. LookBooker supports this mindset by helping users make the most of what they already own. The app’s wardrobe analytics feature can show users how often they wear each item, encouraging them to reuse and restyle rather than constantly buy new clothes. Talent development at LookBooker does not represent an additional HR practice but strategic organisational performance and innovation. In the case of digital start-ups, there is a high correlation between investment in continuous training and employee development and flexibility, employee engagement, and continued innovative results. A survey shows that systematic training and development not only equip employees with relevant digital skills but also align organisational culture with strategic objectives, improve job satisfaction, and increase retention, all of which are paramount in fast-growing start-ups (Zahrani, 2026).

The new employees will be taken through an onboarding program to help them become part of LookBooker's mission, product vision, and digital culture. Such orientation will involve technical training on platform tools, exposure to agile processes, and mentorship pairing with senior team members to accelerate integration. In addition to onboarding, every employee will receive access to organised learning journeys focused on digital capabilities, product management, data analytics, and customer insights, areas particularly helpful in fashion-tech startups. Online education platforms and in-person workshops will be used to facilitate workplace learning and encourage participation in digital fashion and technology conferences. This aligns with the fact that organisations that invest in digital talent development, especially in digital and soft skills, are well placed to adopt technological changes and remain competitive in the market. The role-based development tracks in LookBooker will support employees at various career stages. For example, engineers will have opportunities to follow the direction of high-quality algorithm development and platform scalability. In contrast, marketing personnel can pursue courses in social analytics, community management, and digital brand strategy.

To develop a culture of continuous innovation, LookBooker will hold regular innovation workshops, cross-team hackathons, and problem-solving sessions. Such efforts promote the development of solutions by employees across several departments (e.g., tech and marketing) by enabling them to exchange ideas and learn more quickly. These collaborative spaces foster a sense of psychological security, increase knowledge sharing, and strengthen the organisation's ability to change and innovate in dynamic markets - markers of successful start-ups.

2.6. Financial Plan

The financial plan for LookBooker is a structured, data-based draft outlining the company's projected economic performance and viability from 2027 to 2031. It integrates revenue forecasts, cost structures, cash flow dynamics, and capital management into a compatible model designed to guide decision-making and growth. The plan includes a financially disciplined enterprise operating on a scaled, subscription-oriented digital platform with minimal fixed costs and stable gross margins exceeding 90%. It indicates consistent revenue expansion from €661,200 to €771,840, moderate growth, a change from early-stage external financing to self-sufficiency, and consistent profitability with net margins around 62%. By maintaining steady liquidity accumulation and ruling out debt by 2029, LookBooker's financial plan represents a framework of sustainable internal growth, operational efficiency, and long-run financial stability and low-volatility.

2.6.1. Assumptions

The assumptions underscoring LookBooker's financial planning are presented as the structural basis for all projected outcomes from 2027 to 2031. Connotative in the data and trends are quantitative and strategic premises with regard to price stability, controlled inflation, workforce consistency, and market growth. The plan oversees constant subscription (€15) and service fees (€20), with sales volume as the primary source of revenue growth. It supposes modest annual inflation of around 5% across salaries, rent, and operating expenses, alongside constant staffing levels—only two employees throughout the forecast period. Another key point of it is steady monthly income distribution without seasonality, supported by predictable customer retention in its digital service modelling. The financing structure assumes one-time initial capital and short-term debt, repaid quickly, with no further borrowing period. In conclusion, the plan relies on stable tax rates, low depreciation after initial investments, and continuous cash accumulation without unpreditable capital outflows. Together with this, those assumptions establish a consistent, low-volatility framework for financial forecast and strategic planning.

2.6.2. Revenue

At Table 3, the revenue table demonstrates LookBooker's projected income from 2027 to 2031, detailing earnings from subscriptions, service fee, and premium chatbox services. It is accompanied by tables showing stable monthly income and consistent year-over-year growth, highlighting a stable and scalable revenue model. The figures collectively indicate a business strategy based on predictable pricing, expanding customer rate, and sustainable long-run income generation.

Table 3. Revenue.

Revenue	2027	2028	2029	2030	2031
Subscription Fee	€180.000	€198.000	€207.900	€218.295	€229.215
Unit Sales	12.000	13.200	13.860	14.553	15.281
Unit Prices	€15	€15	€15	€15	€15
Service Fee	€480.000	€528.000	€554.400	€582.120	€611.220
Unit Sales	24.000	26.400	27.720	29.106	30.561
Unit Prices	€20	€20	€20	€20	€20
Premium Chatbox	€1.200	€1.320	€1.386	€1.455	€1.528
Billable Hours	12	13,2	13,86	14,55	15,28
Hourly Rate	€100	€100	€100	€100	€100
Totals	€661.200	€727.320	€763.686	€801.870	€841.963

Source: Author’s own elaboration from LivePlan.

The revenue forecast from 2027 to 2031 demonstrates a apparent upward trend, exhibiting LookBooker’s capacity to expand its customer baseline and maintain recurring engagement. Total revenue increases from €661,200 in 2027 to €841,963 in 2031, a summative rise of €180,763 (27.3%). Service fees attribute the majority of this revenue, generating €480,000 in 2027 and rising firmly to €611,220 by 2031. This €131,220 increase is driven exclusively by higher unit activity—from 24,000 bookings in 2027 to 30,561 in 2031—while the unit price stays fixed at €20. Such pattern indicates that LookBooker’s growth strategy relies on expanding service volume and satisfaction rather than increasing prices, suggesting confidence in its capacity to attract and retain clients at a constant rate.

The consistency in price policy communicates a competitive positioning strategy aimed at maintaining affordability to encourage repeat membership and market penetration. Subscription revenue, the second-largest contributor, displays an analogous growth dynamics. It rises from €180,000 in 2027 to €229,215 in 2031, an increase of €49,215 (27.3%). This is attributable solely to higher subscription numbers—from 12,000 annual subscriptions to 15,281—while the monthly prices stays fixed at €15.

The parallel growth in both subscription and service units suggests increasing platform loyalty and user engagement across both recurring and transactional revenue streams. Premium chatbox income remains the smallest segment, contributing €1,200 in 2027 and €1,528 in 2031, but its incremental rise reflects enhanced utilisation of support features. Taken all together, the revenue components display a financially stable and strategically consistent model: growth is organic, volume-based, and diversified across income categories, signalling a maturing platform with wide retention outcomes and predictable annual revenue growth.

Both accompanying tables imply these findings: the monthly area table depicts a flat, stable revenue flow—indicating consistent monthly accrual without seasonality—while the annual table illustrates the measured, upward revenue progress over the five years. Collectively, the data portray LookBooker as a financially disciplined enterprise built on reliable income sources, low price volatility, and sustainable growth through customer scaling—proves consistent with a mature subscription-oriented business operating within constant market conditions.

2.6.3. Expenses

Table 4 defines LookBooker's projected operating expenditures from 2027 to 2031, detailing both recurring and one-time costs. It is supported by tables that illustrate stable monthly spending patterns and moderate annual growth, mirroring the company's disciplined approach to expense moderation.

Table 4. Expenses.

Expenses	2027	2028	2029	2030	2031
Advertising/Marketing	€3.900	€3.978	€4.058	€4.139	€4.222
Legal expense	€3.000	€0	€0	€0	€0
Privacy Policy	€1.000	€0	€0	€0	€0
Influencer Collaborations	€6.000	€6.120	€6.242	€6.367	€6.494
Set up/Payment Gateway	€1.000	€0	€0	€0	€0
Software Maintenance of App	€6.000	€6.120	€6.242	€6.367	€6.494
Accountant Fee	€1.200	€1.224	€1.248	€1.273	€1.298
Ofice Rent	€12.000	€12.240	€12.485	€12.735	€12.990
Utilities	€2.400	€2.448	€2.497	€2.547	€2.598
Insurance	€84	€84	€86	€88	€90
Office Supplies	€600	€612	€624	€636	€649
Transportation/Logistics	€3.600	€3.600	€3.600	€3.600	€3.600
Insurance of Property	€300	€312	€318	€324	€330
Camera Safety System	€480	€492	€502	€512	€522
Cleaning Service	€1.200	€1.224	€1.248	€1.273	€1.298
Specialised Work (Stylist)	€72.000	€79.200	€83.160	€87.318	€91.683
Communication Services	€360	€360	€360	€360	€360
Customer Support	€1.200	€1.224	€1.248	€1.273	€1.298
Branding	€200	€0	€0	€0	€0
Totals	**€116.524**	**€119.238**	**€123.918**	**€128.812**	**€133.926**

Source: Author's own elaboration from LivePlan

Advertising/Marketing finances paid acquisition and rises over time from €3,900 to €4,222; Influencer Collaborations pays creators and increases from €6,000 to €6,494; Software Maintenance covers app keeping and also rises from €6,000 to €6,494. Office Rent and Utilities fund facilities, moving gradually from €12,000 to €12,990 and from €2,400 to €2,598, while Accountant Fee, Cleaning Service, Office Supplies, Insurance of Property, Camera System, Customer Support, and general Insurance each item small, standard increases steadily with vendor balance (for example, accountant fee €1,200 to €1,298; cleaning €1,200 to €1,298; supplies €600 to €649; property insurance €300 to €330; camera system

€480 to €522; customer support €1,200 to €1,298; insurance €84 to €90). Transportation/Logistics and Communication Services remain fixed at €3,600 and €360, correspondingly, signalling less expenditure on travel and telecommunication costs.

Specialised Work funds external fashion or creative specialists account for the primary growth actor within expenses, rising each year from €72,000 to €91,683 and covering most of the multi-year increase. Four items are precisely one-time setup costs recorded only in 2027—Legal Expense (€3,000), Privacy Policy (€1,000), Setup/Payment Gateway (€1,000), and Branding (€200)—and then drop to zero, so the expense mixture becomes entirely recurring from 2028 onward. Totals progress smoothly from €116,524 in 2027 to €119,238 in 2028, €123,918 in 2029, €128,812 in 2030, and €133,926 in 2031, showing a single setup increase, mostly inflation-based rise controlled by Specialised Work, with categories supporting stabilise overall growth rate.

Overall, the expense profile composes a sustainable overhead structure dominated by fixed, predictable costs, complementing LookBooker's emphasis on operational stability, cost control, and efficient long-term financial planning.

2.6.4. Personnel

Table 5 depicts LookBooker's projection over workforce structure and related financial benchmarks from 2027 to 2031. It highlights the company's leaning on a two-person team, supported by numbers that visualises stabilised monthly salary expenses and firm annual growth in overall personnel costs.

Table 5. Personnel.

Personnel	2027	2028	2029	2030	2031
Head Count	2	2	2	2	2
Average Salary	€21.000	€22.050	€23.153	€24.311	€25.526
Revenue Per Employee	€330.600	€363.660	€381.843	€400.935	€420.982
Net Profit Per Employee	€199.481	€224.330	€236.252	€249.516	€262.531
Direct Labor	€42.000	€44.100	€46.305	€48.621	€51.051
Fatima (Manager)	€30.000	€31.500	€33.075	€34.729	€36.465
Assistant to the Manager	€12.000	€12.600	€13.230	€13.892	€14.586
Employee Taxes & Benefits	€7.125	€7.481	€7.855	€8.248	€8.660
Totals	**€49.125**	**€51.581**	**€54.160**	**€56.869**	**€59.711**

Source: Author's own elaboration from LivePlan.

The Personnel table presents a remarkably efficient labour structure in which with two employees support the revenue-generating capacity of the business. Despite maintaining a stable headcount from 2027 through 2031, revenue for each employee increases from €330,600 to €420,982—an impressive growth of €90,382 or 27.3%. This upward trend reflects improved labour productivity and indicates that operational systems, technology, and workforce processes are effectively leveraged to scale output without proportional increases in staff moderation. Direct labour costs rises only moderately—from €42,000 in 2027 to €51,051 in 2031—representing a €9,051 rise (21.5%), which stays significantly lower than revenue growth during the exact same period. This large gap between labour costs and corresponding financial output boosts profitability and operational efficiency.

Net profit per employee mirrors such positive trajectory, rising from €199,481 to €262,531, demonstrating that the workforce generates substantially more profit over time. Employee taxes and benefits goes upward proportionally, increasing by €1,535 across five years, indicating stable regulatory compliance costs with no structural disruptions. The salary progress for both the manager (from €30,000 to €36,465) and the assistant (from €12,000 to €14,586) follows a controlled inflation pattern. Overall, the personnel structure provides LookBooker with a significant competitive advantage: high labour efficiency, low overhead growth, and effective employment practices. Such pattern creates an environment where profit expansion is dominated not by workforce expansion but by leveraging existing human capital more effectively.

2.6.5. Assets

Table 6 indicates LookBooker's long-term asset portfolio from 2027 to 2031, detailing the depreciation and retention of both tangible and intangible assets over the five years.

Table 6. Assets.

Assets	2027	2028	2029	2030	2031
Long-term assets	€30.783	€28.517	€26.250	€26.150	€26.050
Server Computer	€3.333	€1.667	€0	€0	€0
Software Application	€5.000	€5.000	€5.000	€5.000	€5.000
Laptops	€667	€333	€0	€0	€0
Monitor	€333	€167	€0	€0	€0
Domain	€50	€50	€50	€50	€50
LookBooker Brand	€1.000	€1.000	€1.000	€1.000	€1.000
App LookBooker	€20.000	€20.000	€20.000	€20.000	€20.000
Office Equipment	€400	€300	€200	€100	€0

Source: Author's own elaboration from LivePlan.

The Assets table highlights the business's asset-light structure, composed by intangible assets such as the LookBooker App (€20,000 consistently across five years) and branded intellectual property (€1,000 across the entire five years). These intangible assets remain fixed and do not depreciate in the conventional sense, providing the company with long-term technological value and brand equity without requiring recurring capital expenditures and so forth. Tangible assets, including the server (€3,333), laptops (€667), and monitors (€333), depreciate gradually and reach zero by 2029. This depreciation pattern is reasonable in terms of the typical lifespan of IT hardware items and ensures accurate financial reports under the regular accounting rules.

This downward change is forecasted and financially safe, given the company's significant reliance on software and digital infrastructure rather than physical equipment. Nominal reinvestment requirements reduce constraint on future cash flows and support the app's scalability. The stable value of the software application and brand indicates sustainable investment in property assets that differentiate the business's uniqueness among others. This asset composition proves a competitive advantage by combining low capital requirements with higher potential for revenue expansion.

2.6.6. Financing

The financing table indicates LookBooker's funding sources, loan repayment timetable, and debt balances from 2027 to 2031, illustrating the company's transition from initial external financing to entirely debt-free operation over time.

Table 7. Financing.

Financing	2027	2028	2029	2030	2031
Amount received	€50.000	€0	€0	€0	€0
Initial Capital (Fatima)	€40.000	€0	€0	€0	€0
Bank Loan	€10.000	€0	€0	€0	€0
Payments	€5.071	€5.532	€461	€0	€0
Bank Loan	€5.071	€5.532	€461	€0	€0
Principal Paid	€4.332	€5.199	€469	€0	€0
Interest Paid	€739	€333	€4	€0	€0
Balance	€5.668	€469	€0	€0	€0
Short-Term Debt	€5.199	€469	€0	€0	€0
Bank Loan	€5.199	€469	€0	€0	€0
Long-Term Debt	€469	€0	€0	€0	€0
Bank Loan	€469	€0	€0	€0	€0

Source: Author's own elaboration from LivePlan.

The financing table gives details on LookBooker's capital structure and loan repayment plans from 2027 to 2031, demonstrating a tactical, self-sustaining financial approach. In 2027, the company secures a total of €50,000 in funding, composed of €40,000 in initial equity from Fatima, owner and a €10,000 bank loan. Loan repayments starts immediately, with overall annual payments of €5,071 in 2027, €5,532 in 2028, and €461 in 2029, after which the debt is fully cleared. Over this period, the principal repayment rose from €4,332 to €5,199, while interest expenses decreased sharply from €739 to just €4, proving an accelerated amortisation pattern. By 2029, both short-term and long-term debt balances—initially €5,668 in 2027—are reduced to zero, demonstrating complete debt elimination within three years. The accompanying information emphasises this trajectory: the area graph indicated a constant upward buildup of financial resources during 2027, while it also illustrates the firm's growing cumulative capital strength through retained earnings rather than further debting. This steady repayment schedule and absence of new financing movements peak LookBooker's bold liquidity position and financial independence.

2.6.7. Income Statements

The projected profit and loss table sums up LookBooker's financial performance from 2027 to 2031, detailing its revenue growth, cost framework, and profitability trends through comprehensive numerical data and depictions.

Table 8. Income Statements.

Projected Profit & Loss	2027	2028	2029	2030	2031
Revenue	€661.200	€727.320	€763.686	€801.870	€841.963
Subscription Fee	€180.000	€198.000	€207.900	€218.295	€229.215
Unit Sales	12.000	13.200	13.860	14.553	15.281
Unit Prices	€15	€15	€15	€15	€15
Service Fee	€480.000	€528.000	€554.400	€582.120	€611.220
Unit Sales	24.000	26.400	27.720	29.106	30.561
Unit Prices	€20	€20	€20	€20	€20
Premium Chatbox	€1.200	€1.320	€1.386	€1.455	€1.528
Billable Hours	12	13,2	13,86	14,55	15,28
Hourly Rate	€100	€100	€100	€100	€100
Direct Costs	€42.000	€44.100	€46.305	€48.621	€51.051
Direct Salaries & Wages	€42.000	€44.100	€46.305	€48.621	€51.051
Fatima (Manager)	€30.000	€31.500	€33.075	€34.729	€36.465
Assistant to the Manager	€12.000	€12.600	€13.230	€13.892	€14.586
Gross Profit	€619.200	€683.220	€717.381	€753.249	€790.912
Gross Margin	94%	94%	94%	94%	94%
Operating Expenses	€123.649	€126.719	€131.773	€137.060	€142.586
Employee Taxes & Benefits	€7.125	€7.481	€7.855	€8.248	€8.660
Advertising/Marketing	€3.900	€3.978	€4.058	€4.139	€4.222
Legal expense	€3.000	€0	€0	€0	€0
Privacy Policy	€1.000	€0	€0	€0	€0
Influencer Collaborations	€6.000	€6.120	€6.242	€6.367	€6.494
Set up/Payment Gateway	€1.000	€0	€0	€0	€0
Software Maintenance of App	€6.000	€6.120	€6.242	€6.367	€6.494
Accountant Fee	€1.200	€1.224	€1.248	€1.273	€1.298
Office Rent	€12.000	€12.240	€12.485	€12.735	€12.990
Utilities	€2.400	€2.448	€2.497	€2.547	€2.598

Projected Profit & Loss	2027	2028	2029	2030	2031
Insurance	€84	€84	€86	€88	€90
Office Supplies	€600	€612	€624	€636	€649
Transportation/Logistics	€3.600	€3.600	€3.600	€3.600	€3.600
Insurance of Property	€300	€312	€318	€324	€330
Camera Safety System	€480	€492	€502	€512	€522
Cleaning Service	€1.200	€1.224	€1.248	€1.273	€1.298
Specialised Work (Stylist)	€72.000	€79.200	€83.160	€87.318	€91.683
Communication Services	€360	€360	€360	€360	€360
Customer Support	€1.200	€1.224	€1.248	€1.273	€1.298
Branding	€200	€0	€0	€0	€0
Operating Income	€495.551	€556.501	€585.608	€616.189	€648.326
Interest Expense	€739	€333	€4	€0	€0
Income Taxes	€93.584	€105.241	€110.834	€117.057	€123.163
Depreciation and Amortisation	€2.267	€2.267	€2.267	€100	€100
Total Expenses	€262.239	€278.660	€291.183	€302.838	€316.900
Net Profit	€398.961	€448.660	€472.503	€499.032	€525.063
Net Profit Margin	60%	62%	62%	62%	62%

Source: Author’s own elaboration from LivePlan.

Revenue rises from €661,200 in 2027 to €841,963 in 2031, led by the Service Fee increasing from €480,000 to €611,220, while Subscription Fee grows from €180,000 to €229,215. Unit growth leads the gains (subscriptions from 12,000 to 15,281 units; services from 24,000 to 30,561 units) at fixed prices of €15 and €20, growth is volume-led rather than price-led. Direct costs stays very low (changing from €42,000 to €51,051), keeping the gross margin at 94 per cent and changing gross profit from €619,200 to €790,912. Operating expenses grow moderately (from €123,649 to €142,586); the largest increase is Specialised Work (Stylist), rising from €72,000 to €91,683, while several items, such as legal, branding, and payment gateway are down to zero after the first year, it is improving operating leverage.

Operating income rises from €495,551 to €648,326 as scale overtakes operating expenses. Below the operating line, interest expense decreases to zero by 2030 and depreciation declines after 2029, leaving income taxes as the main change (from €93,584 to €123,163). Net profit shifts from €398,961 to €525,063, sustaining a very strong 60 to 62 per cent margin, which is unpredictably high for a service-based model and is compromised by small direct costs and controlled overheads. Demand scales confidently at steady prices; profitability is essentially sensitive to fashion stylist costs and tax rates. Opportunities contain negotiating Specialised Work rates, realising to curb operating expense growth, and experimenting special price increases given the constant high margins.

2.6.8. Projected Balance Sheet

Table 9 presents the balance sheet for LookBooker from 2027 to 2031, highlighting the company's improvement in assets, liabilities, and equity over the five-year projection period.

Table 9. Projected Balance Sheet.

Projected Balance Sheet	2027	2028	2029	2030	2031
Assets	€550.886	€1.007.272	€1.249.344	€1.505.813	€1.775.220
Current Assets	€520.103	€978.756	€1.223.094	€1.479.663	€1.749.170
Cash	€515.183	€973.344	€1.217.411	€1.473.697	€1.742.905
Accounts Receivable	€4.920	€5.412	€5.683	€5.966	€6.266
Long-Term Assets	€30.783	€28.517	€26.250	€26.150	€26.050
Long-Term Assets	€33.050	€33.050	€33.050	€33.050	€33.050
Accumulated Depreciation	(€2.267)	(€4.533)	(€6.800)	(€6.900)	(€7.000)
Liabilities & Equity	€550.886	€1.007.272	€1.249.344	€1.505.813	€1.775.220
Liabilities	€111.925	€119.651	€125.471	€132.424	€139.300
Current Liabilities	€111.456	€119.651	€125.471	€132.424	€139.300
Accounts Payable	€0	€0	€0	€0	€0
Income Taxes Payable	€93.584	€105.241	€110.834	€117.057	€123.163
Sales Taxes Payable	€12.673	€13.941	€14.637	€15.367	€16.137
Short-Term Debt	€5.199	€469	€0	€0	€0
Long-Term Liabilities	€469	€0	€0	€0	€0
Long-Term Debt	€469	€0	€0	€0	€0
Equity	€438.961	€887.621	€1.123.873	€1.373.389	€1.635.920
Paid-In Capital	€40.000	€40.000	€40.000	€40.000	€40.000
Retained Earnings	€0	€398.961	€611.370	€834.357	€1.070.858
Earnings	€398.961	€448.660	€472.503	€499.032	€525.063

Source: Author's own elaboration from LivePlan.

Total assets shift from €550,886 in 2027 to €1,775,220 in 2031, with almost the whole growth compiling in cash, which rises from €515,183 to €1,742,905. Current assets expand from €520,103 to €1,749,170, while accounts receivable increase moderately from €4,920 to €6,266, indicating collections and a largely cash-oriented operating model. Long-term assets are constant around €33,050 gross, with accumulated depreciation increasing from €2,267 to €7,000, keeping net long-term assets relatively stable (€30,783 to €26,050). The balance sheet is thus increasingly liquid, along with a very high cash ratio, consistent with strong internal cash accumulation and controlled capital expenditure.

On the financing part, liabilities are up from €111,925 to €139,300, led mainly by income taxes payable rising from €93,584 to €123,163 and sales taxes payable from €12,673 to €16,137, while debt is fully paid by 2029 (short-term debt changes from €5,199 to zero; long-term debt from €469 to zero). Equity increases substantially from €438,961 to €1,635,920, empowered by retained earnings growing from €0 to €1,070,858 and annual earnings from €398,961 to €525,063. The project builds a cash-led, low-debt balance sheet powered by uninterrupted profitability and fair reinvestment requirements. Main implications present high capacity to self-funded growth, incorporate shocks, or distribute dividends evenly; the primary short-term obligations are tax-related rather than supplier or debt repayments, which reduces refinancing risk in the long-run but focuses on cash planning around tax periods.

2.6.9. Projected Cash Flow

At Table 10, the cash flow statement summarises LookBooker's liquidity performance between 2027 and 2031, detailing the company's capacity to generate, invest, and distribute cash through its operating, investing, and financing cycles.

Table 10. Projected Cash Flow.

Projected Cash Flow	2027	2028	2029	2030	2031
Net Cash from Operations	€502.565	€463.360	€480.788	€505.802	€531.738
Net Profit	€398.961	€448.660	€472.503	€499.032	€525.063
Depreciation and Amortisation	€2.267	€2.267	€2.267	€100	€100
Change in Accounts Receivable	(€4.920)	(€492)	(€271)	(€283)	(€300)
Change in Accounts Payable	€0	€0	€0	€0	€0
Change in Income Tax Payable	€93.584	€11.657	€5.593	€6.223	€6.106
Change in Sales Tax Payable	€12.673	€1.268	€696	€730	€770
Net Cash from Investing	(€33.050)	€0	€0	€0	€0
Assets Purchased or Sold	(€33.050)	€0	€0	€0	€0
Net Cash from Financing	€45.668	(€5.199)	(€236.721)	(€249.516)	(€262.531)
Investments Received	€40.000	€0	€0	€0	€0
Dividends & Distributions	€0	€0	(€236.252)	(€249.516)	(€262.531)
Change in Short-Term Debt	€5.199	(€4.730)	(€469)	€0	€0
Change in Long-Term Debt	€469	(€469)	€0	€0	€0
Cash at Beginning of Period	€0	€515.183	€973.344	€1.217.411	€1.473.697
Net Change in Cash	€515.183	€458.161	€244.068	€256.286	€269.207
Cash at End of Period	€515.183	€973.344	€1.217.411	€1.473.697	€1.742.905

Source: Author's own elaboration from LivePlan.

Operating cash flow is significantly strong, rising from €502,565 in 2027 to €531,738 in 2031, and closely follows net profit growth from €398,961 to €525,063. Non-cash charges are minimal (depreciation and amortisation of €2,267 through 2029, then €100), the principal bridge from profit to cash is the increase in tax payables and the working capital needs. Income taxes payable add up €93,584 to cash in 2027, followed by small additions each year, while sales taxes payable add €12,673 in 2027. Accounts receivable increases are modest every year (from €4,920 to €300 in cash uses), indicating rapid collections and mainly cash-based sales. Investing cash flow indicates a single equipment or software purchase of €33,050 in 2027 and no additional investing outflow funds, underscoring a low reinvestment requirement compared to earnings.

Financing flows demonstrates an initial €40,000 capital stimulus and small net borrowing in 2027, followed by debt repayment in 2028 and no debt after the operation. From 2029 onward, substantial cash is returned to owners via dividends and distributions of €236,252 in 2029, €249,516 in 2030, and €262,531 in 2031, funded by operations. Despite these payments, total cash still increases from €515,183 at the end of 2027 to €1,742,905 by 2031, annual net cash increases of €458,161 to €269,207 over 2028 to 2031. The business transposes profit to cash effiectively, it also needs little capital expenditure, and may both wind-down and distribute substantial cash while sustaining its cash reserves. The key timing consideration is tax-related liabilities, which briefly lift operating cash but demand cautious planning around payment timeline to eliminate liquidity shocks.

2.6.10. Evaluation

LookBooker's five-year projections highlight a volume-led growth planning with prices kept constant, boosting total revenue from €661,200 to €841,963 (+27%) while sustaining a remarkably high gross margin (~94%). Operating expenses shifts modestly (≈15%), it is below revenue growth, expanding operating income to €648,326 and surging net profit from €398,961 to €525,063 (+32%), proving strong operating leverage. Liquidity is empowered materially as cash accumulates to €1.74m by 2031, with nominal liabilities and no new financing after launch—an indicator of rigid cash conversion and low solvency risk. The asset baseline remains light and software-centric, maintaining reinvestment needs low and supporting preserved margin quality. Consequently, the numbers indicate a scalable platform with predictable growth, lifting profitability, and financial flexibility to reinvest or distribute without external capital.

This chapter provides a comprehensive financial analysis of the business based on the five-year projections. The evaluation embodies profitability assessment, liquidity and solvency ratios, efficiency performance indicators, break-even point, scenario-based stress testing, net present value (NPV) analysis, and sensitivity analysis. In conclusion, these elements suggest a complementary view of the company's financial sustainability and operational resilience.

The profitability performance shown in Table 11 demonstrates a highly strong margin structure.

Table 11. Profitability Metrics.

Year	Revenue	Gross Profit	Net Profit	Gross Margin	Net Margin
2027	€661,200	€619,200	€398,961	93.7%	60.3%
2028	€727,320	€683,220	€448,660	94.0%	61.7%
2029	€763,686	€717,381	€472,503	94.0%	61.8%
2030	€801,870	€753,249	€499,032	94.0%	62.2%
2031	€841,963	€790,912	€525,063	94.0%	62.4%

Source: Self-elaboration.

Gross margins remain at around 94% throughout the projection period, showing a business model with small direct delivery costs and high scalability. Such margins are features of digital platforms, where additional customers reinforce almost trivial incremental costs. Net margins remain highly strong, rising from 60.3% to 62.4%, highlighting that operating expenses go up at a slower rate than revenue. This improvement signals efficient cost management, operational scalability, and essential capacity for profit retention. Consequently, the profitability metrics proves a financially resilient and increasingly efficient business plan.

The liquidity and capital structure indicators reflect a primarily strong financial foundation at Table 12.

Table 12. Liquidity and Capital Structure Indicators.

Year	Current Assets	Current Liabilities	Current Ratio	Total Liabilities	Equity	Debt-to-Equity
2027	€520,103	€111,456	4.67	€111,925	€438,961	0.255
2028	€978,756	€119,651	8.18	€119,651	€887,621	0.135
2029	€1,223,094	€125,471	9.75	€125,471	€1,123,873	0.112
2030	€1,479,663	€132,424	11.18	€132,424	€1,373,389	0.096
2031	€1,749,170	€139,300	12.55	€139,300	€1,635,920	0.085

Source: Self-elaboration.

The current ratio increases sharply over the forecasting period, moving from 4.67 to 12.55, indicating a seemingly comfortable barrier of liquid assets with regard to short-term liabilities. This high liquidity imposes both operational stability and financial flexibility. Additionally, the debt-to-equity ratio presents a consistent downward shift, reaching 0.085 by 2031. Such low leverage reflects less dependence on debt financing and a strategically conventional approach to capital management. Taking into account above-mentioned arguments, these indicators demonstrate that the organisation is well positioned to meet its obligations, endure economic fluctuations, and finance continuous operations with internally generated cash rather than external borrowing.

The efficiency ratios presented in Table 13 indicate that the enterprise maximises returns on both assets and equity during the projection cycles.

Table 13. Efficiency Ratios: ROA and ROE.

Year	Net Profit	Total Assets	ROA	Equity	ROE
2027	€398,961	€550,886	72.4%	€438,961	90.9%
2028	€448,660	€1,007,272	44.5%	€887,621	50.5%
2029	€472,503	€1,249,344	37.8%	€1,123,873	42.0%
2030	€499,032	€1,505,813	33.1%	€1,373,389	36.3%
2031	€525,063	€1,775,220	29.6%	€1,635,920	32.1%

Source: Self-elaboration.

The initial ROA of 72.4% and ROE of 90.9% are notably high, driven by a low initial asset and equity base and strong profitability. As accumulated earnings grow the asset and equity base, both ratios gradually normalise; however, they remain significantly high over typical industry standards. This sustained performance indicates a highly efficient use of resources and an operational modelling that is capable of preserving strong returns for shareholders. The downfall in ratios over time reflects increased capital accumulation rather than weaker operational effectiveness.

The break-even analysis displayed in Table 14 indicates that the business reaches profitability at a relatively low operational threshold.

Table 14. Break-Even Analysis.

Component	Amount
Fixed Costs	€94,916
Variable Costs	€72,000
Contribution Margin	€589,200
Contribution Margin Ratio	0.8915
Break-Even Revenue	€106,495
Average Unit Price	€18.37
Break-Even Units	5,798

Source: Self-elaboration.

With break-even revenue of €106,495—nearly 16% of the annual revenue—the organisation benefits from a substantial margin of safety. This is mainly driven by the high contribution margin ratio of 89.15%, indicating a scalable service model with limited variable costs. Achieving break-even point at only 5,798 units, compared to projected unit sales of 36,000, highlights strong operational leverage and the ability to maintain profitability under a broader range of market conditions. This signifies the enterprise's financial resilience and low-risk profile.

The base-case scenario presented in Table 15 represents the expected performance under normal operating conditions.

Table 15. Base Case Financial Performance.

Category	Amount
Revenue	€661,200
Total Costs	€262,239
Net Profit	€398,961

Source: Self-elaboration.

The resulting net profit of €398,961 shows that the business easily exceeds break-even requirements and performs consistently within its economic assumptions. The base case assists as a reference point for evaluating various scenarios and provides a stable standard representing realistic market expectations and conditions.

The pessimistic scenario in Table 16 assesses the business's performance under adverse economic conditions, including a significant reduction in revenue and a simultaneous increase in operating costs.

Table 16. Pessimistic Scenario.

Category	Amount
Revenue (–20%)	€528,960
Total Costs (+10%)	€288,463
Net Profit	€240,497

Source: Self-elaboration.

Despite these opposing adjustments, the enterprise remains profitable, generating net income of € 240,497. This validates strong fundamental resilience in the business model, aided by high margins and a low variable cost. The ability to sustain profitability under highly stressed conditions highlights the firm's capacity to endure economic volatility and keep operational viability in tact.

The optimistic scenario shown in Table 17 illustrates the potential positive scenario of the business under favourable conditions, including boosted revenue and improved cost efficiencies.

Table 17. Optimistic Scenario.

Category	Amount
Revenue (+20%)	€793,440
Total Costs (–5%)	€249,127
Net Profit	€544,313

Source: Self-elaboration.

Under this scenario, net profit expands to €544,313, significantly exceeding both the base and pessimistic cases. This result highlights the business model's scalability and suggests that strategic initiatives—such as integrated marketing, partnerships, or technological improvements—could yield substantial financial benefits. The optimistic scenario underlies the enterprise’s potential for ascending growth and profitability rate.

The net present value analysis in Table 18 provides strong evidence of the impact’s financial viability.

Table 18. Net Present Value (NPV) Analysis.

Year	Net Cash from Operations	Discount Factor (12%)	Present Value
2027	€502,565	0.8929	€448,719
2028	€463,360	0.7972	€369,365
2029	€480,788	0.7118	€342,227
2030	€505,802	0.6355	€321,437
2031	€531,738	0.5674	€301,711
Total PV of Cash Flows	—	—	€1,783,459
Initial Investment	—	—	€50,000
NPV	—	—	€1,733,459

Source: Self-elaboration.

With a total present value of €1,783,459 and an NPV of €1,733,459 after debiting the initial investment, the project demonstrates important value creation. A positive and growing NPV indicates that future cash flows surpass the cost of capital and that the project brings in attractive returns for investors. This effect validates the enterprise's long-term financial sustainability and signifies its suitability for investment and growth.

Table 19 provides an assessment of the sensitivity of net profit to changes in key operational variables.

Table 19. Sensitivity Analysis.

Variable	Change Tested	Impact (€)	Impact (%)
Service Price	±20%	±€96,000	±24%
Subscription Price	±20%	±€36,000	±9%
Fashion Designer Cost	±20%	±€14,400	±3.6%
Direct Labor	±20%	±€8,400	±2.1%

Source: Self-elaboration.

The service price indicates the highest volume of sensitivity, with a 20% variation resulting in a €96,000 (24%) change in net profit. This prospect is in accordance with the revenue structure, where service fees compose the largest part of income. Subscription price shows a moderate impact, while changes in cost-related variables have comparatively minor effects. The analysis justifies that profitability is far more sensitive to revenue fluctuations than to cost variations, highlighting the strategic importance of pricing decisions and demand management.

Conclusion

LookBooker is an innovative service in the rapidly changing fashion-technology market, integrating digital wardrobe management, socialisation, and environmentally conscious features into a single platform. The application occupies a unique market position, providing affordable, customised fashion to middle-class users, students, and busy professionals by addressing a clear market gap. The company uses a freemium business model that derives revenue from premium subscriptions, affiliate relationships, brand partnerships, and in-app curated advertising, making the business sustainable while also creating value for users. Competitor research and market analysis demostrate that although several apps offer capabilities to organise the wardrobe or serve as a source of social inspiration, none combine these functions with collaboration with influencers and sales alerts, which give LookBooker a significant competitive edge. Moreover, the app aligns with new consumption trends, such as personalisation, conscious fashion, and mobile-first shopping. It thus serves the target population of Gen Z and Millennial individuals. LookBooker can transform personal styling, improve wardrobe efficiency, and support sustainable fashion practices, thereby becoming a key actor in the fashion-technology ecosystem, thanks to a well-communicated marketing strategy and advanced technology base.

The development of this business plan also demonstrates the relevance of combining entrepreneurial innovation with current transformations in consumer behaviour. LookBooker is positioned not only as a digital fashion service but also as a response to broader changes in how consumers relate to clothing, identity, convenience, and sustainability. By encouraging users to make better use of the items they already own, the platform may foster more conscious fashion consumption and reduce unnecessary purchases. This sustainability-oriented dimension strengthens the project's value proposition and aligns it with contemporary concerns about responsible consumption and circular fashion.

From a business perspective, the financial projections indicate that the project has the potential to become economically viable, particularly due to its scalable digital model, recurring revenue streams and relatively low variable costs. The analysis of profitability, liquidity, break-even point, net present value and sensitivity suggests that LookBooker may generate attractive returns under the assumptions considered. Nevertheless, these projections should be interpreted with caution, as the business's actual performance will depend on factors such as user acquisition, conversion from free to premium accounts, customer retention, marketing effectiveness, technological development costs, and competitive pressure.

The study also presents some limitations that should be acknowledged. The business plan is mainly based on secondary data, market analysis, competitor observation and financial assumptions. Therefore, future work should include primary data collection, such as surveys, interviews or usability tests with potential users, in order to validate market acceptance, willingness to pay and the most valued platform features. The development of a minimum viable product would also be an important next step, allowing the concept to be tested in real market conditions before a broader launch.

Overall, LookBooker has the potential to transform personal styling, improve wardrobe efficiency and support more sustainable fashion practices. Its success will depend on the company’s ability to validate the proposed assumptions, develop a reliable and user-friendly platform, attract a critical mass of users and adapt continuously to changes in the fashion-technology ecosystem.

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