



CoolAndLovely

CoolAndLovely gives fashion brands, creators and shoppers one governed home for style — storefront, shoppable look and wardrobe on the same record.

Brand storefronts

Shoppable looks

Digital wardrobe

Creator collaborations

Governed by default

PARTNER
CHEAT SHEET
COOLANDLOVELY.COM

WHAT IT IS

A fashion platform where brands run storefronts, creators publish shoppable looks, and shoppers keep a wardrobe — on one record.

30-SECOND PITCH

Fashion runs on a storefront builder, a feed and a spreadsheet of creator deals that never talk. CoolAndLovely puts brands, creators and shoppers on one governed record: same piece, catalogue to closet. Free to start.

PROBLEM WE SOLVE

- Discovery never connects to what you own
- Creator deals live in DMs and spreadsheets
- Brands rent their audience from social feeds
- Full closet, no idea what is in it

VALUE PROPOSITION

- One record from catalogue to closet
- Storefront lifecycle with review, not a toggle
- Collaborations with a brief, fee and trail
- Permissions and audit inherited, not rebuilt

IDEAL CUSTOMER

Independent and growing fashion brands, creator agencies, and style marketplaces

Not a fit: Anyone needing on-platform checkout or resale today

WHO YOU ARE TALKING TO

Brand founder — Stop renting your customer relationships

Merchandiser — Plan the drop in one place

Creator — Get paid on a real record

Enterprise admin — Every action scoped and attributable

TOP USE CASES

- Launch a reviewed brand storefront
- Plan and publish a seasonal drop
- Publish shoppable looks from real pieces
- Run a governed creator collaboration
- Wardrobe with wear and cost-per-wear

CAPABILITIES

- Brand storefronts
- Seasonal collections
- Style item catalogue
- Bulk catalogue import
- Shoppable looks
- Creator collaborations
- Digital wardrobe
- Lookbook boards
- Style profile
- Discover and Trends

PRICING

Free	\$0
Pro	\$29/mo
Boutique	\$149/mo
Enterprise	Custom
Free to start; Pro \$29, Boutique \$149; Enterprise custom	

COMPETITIVE LANDSCAPE

Lyst — Ownership and wardrobe, not just an affiliate link

Depop — Official storefronts and paid collaborations, not resale

Stylebook — Wardrobe linked to live catalogue, any device

Pinterest — Saved inspiration becomes an owned, worn wardrobe

WHY US

- Same piece, catalogue to creator to closet
- Storefront and collaboration lifecycles are enforced
- Taste you declared, ranking you can inspect
- Workspace permissions and audit come free

PROOF & CREDIBILITY

- Access checked on every operation, at the edge
- Every write recorded with actor and target
- Data hosted in India, encrypted throughout

DEMO

Free account at app.coolandlovely.com, or book a guided walkthrough with Vignesh

TALKING POINTS

- Free tier is the whole product, quota-limited
- Flat fee by catalogue, not per seat
- India pricing is a band, not a discount
- Roadmap items are labelled roadmap publicly

OBJECTION HANDLING

"Why not just use Shopify?"

Shopify sells; this connects the creator, the look and the wardrobe.

"You are a small company"

Free tier, monthly billing, exportable data — your downside is limited.

"Can shoppers check out there?"

Not yet; checkout is roadmap, so it links to yours.

DISCOVERY QUESTIONS

- How do you run creator deals today?
- Where does your catalogue actually live?
- Who approves a storefront going live?
- How many labels under one team?
- What happens when a collection ends?

SPOT A GOOD OPPORTUNITY

- Creator deals tracked in a spreadsheet
- Rising paid-social costs, falling reach
- Several labels, one merchandising team
- Wants an audit trail on storefronts
- Needs on-platform checkout and payouts now
- Wants resale or price aggregation

HOW TO INTRODUCE US

"They are a fashion platform where the storefront, the creator's look and the shopper's wardrobe sit on one record."

LEAD HANDOFF

Send Vignesh the company, the contact, what they sell, and what is breaking today.

PARTNER COMMERCIALS

10% to 15% of first-year revenue, or up to 15% reseller margin.

USEFUL LINKS

Product website coolandlovely.com

Web app app.coolandlovely.com

Documentation docs.coolandlovely.com

Use-case walkthroughs
coolandlovely.com/use-cases

Comparison pages coolandlovely.com/vs

TALK TO US

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