

SALES & PARTNER PLAYBOOK

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

FASHION & LIFESTYLE

CURATED TRENDS

TEXTURES

COLORS

SILK
WEAVE

Dusty Rose
TEXTURE

PREPARED BY

Burdenoff Consultancy Services Pvt. Ltd.

PRODUCT

coolandlovely.com

BOOK A CALL

calendly.com/vignesh-burdenoff/1-1



00 How to use this playbook

Read the cheat sheet before a meeting and this playbook before a first call. The pages you will use most are the problems, the objections and the discovery questions — they carry the words that get a prospect talking. Where a capability is marked in progress or planned, say so out loud; the product's own website labels the same things the same way, so a partner who oversells will be caught within one browsing session.

IN A HURRY

Read sections 01–03 and 18. That is enough to recognise an opportunity and open a conversation.

BEFORE A MEETING

Add 06–08, 10 and 16 — who buys, what they buy, what it costs, and what they will push back on.

HANDING OVER A LEAD

Sections 19–22 tell you exactly what to send, to whom, and what you earn for it.

CONTENTS

01 Product Overview

02 One-Line Pitch

03 30-Second Elevator Pitch

04 Problem We Solve

05 Value Proposition

06 Ideal Customer Profile

07 Buyer Personas

08 Top Use Cases

09 Product Capabilities

10 Pricing & Plans

11 Competitive Landscape

12 Why Us / Differentiators

13 Customer Proof & Credibility

14 Demo Information

15 Sales Talking Points

16 Objection Handling

17 Discovery / Qualification Questions

18 How to Identify a Good Opportunity

19 How to Introduce Us

20 Lead Handoff Process

21 Partner / Referral Commercials

22 Contact Information

23 Useful Links & Sales Assets

24 Product Mockups — Complete Visual Appendix

01 Product Overview

COOLANDLOVELY.COM

CoolAndLovely is a fashion and lifestyle platform that brings three sides of the style world onto one shared record. Brands launch a storefront, group pieces into seasonal collections, and list style items with price, colourways, sizes and materials. Creators publish looks — complete outfits built from real catalogue pieces, with a styling note on each — and run collaborations with brands that carry a brief, a role, a fee and a lifecycle. Shoppers set a style profile, catalogue the wardrobe they already own, log what they actually wear, and clip pieces and looks into themed lookbooks. Because all of it lives in one workspace, a piece a brand lists is the same piece a creator styles and a shopper owns, with no screenshots and no re-keying.

CATEGORY

Fashion and lifestyle commerce platform for independent and growing brands, creators and stylists, and the shoppers who follow them.

WHERE IT STANDS TODAY

Live and free to start, and early. The catalogue, wardrobe, social and governance layers are built and in use; on-platform checkout, creator payouts, AI styling and natural-language search are not. There are no public reference customers, no published usage figures and no completed third-party security certification yet.

HOW CUSTOMERS GET IT

Cloud service, used in any modern browser and installable to a home screen; nothing to host. Sign-up is self-serve on the free plan, with single sign-on available and enforced on enterprise agreements. Customer data is stored and processed in India. Enterprise agreements can add a dedicated tenant, data-residency terms or self-hosting. Onboarding for a brand is a storefront, a collection and a catalogue load — a bulk import creates a storefront, its collections and its pieces in one pass.

Web app in any modern browser, installable to a home screen

Public website with pricing, comparison pages and use-case walkthroughs

Documentation site, still being filled out

A GraphQL API for integrations and automation

An in-product assistant that acts on the screen you already have open

A tool surface for external AI agents, in progress

Native iOS and Android apps, in progress

Command line, Node and Python libraries and browser and editor extensions, planned

02 One-Line Pitch

SAY EXACTLY THIS

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

SHORTER, FOR A CHAT MESSAGE

Where a brand's piece becomes a creator's look and a shopper's wardrobe.

THE CATEGORY SENTENCE

CoolAndLovely is a fashion and lifestyle platform for independent brands, creators and style-conscious shoppers who want discovery, ownership and collaboration in one place.

03 30-Second Elevator Pitch

SPOKEN, ROUGHLY 30 SECONDS

"Fashion is run across three systems that never speak: a storefront builder, a social feed, and a spreadsheet of creator deals. CoolAndLovely puts all three sides on one record. A brand launches a storefront and a seasonal drop; a creator publishes a shoppable look built from those exact pieces; a shopper clips it into a lookbook and logs it into the wardrobe they already own. Same piece, one trail, permissions and audit built in. It runs in the browser today and it is free to start."

IF THEY ARE TECHNICAL

CoolAndLovely is one federated fashion domain — catalogue, wardrobe and social — behind a single API, so a brand storefront, a published look and a wardrobe entry all resolve through the same gateway with the same identity. Authorisation is checked at the edge on every operation, every write is filtered to the customer's own workspace, and lifecycles like storefront publish and collaboration status are enforced state machines rather than free-text fields. Files, comments, tags, billing, notifications and translations come from shared platform services rather than being rebuilt inside the product.

IF THEY ARE A BUSINESS BUYER

A brand on CoolAndLovely owns the customer relationship instead of renting it from a social platform: its own storefront, its own seasonal drops, and creator partnerships that carry a brief, a fee and a paper trail. Because the same catalogue piece flows into creator looks and shopper wardrobes, the brand finally sees how its clothes are actually styled and worn, not just what sold. Plans start free and are priced by catalogue size, not by how many merchandisers log in.

04 Problem We Solve

These are the binds that make a prospect lean forward. You will usually hear the first three in the language of frustration rather than as a requirement, so listen for the story, not the term.

Discovery never connects to ownership

Who feels it: Shoppers, and the brands trying to reach them

What it costs them: Inspiration is saved in one app, bought on another and forgotten in a wardrobe nobody has catalogued, so the same mistake gets bought twice and the brand learns nothing from either purchase.

How CoolAndLovely answers it: A saved piece stays the live catalogue record. It can be clipped into a lookbook, added to a digital wardrobe and logged as worn, so the trail from seeing something to wearing it is one object rather than four screenshots.

Brands rent their audience from a social feed

Who feels it: Founders and marketing leads at independent and emerging labels

What it costs them: Reach falls when an algorithm changes, paid acquisition costs climb every year, and none of the follower relationship is exportable or owned.

How CoolAndLovely answers it: The brand gets its own storefront with a handle, its aesthetics, its imagery and its seasonal drops, discoverable to shoppers whose declared taste actually matches the label — and the shopper relationship sits in the brand's own workspace.

Creator deals live in direct messages and a spreadsheet

Who feels it: Brand partnership leads and the creators they work with

What it costs them: Nobody can say what was agreed, what was delivered or what is owed, and the resulting content is never attributable back to the deal that paid for it.

How CoolAndLovely answers it: A collaboration is a real object with a title, a brief, a participant role, a fee and currency, date windows and an enforced lifecycle from proposed through accepted and in progress to published. A published look and a produced collection can be credited back to it.

A full closet and still nothing to wear

Who feels it: Style-conscious and time-poor shoppers

What it costs them: People wear a fraction of what they own, rebuy near-duplicates, and cannot tell which purchases earned their money.

How CoolAndLovely answers it: The digital wardrobe records what a shopper owns, wishes for, was gifted or bought, with a photo and notes. One tap logs a wear, which increments the count and stamps the date, and a recorded purchase price turns that into cost per wear.

Inspiration is scattered across screenshots and saved posts

Who feels it: Shoppers and stylists building an idea for an occasion

What it costs them: Boards of dead images that cannot be shopped, priced or shared usefully, so an idea rarely turns into an outfit.

How CoolAndLovely answers it: Lookbook boards clip the live catalogue piece or a saved look rather than an image, with a note and an order per entry, so the board stays connected to real pieces and can be private, shared or published.

Brand teams get no access control over their storefront

Who feels it: Multi-label brand houses, marketplaces and agencies

What it costs them: Everyone with the password can publish anything, there is no review step before a storefront goes live, and no record of who changed what.

How CoolAndLovely answers it: Access is checked by role on every operation before it reaches the product, storefronts move through a reviewed publish lifecycle that rejects illegal jumps, and every change is recorded with the actor, the target and the result.

Launching a storefront means assembling a stack

Who feels it: Emerging labels and boutiques without an engineering team

What it costs them: A commerce platform, a scheduling tool, a file store, a translation layer and an access-control story, all separately bought and separately broken.

How CoolAndLovely answers it: Storefronts, collections, catalogue, files, comments, tags, notifications, billing, translations and accessibility arrive as one product on the free plan, and a bulk import stands up a brand, its collections and its pieces in a single pass.

05 Value Proposition

Five things a partner can promise without checking with us first. Each one is visible in the product within a few minutes of signing in.

One record from catalogue to closet

A style item listed by a brand is the same object a creator tags into a look, a shopper clips into a lookbook, and a wardrobe entry links back to. Nothing is copied between systems, so price, colourways and availability do not drift, and a brand can see how its pieces are actually styled and worn rather than only what sold.

Evidence: Looks are composed of real catalogue pieces with a styling note each; wardrobe entries carry an optional link to the catalogue piece they came from.

Storefronts and partnerships that behave like agreements

A storefront is not an on/off switch. It moves draft, pending review, published, suspended, archived, and an illegal jump is refused rather than quietly applied. Collaborations follow the same discipline, so a deal has a state everyone can see instead of a thread of messages.

Evidence: Both lifecycles are enforced in the service and every transition is recorded on the activity trail.

Governance a small brand could never build

Role-based access is checked on every operation before a request reaches the product, every write is confined to the customer's own workspace, and shopper-private data — profile, wardrobe, boards — is scoped to the person it belongs to. Sign-on, audit, billing, translations and accessibility come from the shared platform rather than being rebuilt here.

Evidence: Six seeded roles ship with every workspace — style director, brand manager, merchandiser, creator, shopper and analyst — across nine governed resource types.

Taste the shopper declared, ranking they can inspect

Most fashion apps infer taste by watching behaviour. CoolAndLovely asks: palette, aesthetics, sizes and favourite brands are an editable record the shopper owns, with a visibility setting. Discovery ranks real catalogue rows by transparent attribute overlap against that record, and the Trends view counts only what is genuinely listed and engaged with.

Evidence: The ranking is deliberately simple enough that a shopper can reconstruct why a piece matched; Trends is labelled activity signals, not a forecast.

Priced for a boutique, not for a retail group

The free plan is the whole product with activation-sized quotas, so a brand can prove value before paying. Paid plans are flat fees banded by catalogue scale rather than per seat, which suits a business whose merchandising headcount swings with the season, and four regional bands mean an Indian brand pays an Indian price.

Evidence: Free covers one storefront and twenty-five published pieces; Pro is 29 US dollars a month, and the third tier is 149.

AI that is wired in, and honest about what is missing

The in-product assistant reads the storefront, collection, piece or look you already have open and runs the real operation behind your request rather than telling you where the button is. It is explicitly fenced against the two things that would destroy trust here: inventing styling advice and inventing search results.

Evidence: The styling engine and natural-language search are labelled roadmap on the product's own website, and the assistant declines free-text style requests rather than improvising.

06 Ideal Customer Profile

An independent or growing fashion label with a real catalogue, an active creator programme run on messages and spreadsheets, and nobody in-house to build the platform underneath it.

SEGMENT	TYPICAL SIZE	WHY THEY BUY
Independent and emerging fashion brands	1 to 30 people, one to three labels	They need a storefront, seasonal drops and creator partnerships without buying and stitching four tools, and the free plan lets them prove the model before any spend.
Multi-label brand houses and retail groups	50 to 1,000 people	Several labels under one merchandising team need review before publish, per-role access, an audit trail and multi-entity structure — the things a consumer fashion app has no answer for.
Creator and stylist agencies	3 to 40 creators represented	Collaborations carry a brief, a role, a fee and an attributable published look, which turns an agency's roster into evidence rather than a deck of screenshots.
Fashion marketplaces and lifestyle communities	10 to 200 people	They want catalogue, wardrobe and social working together for their community, with tenant isolation and governance already solved. CoolAndLovely is offered only under its own name — there is no white-label or rebranded edition.
Style-conscious shoppers and communities	Individuals	The free plan is a genuine product — profile, wardrobe, wear log, lookbooks, discovery — and shoppers are the demand that makes the brand side worth paying for.

GEOGRAPHIES

Global and English-first today, with translations and right-to-left support inherited from the platform. Pricing runs in four regional bands, with India as the lowest band and rupee pricing published. Customer data is stored and processed in India, which suits Indian and most international buyers but should be raised early with anyone who has a strict in-region residency requirement.

NOT A FIT – DO NOT CHASE

- Anyone who needs shoppers to pay on the storefront this quarter — carts, orders, inventory and payouts are not built.
- Peer-to-peer resale businesses; there is no listing, escrow or shipping flow, and none is imminent.
- Buyers whose whole reason for looking is AI styling or visual search — both are roadmap, and pretending otherwise ends the relationship.
- Large retailers who want price aggregation across other retailers' inventory; that is a different product entirely.
- Procurement that requires a completed SOC 2 or ISO 27001 report today, rather than a controls walkthrough and a roadmap.
- Wholesale-only operations with no consumer-facing storefront, creator programme or shopper audience.

07 Buyer Personas

Five people you will meet. The brand founder and the creator are where the energy usually is; the administrator is where a large deal is won or lost.

Brand founder or owner

WHAT THEY WANT

Own the customer relationship directly, find creators who genuinely fit the label, and understand who is buying rather than only how many.

Open with: How much of your growth still depends on an algorithm you do not control?

They will ask: Can I run this alongside the store I already have, or does it replace it?

WHAT FRUSTRATES THEM

Paid social costs rise every year while reach falls, fifty creator messages a week arrive with no way to judge fit, and none of the audience is theirs to keep.

Merchandiser or catalogue lead

WHAT THEY WANT

Get a season's pieces listed, grouped and live on the day the drop was planned for, without re-keying the same product into three systems.

Open with: How long does it take you to get one season's pieces from a spreadsheet to live?

They will ask: Can I import a catalogue in bulk rather than adding pieces one at a time?

WHAT FRUSTRATES THEM

Catalogue data lives in a spreadsheet, a store admin and a shared drive; a drop going live is a manual scramble; retiring a piece loses its history.

Creator or stylist

WHAT THEY WANT

Turn styling work into steady, credited income and a portfolio that stays theirs when a platform changes its mind.

Open with: When a brand deal goes sideways, what actually proves what you agreed?

They will ask: Do I keep my looks and my audience if I stop working with a particular brand?

WHAT FRUSTRATES THEM

Income swings month to month, big brands only answer creators with large followings, and a good look disappears into a feed with no attribution.

Style-conscious shopper

WHAT THEY WANT

Buy less and better, know what is already in the wardrobe, and get dressed without a twenty-minute decision every morning.

WHAT FRUSTRATES THEM

A full closet that yields nothing to wear, purchases that match nothing, and inspiration scattered across screenshots.

Open with: Could you list, right now, what you own and have not worn this year?

They will ask: Is my wardrobe private, and who can see what I save?

Enterprise or platform administrator

WHAT THEY WANT

Let several labels and many roles work in one place without anyone publishing something they should not, and be able to prove it afterwards.

WHAT FRUSTRATES THEM

Shared logins, no review step before a storefront goes live, and no way to answer who changed this and when.

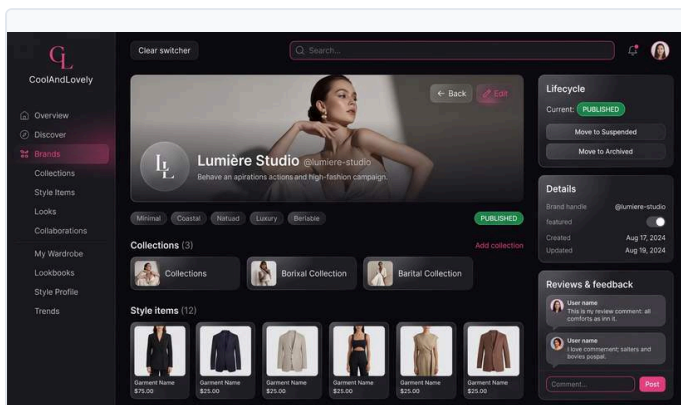
Open with: If a storefront went live tomorrow by mistake, could you say who published it?

They will ask: How is access enforced, and where does the audit trail actually live?

08 Top Use Cases

12 SCENARIOS

Twelve situations the product handles today, each with the screen that shows it. Where something is on the roadmap the entry says so rather than implying it works.



BRAND FOUNDER OR STOREFRONT LEAD

Launch a storefront that has to pass review before it goes live

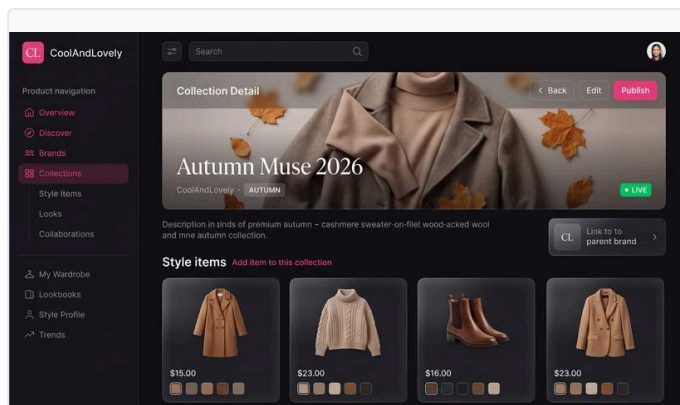
THE SITUATION

A label sells through a social account and a link in a bio. There is no home page it controls, and when a marketplace listing does exist, anyone with the login can change it and publish without a second pair of eyes.

WHAT HAPPENS WITH COOLANDLOVELY

The brand creates a storefront with its handle, tagline, bio, aesthetics, logo and cover imagery, then moves it draft, pending review, published. An administrator approves the step to published, a live storefront can be suspended, and any illegal jump is refused rather than silently applied.

A storefront the brand owns, with a review step and a record of who took it live.



MERCHANDISER

Plan a seasonal drop and take it live on the day you meant to

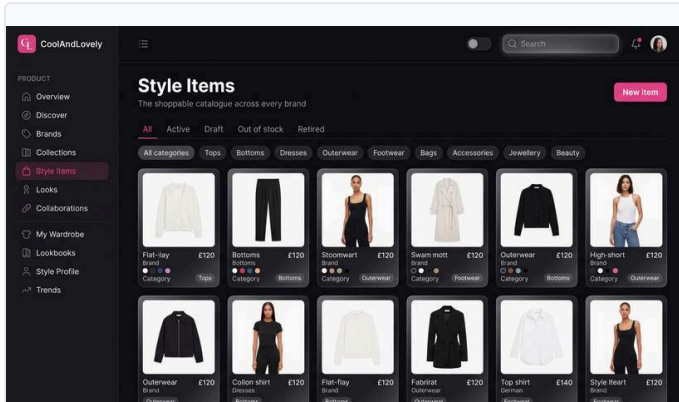
THE SITUATION

The season's pieces exist in a spreadsheet and a shared drive. Going live means someone manually publishing items one by one on launch morning and hoping nothing was missed.

WHAT HAPPENS WITH COOLANDLOVELY

Pieces are grouped into a collection tagged to a season — spring through resort — with a cover image and publish and end windows. The collection is prepared as a draft and flipped live in a single action, then ended and archived when the season closes.

A drop that goes live as one deliberate act instead of a launch-morning scramble.



MERCHANDISER OR BRAND OPERATIONS LEAD

Load a whole catalogue without typing it in twice

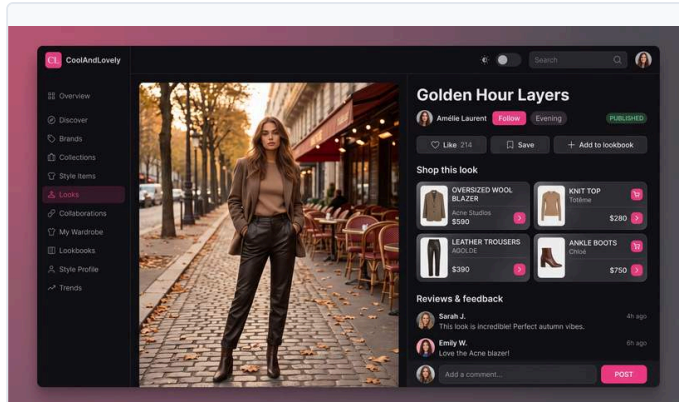
THE SITUATION

Moving to a new platform usually means re-entering a few hundred pieces by hand, which is why most evaluations stall at the point where someone has to do it.

WHAT HAPPENS WITH COOLANDLOVELY

A bulk import creates the brand, its collections and its style items in one operation, linking pieces to collections by name and validating prices as it goes. Each piece carries a category, status, code, price and currency, plus free-text colourways, sizes and materials.

A real catalogue in the product on day one, so the evaluation is about the product rather than about data entry.



CREATOR OR STYLIST

Publish a look shoppers can actually shop

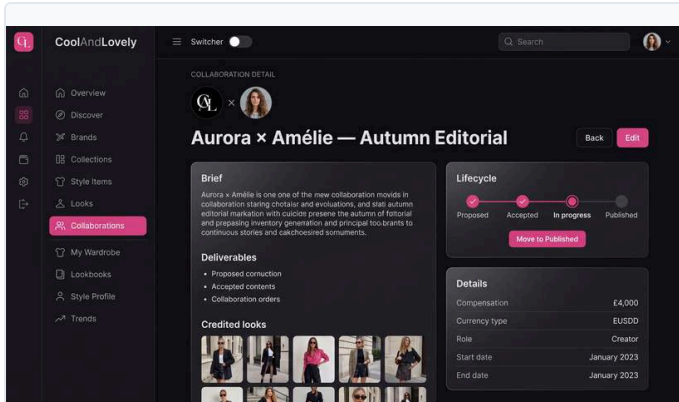
THE SITUATION

A creator posts an outfit and spends the next week answering where is the jacket from in the comments, while the brand has no idea the look drove any interest at all.

WHAT HAPPENS WITH COOLANDLOVELY

The creator composes a look from real catalogue pieces, adds a styling note and an order to each, sets the occasion and visibility, attaches the styled photo and publishes it. Viewers like it, save it into a lookbook, and jump from any tagged piece to that piece's page.

One record that is the outfit, the credit and the route to every piece in it.



BRAND PARTNERSHIP LEAD AND CREATOR

Run a creator partnership with a brief and a paper trail

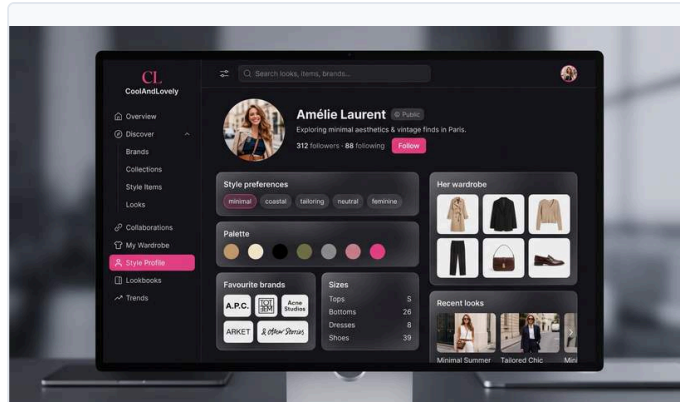
THE SITUATION

The deal is agreed across a dozen messages. Nobody can point to what was promised, the fee sits in a spreadsheet, and the resulting content is never tied back to the arrangement that paid for it.

WHAT HAPPENS WITH COOLANDLOVELY

The brand proposes a collaboration with a title, brief, participant role, fee and currency and date windows. The creator accepts, the work moves to in progress, and the published look — and any collection produced under it — is credited to the collaboration.

A partnership both sides can read back months later, with the delivered work attached.



STYLE-CONSCIOUS SHOPPER

Give shoppers a taste record they control

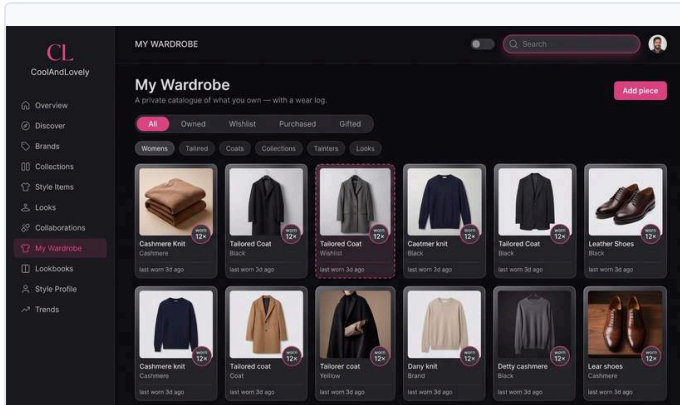
THE SITUATION

Every app claims to learn your taste by watching what you nearly bought at one in the morning, and none of it can be corrected when it gets you wrong.

WHAT HAPPENS WITH COOLANDLOVELY

The shopper writes down their own taste: display name, style preferences, colour palette, sizes by garment type, favourite brands and a visibility setting of private, followers or public. It is editable at any time and scoped to them, so no other shopper can read or change it.

Personalisation the shopper can inspect and correct, rather than a score nobody can explain.



SHOPPER, AND THE BRAND THAT WANTS TO KNOW HOW ITS
PIECES ARE WORN

Turn a wardrobe into something you can reason about

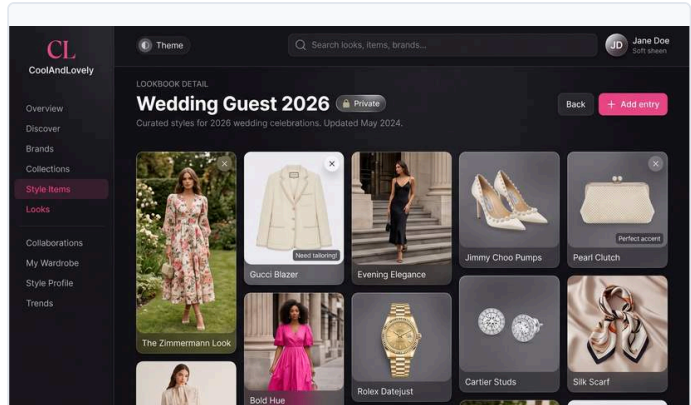
THE SITUATION

People own well over a hundred pieces and wear the same twenty, rebuy near-duplicates, and cannot say which purchase earned its price.

WHAT HAPPENS WITH COOLANDLOVELY

Each piece is added with a category, source — owned, wishlist, bought on the platform or gifted — brand, colour, size, photo and notes, and can link back to the catalogue piece it came from. One tap logs a wear, incrementing the count and stamping the date; a recorded purchase price produces cost per wear.

Shopping shifts from impulse to filling a gap the wardrobe can actually name.



SHOPPER OR STYLIST PLANNING AN OCCASION

Replace the screenshot folder with boards that shop

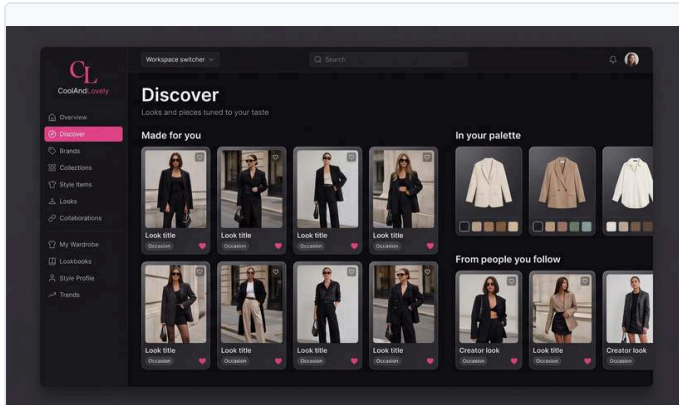
THE SITUATION

Ideas for a wedding, a new job or a holiday live as saved posts and camera-roll images that cannot be priced, shopped or sensibly shared.

WHAT HAPPENS WITH COOLANDLOVELY

Themed boards — summer, work, wedding guest — hold entries that point at a live catalogue piece or a saved look, each with a note and a position. A board can stay private, be shared for a second opinion, or be published.

An idea that stays connected to real, current pieces instead of dying as an image.



SHOPPER, AND THE BRAND HOPING TO BE FOUND

A feed that can tell you why it showed you that

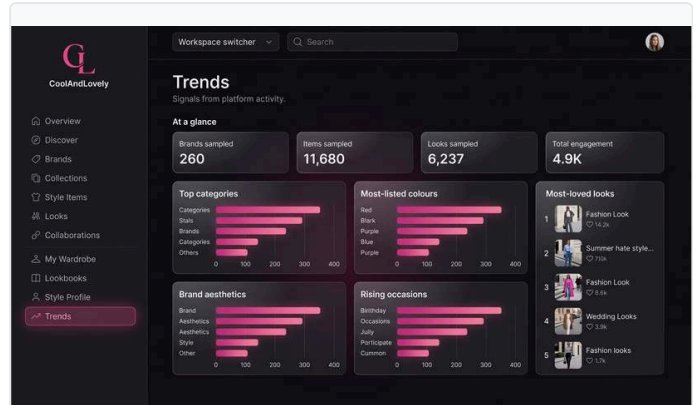
THE SITUATION

Discovery feeds are unexplainable and unfixable. A shopper who is shown the wrong things has no lever, and a brand has no idea why it was or was not surfaced.

WHAT HAPPENS WITH COOLANDLOVELY

Discovery reads the shopper's declared profile and follow graph and ranks real catalogue pieces and looks by counting genuine overlap — how many colourways sit in the palette, how many tags and materials match the stated aesthetics, whether the brand is one they named. With no profile yet, it says so and invites them to build one.

A match a shopper can reconstruct, and a route to discovery a brand can influence honestly.



BRAND MERCHANTISER PLANNING THE NEXT DROP

See what the platform is actually doing, labelled honestly

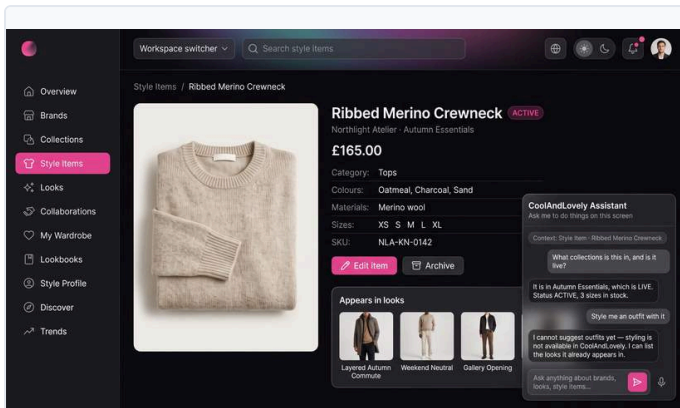
THE SITUATION

Trend decks arrive quarterly, cost a fortune and describe a market rather than the shoppers in front of you.

WHAT HAPPENS WITH COOLANDLOVELY

The Trends view counts only what is genuinely listed and engaged with: most-listed categories and colourways, the aesthetics brands describe themselves with, which occasions are drawing likes and saves, and the most-loved looks. It is labelled activity signals, not a forecast, because no forecaster exists.

Evidence from real activity for the next drop, with no invented prediction attached.



BRAND MERCHANTISER OR CATALOGUE LEAD

Ask for it on the screen you are already on

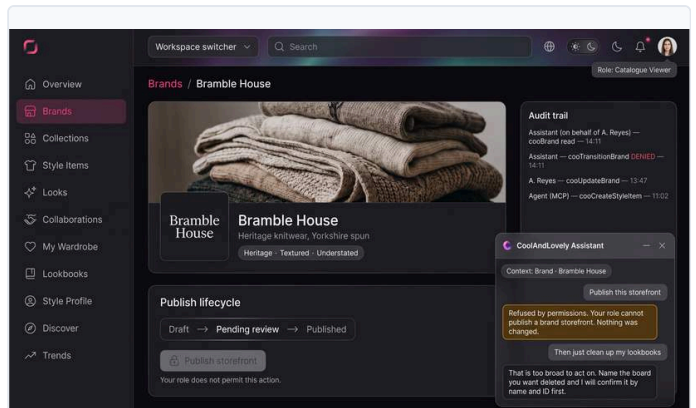
THE SITUATION

Most in-product assistants can describe the app but cannot touch it, so you still hunt for the button while being told where it is.

WHAT HAPPENS WITH COOLANDLOVELY

The assistant resolves what you have open — this storefront, this collection, this piece, this look, this board — and runs the real operation behind your request. Take this storefront live walks the actual publish lifecycle and reports the refusal if you try to skip a step, rather than inventing a success message.

Fewer clicks for routine catalogue work, with the same permission checks as any other action.



ENTERPRISE OR PLATFORM ADMINISTRATOR

Prove who did what, including the assistant

THE SITUATION

Adding AI to a product usually adds a second permission model and a new blind spot, which is exactly how an accidental back door appears.

WHAT HAPPENS WITH COOLANDLOVELY

There is no separate model for AI. Every operation names its action, resource and scope and is checked at the edge before it reaches the product, whether the caller is a browser, the assistant or an external agent. Every write is recorded with the actor, the target and redacted arguments, and destructive operations are enumerated with the entity they would affect.

One access model and one audit trail for people and machines alike.

09 Product Capabilities

What exists, what is being built and what is committed. Anything not marked shipped is marked for a reason — the product's own website labels these the same way, so quoting this list back to a prospect is safe.

Brand storefronts and catalogue

The supply side: a storefront a brand owns, seasonal drops, and pieces rich enough to be styled rather than merely listed.

Brand storefront with an enforced publish lifecycle

Handle, tagline, bio, aesthetics, logo and cover, website and a featured flag, moving draft, pending review, published, suspended, archived, with illegal jumps refused.

Seasonal collections with publish windows

Season-tagged drops from spring to resort, with status, cover image and scheduled publish and end windows, taken live in a single action.

Style item catalogue

Category, status, code, primary image, price and currency, plus free-text colourways, sizes and materials. Retired pieces are archived, never hard-deleted.

Bulk catalogue import

Creates a brand, its collections and its style items in one operation, linking pieces to collections by name and validating prices as it goes.

Filtered, paged browsing at catalogue scale

Server-side filters on status, featured, brand, collection and category with cursor paging, so a large storefront stays fast.

Shopper checkout, carts, orders and stock planned

Buying on the storefront itself, with inventory and variant management. Not built; brands link out to their existing checkout today.

Storefront analytics and brand verification planned

Views, clips and conversion per storefront, plus a verification and review queue for marketplace operators.

Shopper wardrobe and style identity

The personal side, and the reason this is more than a catalogue. Everything here is scoped to the shopper it belongs to.

Style profile

One per shopper: display name, bio, style preferences, colour palette, sizes by garment type, favourite brands, and private, followers or public visibility.

Digital wardrobe

Pieces owned, wished for, bought on the platform or gifted, with brand, colour, size, photo and notes, optionally linked to the catalogue piece they came from.

Wear logging and cost per wear

One tap increments the wear count and stamps the last-worn date; a recorded purchase price and currency produce cost per wear in the wardrobe list.

Lookbook boards

Themed boards whose entries point at a live catalogue piece or a saved look, each with a note and a position, kept private, shared or published.

Wardrobe analytics beyond cost per wear planned

Seasonal rotation, most and least worn, and re-wear prompts across the whole wardrobe.

Wishlist to purchase planned

Turning a wishlisted piece into a completed purchase, which depends on checkout landing first.

Creator looks and collaborations

The social side, connecting shoppers, creators and brands around real pieces rather than images of them.

Shoppable looks

Outfits composed of real catalogue pieces with a styling note and order per piece, plus occasion, caption, visibility and a styled photo.

Publish flow, likes and saves

A look is taken live in one action; shoppers like it and save it into their own boards.

Follow graph and comments

Follow the people whose style you like, and discuss looks and pieces inline through the shared conversations service.

Brand and creator collaborations

Title, brief, participant role, fee and currency, date windows and an enforced lifecycle from proposed to published, with looks and collections credited back.

Ranked social feed and save reconciliation planned

A feed ordered by taste rather than recency, and per-person like and save reconciliation.

Creator analytics and milestone payouts planned

Engagement and attributed sales per creator, with compensation released against delivery milestones.

Discovery and signals

Deliberately explainable. Where intelligence is not built, the surface says so rather than improvising.

Explainable discovery ranking

Real catalogue and social rows ranked by counting overlap between the shopper's declared palette, aesthetics and favourite brands and the attributes a piece genuinely carries.

Activity signals

Most-listed categories and colourways, brand aesthetics, occasions drawing engagement and most-loved looks, labelled as activity rather than prediction.

Full-text catalogue search in progress

Text search across style items and looks with filter support. Being finished; treat it as partial until the website says otherwise.

Natural-language aesthetic search planned

Resolving minimal beige knitwear for a beach wedding to real catalogue rows. Not built; the assistant refuses free-text style requests rather than faking matches.

Backend recommendation engine planned

Model-driven ranking and recommendation across catalogue, looks and wardrobe.

Governance, security and tenancy

Inherited from the platform, which is why a small brand gets controls it could never justify building.

Access checked on every operation

Each operation names its action, resource and scope, and the check happens at the edge before the request reaches the product. A denial is refused there.

Six seeded roles across nine resource types

Style director, brand manager, merchandiser, creator, shopper and analyst, seeded automatically into every workspace rather than assembled by hand.

Tenant isolation on every write

Writes are filtered to the customer's own workspace and assert exactly one affected row, so a guessed identifier from another tenant matches nothing.

Self-scoped shopper data

Style profile, wardrobe, boards and follows are scoped to their owner, so one shopper structurally cannot read or change another's.

Audit trail on every change

Each write is recorded with the actor, the target and redacted, size-bounded arguments, whether the caller was a person, the assistant or an external agent.

Enforced sign-on, directory provisioning and event streaming

Available on enterprise agreements alongside custom audit retention, dedicated tenancy and residency terms.

Independent security certification planned

SOC 2 Type II and ISO 27001 are mapped and targeted, with no auditor engaged and no report issued. Controls can be walked through today; a certificate cannot.

Platform backbone

Shared services every product on the platform uses, which is why they are mature rather than freshly written for fashion.

File storage for imagery

Durable storage for storefront logos and covers, look photography and shopper wardrobe shots, referenced rather than duplicated.

Comments, tags and notifications

Inline discussion on looks, pieces and collaborations, workspace-wide tagging, and in-app, email and webhook notifications with per-person preferences.

Billing, plans and quotas

Subscriptions, regional pricing, add-on capacity and usage limits enforced as catalogue pieces are added and looks published.

Translations, accessibility and theming

Multi-lingual interface with right-to-left support, keyboard and screen-reader semantics, and light, dark and high-contrast themes.

Privacy tooling

Cookie consent for European and United Kingdom visitors, a data-subject request form, and recorded acceptance of terms in the product.

Guided onboarding tours

In-product walkthroughs for new shoppers, brands and creators.

AI and agent surfaces

Where the product is genuinely ahead, and where it is honestly behind. Read this section twice before pitching anything AI.

Screen-aware assistant

Resolves the storefront, collection, piece, look, board or profile you have open and runs the real operation, walking lifecycles properly and reporting refusals rather than inventing success.

Fenced against fabrication

The assistant is instructed never to invent styling advice presented as the product's recommendation and never to invent search results, because neither engine exists yet.

Governed by the same rules as people

An assistant or agent authenticates the same way and is authorised at the same edge with the same roles, and its writes land in the same audit trail.

Tool surface for external AI agents in progress

Around forty typed fashion tools plus guided prompts, so an external assistant can work storefronts, collections, pieces, looks and wardrobes. Packaged distribution is still being rolled out.

Server-side confirmation for destructive actions

in progress

Today the confirmation contract is enforced by instruction and tooling annotations rather than a hard server-side gate. Closing that is tracked work, not a claim.

AI outfit styling and wardrobe gap analysis planned

Composing a head-to-toe outfit from what a shopper owns and naming the occasion their wardrobe cannot cover. Designed and not built.

Scheduled merchandising agent planned

A recurring loop that reads real catalogue and engagement signals and drafts proposals a human approves. No scheduled loop or proposal queue exists.

Clients and ecosystem

Where the product runs today and where it is heading. Only the first two are things you can promise.

Web app

Full experience in any modern browser and installable to a home screen, covering storefronts, collections, pieces, looks, collaborations, wardrobe, boards, profile, discovery and trends.

API for integrations

The same governed operations the interface uses, available for automation and for connecting existing commerce, notification and analytics systems.

Documentation site in progress

Product guides, reference and integration tutorials, still being filled out.

Native iOS and Android apps in progress

Being built. Until they are released, the installable web app is the mobile answer and should be described as such.

Command line and language libraries planned

Terminal automation, bulk catalogue work and typed Node and Python access.

Browser and editor extensions planned

Quick catalogue actions without leaving the browser or the editor.

10 Pricing & Plans

Four editions — Free, Pro, Boutique and Enterprise — priced by the size of the catalogue a customer manages rather than by how many people log in, so adding merchandisers inside a tier does not change the bill. The free plan is the whole product with activation-sized quotas, which makes it a genuine evaluation rather than a demo. Prices run in four regional bands, with India in the lowest band and rupee prices published, and Enterprise is quoted per deal on an annual contract. Always quote from the live pricing page: these figures are the published configuration and are subject to final sign-off before paid checkout.

PLAN	PRICE	WHO IT IS FOR	WHAT IS INCLUDED
Free	\$0 Rupee 0 in India. No card required.	An individual shopper or stylist, or a single boutique proving the platform out	1 brand storefront, 1 collection; 25 published style items; 10 looks published a month, 1 active collaboration; 50 wardrobe items, 3 lookbooks; 2 admin or merchandiser seats; 1 GB shared storage, 500 shared API requests a day; Community support plus one ticket a month
Pro	\$29/mo \$23/mo billed annually, that is \$276 a year. In India, Rupee 1,499/mo or Rupee 1,199/mo billed annually.	Independent creators, boutiques and emerging brands	3 brand storefronts, 10 collections; 500 published style items; 200 looks a month, 10 active collaborations; Unlimited wardrobe items, 50 lookbooks; 5 admin or merchandiser seats; 25 GB shared storage, 10,000 shared API requests a day; Email support inside 48 hours, 30-day audit retention
Boutique	\$149/mo \$119/mo billed annually, that is \$1,428 a year. In India, Rupee 6,999/mo or Rupee 5,599/mo billed annually.	Established brands, multi-line boutiques and stylist agencies	15 brand storefronts, unlimited collections under fair use; 10,000 published style items; Unlimited looks under fair use, 100 active collaborations; 500 lookbooks across 5 workspaces; 25 admin or merchandiser seats; 250 GB shared storage, 250,000 shared API requests a day; Priority support inside 8 hours, 180-day audit retention
Enterprise	Custom Annual contract, quoted per deal under an order form. Not self-serve.	Fashion houses, retail groups and multi-brand marketplaces	Custom storefront, item, seat and collaboration quotas; Enforced single sign-on and directory provisioning; Multi-brand structures and a dedicated tenant; Data-residency or self-hosting options; Custom audit retention and security event streaming; Dedicated support with a service-level agreement and credits

Add-ons

ADD-ON	PRICE
Extra storefronts, published style items or lookbooks	Per unit, monthly
Advanced analytics and trend insight	Per feature, monthly
AI styling credits, once the styling engine ships	Per feature, monthly
Premium support and a dedicated success manager	Flat monthly
Featured listings and promoted collections	Per campaign or revenue share
Professional lookbook templates and photography credits	Per use or subscription
Implementation, onboarding and brand-launch services	Contact us

WHAT TO TELL A PROSPECT ABOUT PRICE

- Prices are before tax and are the published configuration; confirm the current figure on the pricing page before putting anything in writing.
- Four regional bands apply. India is the lowest band, and the rupee prices above are the normal Indian price rather than a discount.
- Plans are flat fees banded by catalogue scale, not per seat, which suits a business whose merchandising headcount moves with the season.
- Shared storage and API allowances are pooled across every Burdenoff product on the same account, so a customer using more than one product gets a larger pool.
- A plan pays for the platform, not for transactions: shoppers cannot yet pay on the storefront, so there is no take rate to explain.
- AI features run on the customer's own model provider key, and that usage is not included in the plan price.

11 Competitive Landscape

Six real alternatives a prospect will name. Each of them beats CoolAndLovely at something, and saying so first is what makes the rest of the comparison credible.

ALTERNATIVE	WHAT IT IS	WHERE THEY ARE STRONG	WHERE WE WIN
Lyst	An inventory-free fashion search and discovery aggregator that sends shoppers on to thousands of retailers, founded in London in 2010.	Catalogue breadth is not close. Lyst aggregates tens of thousands of brands and stores with strong search visibility for where-to-buy queries and cross-retailer price comparison, which CoolAndLovely has on the roadmap and does not have today.	Lyst stops at the affiliate link. Here a found piece can be clipped into a board, added to a wardrobe and logged as worn, and the supply side gets a governed storefront and structured creator partnerships rather than a listing.
Depop	A social peer-to-peer resale marketplace with a large, highly engaged younger community, founded in London in 2011.	Community scale and liquidity. Depop has a real marketplace with millions of listings, and peer-to-peer resale — which CoolAndLovely does not offer at all — is its entire model.	Depop is resale-only with no official brand storefronts, no seasonal drops and no structured creator compensation. It is also all-public, where every piece and look here carries its own private, followers or public setting.
Net-a-Porter	A luxury fashion retailer known for editorial curation, premium brand relationships and white-glove logistics.	Editorial authority, luxury brand access and actual logistics. They sell and ship; CoolAndLovely has no checkout, no returns and no delivery, and no editorial arm.	It is a one-way retailer with no user-generated looks, no wardrobe tooling and no creator economy, and it serves one price point. Here a brand at any price point gets a storefront, a community and governed collaborations.
Stitch Fix	A personal styling subscription in the United States that combines algorithms with human stylists to send curated boxes.	They actually style you. A mature recommendation model, human stylists and try-at-home are all real there, and the styling engine here is explicitly on the roadmap.	It is a private box behind a styling fee, with no open browsing, no social layer and nothing for brands or creators. Discovery here is free and open, and the shopper curates their own profile, wardrobe and boards.
Stylebook	A mature iOS wardrobe organiser with deep closet-management features, sold as a one-off purchase of a few dollars.	Wardrobe depth and price. Ninety-plus features, years of refinement, and a one-time payment with no subscription — a shopper who only wants a closet organiser should probably buy it.	Stylebook is deliberately disconnected from commerce and community and runs on one platform. Here a wardrobe piece links to a live catalogue piece so gaps can be shopped, looks are social, and brands and creators are on the same platform.

ALTERNATIVE	WHAT IT IS	WHERE THEY ARE STRONG	WHERE WE WIN
Pinterest	A visual discovery engine with a very large monthly audience, where fashion is a leading category and boards, visual search and shoppable pins drive retailer traffic.	Reach, visual search and native mobile apps. Nothing here approaches its audience, its image-search index or its recommendation quality, and its mobile apps are shipped while ours are in progress.	Pinterest saves inspiration; ownership and transactions happen elsewhere. Here a saved look becomes a wardrobe entry with a wear log, supply-side partners get governed storefronts, and creator partnerships are auditable rather than off-platform affiliate deals.

THE POSITIONING LINE TO HOLD

Every alternative owns one slice of the style journey — search, resale, luxury retail, closet organisation. CoolAndLovely is the one where the same piece carries through all of them on a single governed record.

12 Why Us / Differentiators

If you only remember six things about why this is different, remember these. The first is the one that actually matters.

The same piece carries through its whole life

A brand lists it, a creator styles it into a look, a shopper clips it into a board and logs it as worn — and it is one record throughout, not four copies kept roughly in sync. Every competitor owns one stage of that journey and hands the shopper off at the boundary.

Lifecycles are enforced, not decorative

A storefront moves through review before it is published and a collaboration moves through acceptance before it is in progress, with illegal jumps refused by the system rather than by policy. That is the difference between a status field and a control an administrator can rely on.

Creator partnerships are objects, not conversations

Brief, participant role, fee, currency, date windows and lifecycle, with published looks and produced collections credited back to the deal. Neither a resale marketplace nor a social feed has anything comparable, which is why those deals still live in spreadsheets.

Enterprise governance on a boutique's budget

Role-based access checked on every operation, tenant isolation on every write, self-scoping on private shopper data, and an audit trail — all inherited from the wider platform rather than built for fashion. A consumer fashion app has none of it; a commerce platform charges enterprise money for a subset.

Personalisation you can inspect and correct

Taste is declared by the shopper and editable, and ranking counts real attribute overlap rather than producing an unexplainable score from behaviour. It also means the future styling engine will be able to cite the pieces and attributes behind a recommendation.

AI wired to real operations, and fenced where it is not

The assistant runs actual product operations on the entity you have open and is governed exactly like a person, while being explicitly forbidden from inventing styling advice or search results. Most products ship the opposite: a chat box that can describe the app and will happily improvise.

Honest labelling as a sales asset

Checkout, payouts, AI styling and aesthetic search are marked roadmap on the product's own website and in the product itself. A prospect who checks will find the same story you told them, which is worth more in a first meeting than one extra claim.

13 Customer Proof & Credibility

There are no customer references to lean on, so credibility here comes from three places: the depth of what already runs, the governance inherited from a platform that runs many products, and the consistency between what we say and what the website says. Show, do not assert — a free account and ten minutes in the product is the strongest proof available.

AUTHORISATION ON EVERY OPERATION

Every read and write names its action, resource and scope and is checked before it reaches the product. Six roles — style director, brand manager, merchandiser, creator, shopper and analyst — are seeded into every workspace automatically across nine governed resource types.

TENANT AND SELF ISOLATION BY CONSTRUCTION

Writes are filtered to the customer's own workspace and assert exactly one affected row, and shopper-private data is scoped to its owner. A guessed identifier from another tenant matches nothing rather than being caught by a check someone remembered to write.

EVERYTHING IS RECORDED

Each write is captured with the actor, the target and redacted, size-bounded arguments — including writes made by the assistant or an external agent, which are indistinguishable in the trail except for who the actor was.

SECURITY ENGINEERING IN THE BUILD, NOT THE BROCHURE

Dependency and container vulnerability scanning, secret scanning across history and a software bill of materials run on every change, with formatting, type checking, tests and coverage gates alongside them.

DATA PROTECTION POSTURE

Encryption in transit and at rest, customer data stored and processed in India, published subprocessors, a cookie consent gate for European and United Kingdom visitors, a data-subject request form, and recorded acceptance of terms in the product.

COMPLIANCE ROADMAP, STATED PLAINLY

SOC 2 Type II and ISO 27001 controls are mapped with an internal checklist, and both are targeted rather than achieved: no auditor is engaged and no report exists. An India data-protection self-assessment is in progress.

DEPTH YOU CAN CHECK IN AN AFTERNOON

Nineteen use-case walkthroughs on the website, each labelled shipped or roadmap, plus side-by-side comparison pages against Lyst, Depop, Net-a-Porter, Stitch Fix, Stylebook and Pinterest with our own weaknesses named.

Be straight about this. CoolAndLovely is live and free to start, and it is early. There are no public reference customers, no published usage or revenue figures, and no completed third-party security certification — SOC 2 and ISO 27001 are targeted with no auditor engaged. On-platform checkout, creator payouts, AI outfit styling, natural-language search and native mobile apps are not built, and paid checkout for the product itself is still being finalised commercially, so a prospect should expect to talk to us rather than self-serve into a large plan. What a prospect should weigh instead: the catalogue, wardrobe, social and governance layers are genuinely built and usable today; the free plan is the whole product rather than a demo, so an evaluation costs nothing but time; the governance is inherited from a platform running many products rather than written last month; and every roadmap item is labelled as roadmap in the product and on the website, which is the best available evidence of how we will behave once they are a customer.

14 Demo Information

The strongest demo is the prospect's own free account with ten pieces of their own catalogue in it. Second best is a guided walkthrough with us. Do not attempt a live demo of anything marked roadmap — there is nothing to show, and the product will say so.

HOW TO GET A DEMO

Anyone can create a free account at the web app and get the full product at activation-sized quotas — one storefront, twenty-five published pieces, a wardrobe and boards. For a brand or enterprise evaluation, book time with Vignesh T.V. and we will walk the storefront, collection and collaboration flows with a seeded catalogue.

Runs about Ten minutes for the story, thirty for a proper brand walkthrough including collaborations and governance.

WHERE TO LOOK

- **Web app — create a free account —**
<https://app.coolandlovely.com>
- **Product website —** <https://coolandlovely.com>
- **Use-case walkthroughs, labelled shipped or roadmap —** <https://coolandlovely.com/use-cases>
- **Book a guided demo with Vignesh T.V. —**
<https://calendly.com/vignesh-burdenoff/1-1>

The walkthrough, in order

1 Discover

Start where a shopper starts. These are real pieces from real storefronts, ranked against the taste this account declared — palette, aesthetics, favourite brands. If the match looks wrong, you can edit the profile and watch it change, which is not something a feed usually lets you do.

2 A brand storefront and its collection

This is a storefront the brand owns: handle, aesthetics, imagery, and its seasonal drops. Notice the status — it went through review before it was published, and it cannot skip a step. For a brand house, that review gate is often the whole reason for the conversation.

3 A style item

Every piece carries category, price, colourways, sizes and materials. It is one record: the same piece appears in this collection, in a creator's look and in a shopper's wardrobe, so nothing has to be re-entered as it moves.

4 A look, then the shop-the-look tags

A creator built this outfit from those catalogue pieces, with a styling note on each. Tap any tag and you land on the piece. That is the shortest path from inspiration to a specific product that exists on the platform today.

5 A collaboration

The look was produced under this partnership: brief, role, fee, dates, and a lifecycle from proposed to published. This is the slide that lands with anyone currently running creator deals through messages.

6 My Wardrobe

Here is the piece a shopper owns, linked back to the catalogue piece it came from. One tap logs a wear; with a purchase price recorded, you get cost per wear. This is the layer no discovery platform has.

7 A lookbook board

Boards clip the live piece or a saved look, not an image, so an idea for a wedding stays connected to things you can actually buy. Private, shared, or published — the shopper decides per board.

8 The assistant, on the collection screen

Ask it what is in this collection and it reads the collection you have open. Ask it to take a storefront live and it walks the real lifecycle and reports the refusal if you skip a step. It will not invent styling advice, because that engine does not exist yet and pretending would be the worst thing it could do.

9 Permissions and the activity trail

Close on this for any brand with more than three people. Access is checked on every action before it reaches the product, and every change is recorded with who did it — including anything the assistant did.

15 Sales Talking Points

Eight lines that hold up under questioning. Each one is checkable by a prospect within a browsing session, which is the point.

One record from catalogue to closet.

It is the single structural claim no competitor can match, and it explains every other feature. If a prospect only takes one sentence away, take this one.

Your storefront cannot go live without passing review.

For anyone running more than one label, the review gate and the audit trail are worth more than any feature on the shopper side.

A creator deal is an object with a brief, a fee and a state.

Every brand doing creator work has a spreadsheet they are embarrassed by. This turns an abstract platform pitch into a specific, recognisable relief.

The free plan is the whole product, just quota-limited.

It removes the reason to delay. A brand can list a real collection and publish a real look before anyone signs anything.

Priced by catalogue size, not by seats.

Fashion teams swell and shrink with the season. Per-seat pricing punishes exactly the moment a brand needs more hands.

Indian pricing is a band, not a discount.

It answers the price objection in an Indian market without setting up a renewal fight, and it is the same logic partner commission is calculated on.

The wardrobe is the part nobody else has.

Search, resale, luxury retail and inspiration boards all stop at the purchase. Wear logging and cost per wear are the reason a shopper comes back next month.

Checkout, payouts and AI styling are not built, and we say so on the website.

Leading with the gap makes everything else believable, and it filters out the prospects who would have churned in month two anyway.

The assistant runs real operations and refuses to improvise.

Most AI in products is a chat box that describes the app. This one publishes the collection you are looking at — and declines to invent styling advice, which is a stronger signal than another feature.

The hard ones, in the prospect's own words. Answer the maturity and checkout objections early rather than letting them arrive at the end of a good meeting.

"We already sell on Shopify. Why would we add another platform?"

You would keep selling where you sell. This is the layer above the shop: the storefront shoppers browse by taste, the creator partnerships with a brief and a fee, and the wardrobe that tells you how your pieces are actually worn. Today it links out to your checkout rather than replacing it, which is exactly why it can sit alongside what you have.

PROOF · Style items carry price and currency and link to the brand's own website; there is no cart or order here to conflict with theirs.

"Can shoppers actually buy on the storefront?"

Not yet. Carts, orders, inventory and creator payouts are on the roadmap and not built, and I would rather tell you now than in month two. What is built is everything up to the transaction — discovery, the storefront, the look, the board, the wardrobe — and the piece links out to where you sell today.

PROOF · The website marks checkout, resale and payouts as roadmap on its comparison and use-case pages.

"Your AI styling is the reason I am interested, so where is it?"

It is not built, and it is the capability shoppers ask for first. What exists is the substrate it will need — a declared taste record, a wardrobe with wear counts, catalogue pieces with real colourways and materials — plus an assistant that runs actual operations and is explicitly instructed to refuse to invent styling advice. If styling is the whole reason to buy, wait for us.

PROOF · The assistant declines free-text style requests rather than improvising, and the styling engine is labelled roadmap in the product's own use-case pages.

"You are a small company. What happens if you disappear?"

Fair, and the honest mitigation is structural rather than reassuring words. Start on the free plan so nothing is at risk, buy month to month rather than annually if you prefer, and note that your catalogue, looks and wardrobe are your data and exportable. The product also sits on a platform that runs many products, so identity, billing, files and audit are not one small team's side project.

PROOF · Free plan with no card, monthly billing on paid tiers, and an activity trail plus export inherited from the shared platform.

"Why not just build this ourselves?"

You could build a storefront. What takes the year is everything underneath: role-based access on every operation, tenant isolation, self-scoped shopper data, an audit trail, files, comments, tags, notifications, billing, translations and accessibility. That is the part here that is inherited rather than written for fashion, and it is why a boutique gets controls it could not justify building.

PROOF · Six seeded roles across nine governed resource types, arriving in every workspace automatically.

"We need SOC 2 before we can sign anything."

Then we are not ready for your procurement yet, and I will say so. The controls are mapped against SOC 2 and ISO 27001 with an internal checklist, but no auditor is engaged and no report exists. What we can do today is a controls walkthrough, share the roadmap and the subprocessor list, and start on the free plan so the evaluation runs while procurement waits.

PROOF · A published certification roadmap and compliance checklist naming the auditor engagement as the blocker.

"How do I know my customer data is safe here?"

Access is checked on every operation before it reaches the product rather than inside it, every write is confined to your workspace, shopper-private data is scoped to its owner, and every change is recorded with who made it. Data is encrypted in transit and at rest and is stored and processed in India, and subprocessors are published.

PROOF · Vulnerability, secret and bill-of-materials scanning run on every change; a data-subject request form and cookie consent gate are live.

"Nobody I know is on it. Where is the audience?"

There is no shopper audience to sell you, and any number I quoted would be invented. Buy this for what it does for your own operation — a storefront you own, a catalogue that stops living in three places, and creator deals with a paper trail — and treat any audience it brings as upside. If you need reach this quarter, keep spending on the channel that gives it to you.

PROOF · There are no published usage figures anywhere on the website, which is deliberate.

"This looks expensive for what we are."

The free plan is the whole product with smaller quotas, so the first storefront, the first collection and the first published look cost nothing. Paid tiers start at twenty-nine dollars a month, and in India the rupee price is the normal price for the market rather than a discount you have to argue for at renewal.

PROOF · Free covers one storefront and twenty-five published pieces; the plan matrix is published on the pricing page.

"Will I be locked in?"

The lock-in question is really about your catalogue and your audience. Your catalogue is yours and importable and exportable, your looks and wardrobes are your members' data, and paid plans are available monthly. What you would lose by leaving is the connective layer — the link between a piece, the look it appeared in and the wardrobe it entered.

PROOF · Bulk catalogue import exists for getting data in; the same governed API is available for getting it out.

"Who supports us when something breaks?"

Free is community plus a ticket a month, Pro is email inside forty-eight hours, the third tier is priority inside eight hours, and Enterprise is a dedicated agreement with credits. For a partner-led deal, you also have a direct line to us during onboarding rather than a queue.

PROOF · Support tiers and audit retention are part of the published plan matrix.

"We are on iOS. Is there an app?"

There is an installable web app you can add to a home screen and use like an app today, and native iOS and Android apps are being built but not released. I would not sell you on the native apps until they are in the stores.

PROOF · Mobile is marked in progress in the product's own ecosystem listing, alongside the shipped web app.

17 Discovery / Qualification Questions

Ten questions that separate a real opportunity from a polite conversation. The answers to the first three usually decide it.

ASK THIS	LISTEN FOR
How do you run creator or stylist partnerships today, from first contact to payment?	Direct messages, a spreadsheet, an invoice chased by email. The more embarrassed the answer, the better the fit — this is the pain the collaboration object removes outright.
Where does your product catalogue actually live, and how many places is it entered?	A spreadsheet, a store admin and a shared drive is the common answer. Two or more places means re-keying, which is what the one-record model and bulk import solve.
Who is allowed to publish a storefront or take a drop live, and how do you know it happened?	A shared login and no review step. That is the review lifecycle and the audit trail in one answer, and it is what turns a shopper-side conversation into an enterprise one.
How many labels or brands sit under your team?	More than one puts them straight into the third tier or Enterprise, and makes multi-entity structure and per-role access the centre of the conversation rather than a footnote.
What proportion of your growth still depends on paid social, and what has that cost done in the last year?	Rising cost and falling reach. It is the strongest reason a brand wants a storefront and an audience relationship it owns.
When a collection ends, what happens to its pieces?	Nothing, or manual clean-up someone forgets. Lifecycles, soft archiving and retained catalogue history land well here.
Do you need shoppers to pay you inside the platform, or is linking to your existing checkout acceptable?	This is the disqualifier question. If they need on-platform payment this quarter, be honest and stop — checkout is not built.
Is anyone asking you for a security questionnaire or a certification report?	If procurement needs a completed SOC 2 report today, the timing is wrong. If they want a controls walkthrough and a roadmap, that is a conversation we can have now.
How do you decide what to make next season?	Instinct, a bought trend deck, or last season's sales. Activity signals and the wardrobe layer give them evidence from actual behaviour rather than a forecast.
Who would own this internally, and how much time can they give it in the first month?	A named merchandiser or brand lead with real hours is a live deal. No owner is the most reliable predictor of an evaluation that goes quiet.

What would have to be true in ninety days for you to call this a success?

A storefront live, a season loaded, three collaborations running. Anything that requires checkout, payouts or AI styling needs resetting now, not later.

18 How to Identify a Good Opportunity

Where to spend your time. The green list is worth an introduction the same week; the red list is worth a polite no, which protects your credibility for the next one.

STRONG SIGNAL — PURSUE

- Creator or influencer partnerships tracked in a spreadsheet, with fees chased over messages
- Rising paid-social spend and falling organic reach, said with visible frustration
- More than one label or line under a single merchandising or marketing team
- A catalogue that lives in two or more places and gets re-keyed
- Someone asking who approved this storefront going live, and nobody able to answer
- A brand that wants a direct relationship with shoppers rather than renting one
- An existing checkout they are happy with, so our gap there costs them nothing

Introduce us straight away.

WORTH A CONVERSATION

- Interested mainly in AI styling — real interest, wrong timing; keep them warm and be explicit about the roadmap
- Wants native mobile apps in the stores rather than an installable web app
- Procurement wants a certification report but will accept a controls walkthrough to start
- A shopper-side community with no brands or creators attached; the value is thinner without supply
- Strict in-region data residency outside India, which needs an enterprise conversation before anything else
- Enthusiastic founder with nobody who has hours to own the first month

Qualify further before an introduction.

POOR FIT — DO NOT CHASE

- Needs shoppers to pay on the storefront this quarter — checkout, orders and payouts are not built
- A peer-to-peer resale business; there is no listing, escrow or shipping flow
- Wants price aggregation across other retailers' inventory, which is a different product
- Procurement blocks on a completed SOC 2 or ISO 27001 report with no exception path
- Wholesale-only with no consumer storefront, creator programme or shopper audience
- Wants a bespoke build with our roadmap rewritten around them

Politely park it; suggest another product if one fits.

THE ONE-QUESTION TEST

How do you run and pay for your creator partnerships today? If the answer is direct messages and a spreadsheet, and they have a catalogue worth putting behind a storefront, this is a real opportunity. If they have no creator programme and no brand to publish, it is not.

19 How to Introduce Us

Keep it short and concrete. The introduction that works names the pain you actually heard from them, not the platform. Never send a feature list; send one sentence and an offer of thirty minutes.

IN CONVERSATION

"they are a fashion platform where the brand's storefront, the creator's look and the shopper's wardrobe all sit on one record — so a piece a brand lists is the same piece a creator styles and a shopper logs as worn. Then name their pain: you mentioned your creator deals live in a spreadsheet, and that is the part they have turned into a real object with a brief, a fee and a lifecycle. Offer to introduce them to Vignesh for thirty minutes, and mention there is a free plan so nothing has to be decided in the meeting."

EMAIL — SUBJECT: THE STOREFRONT AND CREATOR-COLLABORATION THING I MENTIONED

Hi [Name],

After what you said about [creator deals living in a spreadsheet / the catalogue being entered in three places], I think CoolAndLovely is worth thirty minutes of your time.

It is a fashion platform where the brand storefront, the creator's look and the shopper's wardrobe sit on one record. Your storefront goes through review before it goes live, a creator partnership carries a brief, a fee and a lifecycle instead of a message thread, and the same catalogue piece flows into looks and wardrobes without being re-entered.

Two honest caveats: shoppers cannot pay on the storefront yet, and AI styling is on their roadmap. Everything else above is live, and there is a free plan.

Shall I introduce you to Vignesh T.V., who runs it? He is at vignesh@burdenoff.com, or you can book directly: <https://calendly.com/vignesh-burdenoff/1-1>

Best,
[Your name]

SHORT MESSAGE / LINKEDIN

Saw your post about creator partnerships. Worth a look at CoolAndLovely — a fashion platform where the storefront, the creator's look and the shopper's wardrobe are one record, so a collaboration carries a brief, a fee and an attributable published look rather than a spreadsheet. Free plan at coolandlovely.com. Happy to introduce you to the founder if it is useful.

WARM THREE-WAY INTRODUCTION

Copy Vignesh T.V. at vignesh@burdenoff.com with one paragraph: who they are, what they sell, how many labels, and the exact sentence you heard that made you think of us. Say whether they need on-platform checkout — if they do, say so up front so nobody wastes a meeting. Add a line on timing and who internally would own it. We reply inside one working day.

Please do not: Do not promise on-platform checkout, creator payouts, AI styling, natural-language search or native app-store apps — none of them exist, and the website says so.; Do not quote a price from memory or convert it into another currency; send the pricing page and let us confirm the band.; Do not invent customers, usage numbers or results. There are none published, and a prospect who checks will find nothing.; Do not pitch it as a replacement for a working store. It sits above the shop today and links out to their checkout.; Do not run a live demo of a roadmap capability. The assistant will refuse to improvise, which is exactly the wrong moment to discover that.

20 Lead Handoff Process

Register first, then introduce. Registration is what protects your commission, and it takes a paragraph. We handle the sales conversation from the first call unless you have agreed otherwise.

1 Register the opportunity before the first sales conversation

Email Vignesh T.V. at vignesh@burdenoff.com with the company, the contact, the country and the deal shape. Registration must happen before procurement or an active sales conversation begins — there is no retroactive registration, and an approved registration is protected for ninety days.

2 Send the qualification you already have

What they sell, how many labels, how creator work is run today, whether they need on-platform payment, and the sentence that made you think of us. Two honest paragraphs beat a filled-in form.

3 Make the introduction

A three-line email copying Vignesh, or book the thirty-minute slot directly at the calendar link. Warm introductions convert far better than a forwarded deck, so stay on the thread for the first message.

4 Join the first call if you can

You know the pain they described in their own words. Fifteen minutes of your presence is usually worth more than any document, and it keeps your role visible to the customer.

5 Let us run the evaluation

We set up the free workspace, help load a real catalogue with the bulk import, and walk the storefront, collaboration and governance flows. You get a written update after each meaningful step.

6 Confirm terms before anything is quoted

Every quote — and every reseller quote in particular — is approved by us before it reaches the customer. Commission is confirmed against the registration at that point, not afterwards.

SEND US THIS — IT IS ALL WE NEED

- Company name, website and country of billing
- The contact's name, role and email, and who else would be in the room
- What they sell, how many labels or brands, and roughly how large the catalogue is
- How creator or stylist partnerships are run today
- Whether they need shoppers to pay inside the platform, and by when
- Any security, certification or data-residency requirement you already know about
- Timing, budget signal and who internally would own the first month
- Whether you want to stay on the thread, join calls, or hand over entirely

WHAT HAPPENS NEXT, AND WHEN

We acknowledge a registration inside one working day and confirm whether it is protected. A first call is normally offered within three working days, and you get a written update after each meaningful step so you are never guessing where your deal stands. If we cannot serve the opportunity, we say so quickly rather than letting it drift.

Deal registration: Register by emailing vignesh@burdenoff.com — or call +91-7358445777 — before procurement or an active sales conversation starts. Approved registrations are protected for ninety days, with one ninety-day extension where there is genuine progress. If we already had an active opportunity with that account, commission does not apply unless you bring a new buying centre or materially expand the scope, and where two partners claim the same deal the first approved registration with real contribution takes priority.

21 Partner / Referral Commercials

Partners are paid on collected net revenue, not on list price or contract value. Five programmes run from a registered introduction through to approved resale, with first-year rates from ten to fifteen per cent and reseller margin up to fifteen per cent. Regional band pricing lowers the payout because it lowers the price, but never the eligibility. Large deals carry an extra incentive on top: an additional one, two or three per cent on first-year net subscription above one hundred thousand, two hundred and fifty thousand and five hundred thousand dollars respectively, each separately capped.

PROGRAMME	YOUR ROLE	FIRST-YEAR	RENEWAL / ADD-ONS
Referral Partner	Registered introduction, no sales ownership	10% of first-year collected net subscription	0% unless separately approved · 3% of first-year collected net add-ons, capped at \$10,000
Consulting Partner	Introduction plus evaluation and advisory support	12% of first-year collected net subscription	0–3% where the partner is active in the success plan · 3% of first-year collected net add-ons, capped at \$15,000
Implementation Partner	Introduction plus rollout, catalogue migration, integration or training	15% of first-year collected net subscription	3–5% where the partner is active in the renewal success plan · 5% of first-year collected net add-ons, capped at \$25,000
Authorised Reseller	Approved resale with first-line commercial ownership	Up to 15% reseller margin on the approved quote	Up to 8% where the account stays active and supported · Up to 5% on dedicated tenancy or managed services, where approved
Managed Service or Strategic Partner	Operating CoolAndLovely for end customers, or bundling it into a wider offering, always under the CoolAndLovely name	Custom wholesale or managed-service terms	Custom · Custom

THE RULES THAT MATTER

- Register before procurement or an active sales conversation starts. There is no retroactive registration, and an approved registration is protected for ninety days with one possible extension.
- Commission is calculated on collected net revenue only, excluding tax, refunds, chargebacks, credits, payment fees and any pass-through cost.
- Regional band pricing is the customer's normal market price, so it does not reduce eligibility — the payout is simply calculated from a smaller collected amount. Extra discounts and credits do reduce it.
- Partner commission and affiliate reward never stack on the same customer; one commercial programme applies unless we approve an exception in writing.
- Every quote, and every reseller quote in particular, is approved by us before it reaches the customer. Final pricing, discounting and contract terms stay with us.
- Marketplace take-rate and content publisher revenue are not commissionable; they follow a separate publisher programme.
- Dedicated tenancy, self-hosting, premium support and managed services carry lower, quote-approved rates because delivery effort is high.
- Do not promise features, compliance status, discounts or timelines without our written approval, and never offer a benefit to a government official on a public-sector deal.

GETTING PAID

Paid fifteen days after revenue is actually collected, once settlement, refund, tax and payout-document checks clear. Multi-year contracts pay as cash arrives rather than on total contract value unless we agree otherwise. Payment is made in the currency named in the partner agreement, converting at the accounting or payment-processor rate where needed. Refunds, chargebacks and customer credits are clawed back or netted off a future payout. Partners handle their own invoicing and local tax compliance; we withhold and report where the law requires it.

These are the standard published CoolAndLovely partner programme terms, given here for guidance. The terms that bind are those in your signed partner agreement and in the quote issued to the customer. Rates, caps and eligibility are confirmed per deal at registration, and CoolAndLovely may decline a commission where the opportunity was not registered, the partner did not materially contribute, the account was already in active pipeline, or the payout would conflict with the approved quote.

22 Contact Information

YOUR CONTACT

Vignesh T.V.
vignesh@burdenoff.com
+91-7358445777

BOOK A 1-1 CALL

<https://calendly.com/vignesh-burdenoff/1-1>

Use this for anything — qualification, pricing, a joint call with your prospect, or a live demo.

EVERY BURDENOFF PRODUCT

<https://burdenoff.com/products>

If CoolAndLovely is not the right fit, the answer may well be on that page.

WHICH CHANNEL FOR WHAT

- **A live opportunity** — email with the handoff details in section 20, and copy the phone number in if it is time-sensitive.
- **A question you cannot answer** — book the 1-1 call; it is usually faster than email.
- **A prospect who wants to meet us** — send them the calendly link directly, or ask for a joint call.

23 Useful Links & Sales Assets

ASSET	WHERE	WHAT IT IS FOR
Product website	https://coolandlovely.com	Positioning, features, comparisons and pricing. Start every prospect here.

ASSET	WHERE	WHAT IT IS FOR
Web app	https://app.coolandlovely.com	Where a prospect creates a free account and gets the whole product at starter quotas.
Documentation	https://docs.coolandlovely.com	Product guides and API reference. Still being filled out, so set expectations.
Use-case walkthroughs	https://coolandlovely.com/use-cases	Nineteen stories, each labelled shipped or roadmap. The fastest way to check a claim.
Comparison pages	https://coolandlovely.com/vs	Side by side against Lyst, Depop, Net-a-Porter, Stitch Fix, Stylebook and Pinterest, with our own gaps named.
Pricing	https://coolandlovely.com/pricing	The published plan matrix. Quote from here, never from memory.
Security and trust	https://coolandlovely.com/security	Access control, isolation, encryption and data location, for the security questionnaire conversation.
Frequently asked questions	https://coolandlovely.com/faq	Plain answers a prospect can read themselves, including what is and is not available.
Book a call with Vignesh T.V.	https://calendly.com/vignesh-burdenoff/1-1	Thirty minutes for a guided demo, a deal conversation or a partner question.
Email or call us	mailto:vignesh@burdenoff.com	Vignesh T.V. — vignesh@burdenoff.com , +91-7358445777. Register opportunities and send introductions here.
All Burdenoff products	https://burdenoff.com/products	The wider product family, for when a prospect's real need sits somewhere else.

WHAT YOU CAN SHARE, AND WITH WHOM

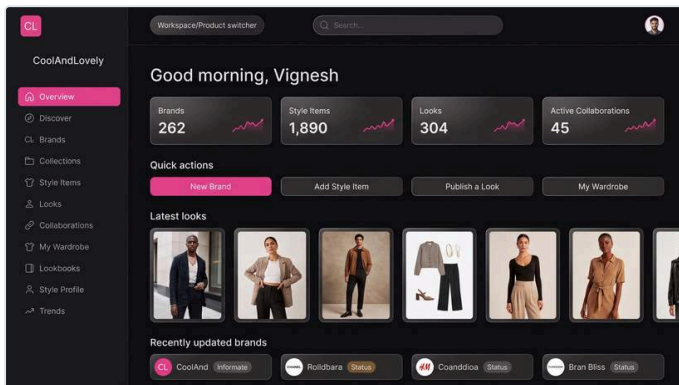
- Share freely in public: anything on coolandlovely.com — the positioning, feature pages, use-case walkthroughs, comparison pages, pricing page and security page. It is written to be quoted.
- Prospect-facing but not for publication: this playbook and the cheat sheet, plan quotas and add-on detail beyond the pricing page, and roadmap sequencing. Use them in a meeting; do not post them.
- Needs our written sign-off before use: any written quote, any discount, any commitment to a roadmap date, any joint press or launch announcement, and any use of the CoolAndLovely name or mark in your own marketing.
- Never share at all: the commission rates, caps and payout mechanics in this document with a customer, and anything that identifies another partner's or customer's deal.
- Never create: customer references, usage figures, results or testimonials. There are none, so anything you have seen of that kind is either about another product or is wrong.

24 Product Mockups — Complete Visual Appendix

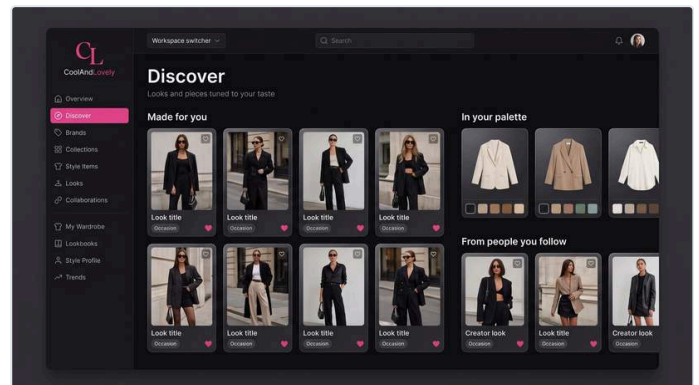
33 SCREENS

Every screen in the CoolAndLovely design set — 33 in total, none omitted. Use these to show a prospect what the product looks like before a live demo.

PRODUCT SCREENS • 30 SCREENS



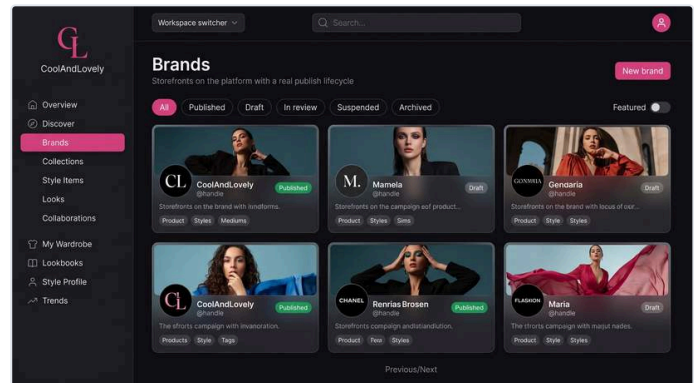
001 Coo Mockup 01 Overview Dashboard



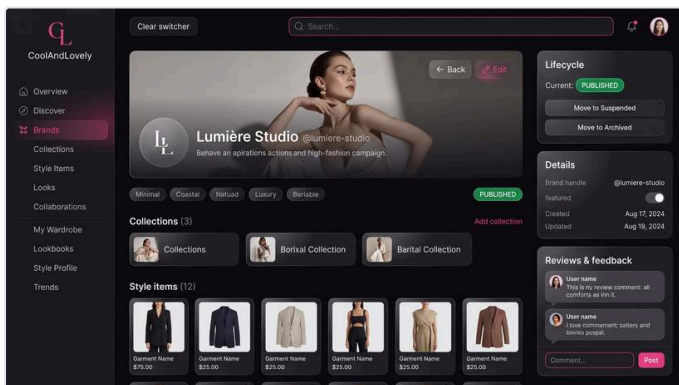
002 Coo Mockup 02 Discover Feed



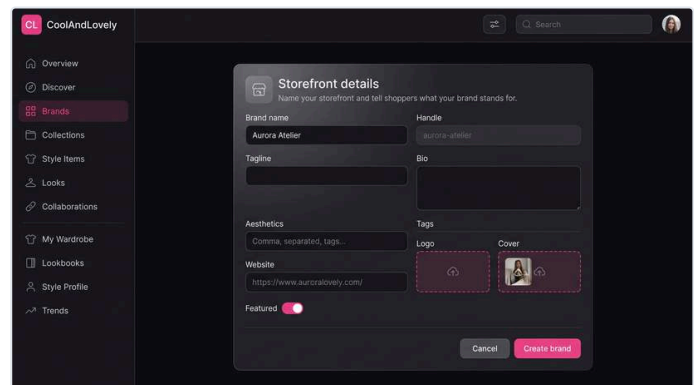
003 Coo Mockup 03 Trends Signals



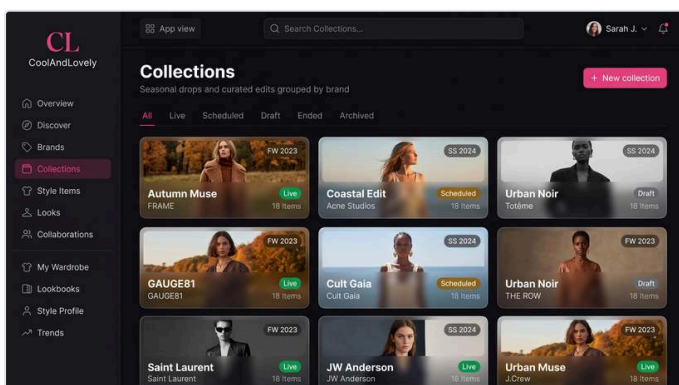
004 Coo Mockup 04 Brands List



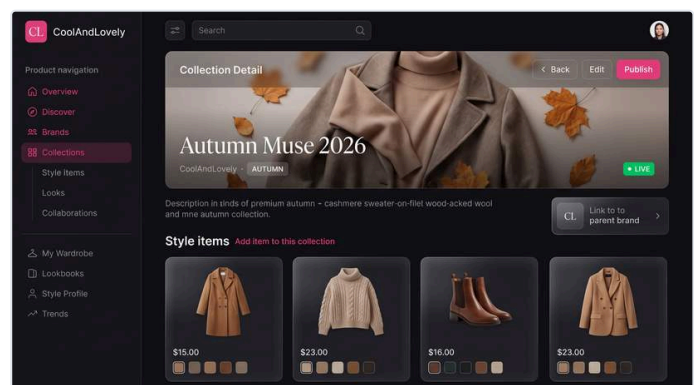
005 Coo Mockup 05 Brand Detail Storefront



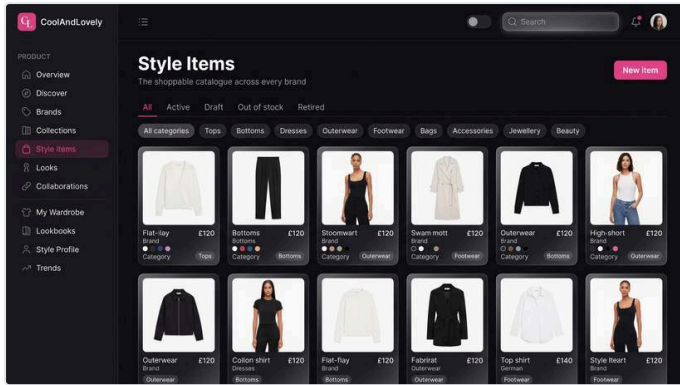
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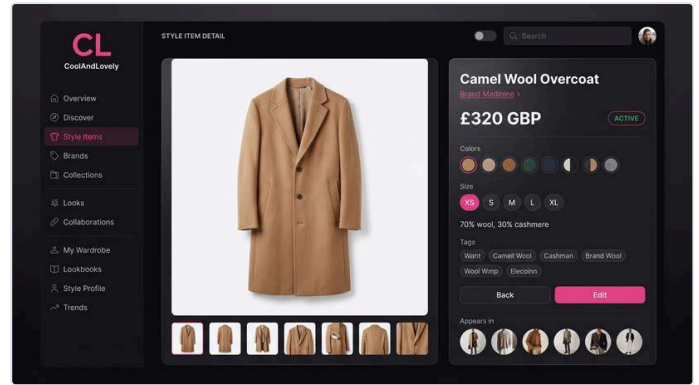
007 Coo Mockup 07 Collections List



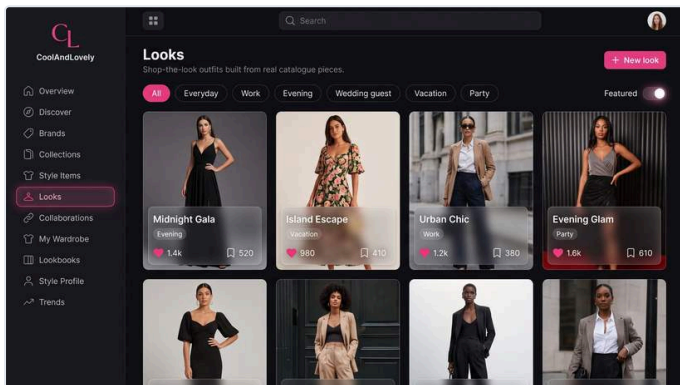
008 Coo Mockup 08 Collection Detail



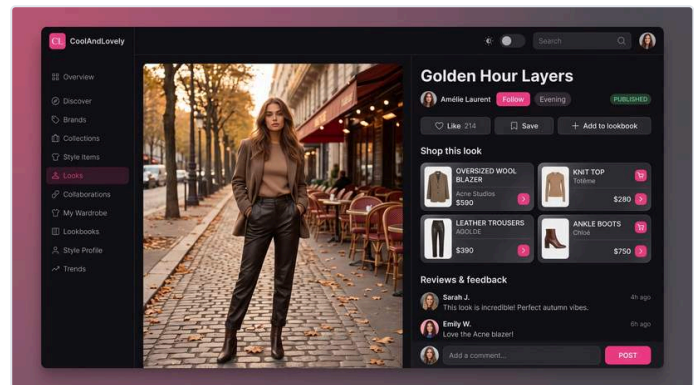
009 Coo Mockup 09 Style Items List



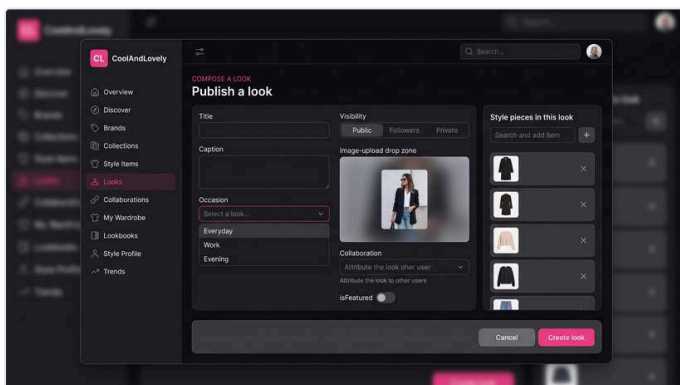
010 Coo Mockup 10 Style Item Detail



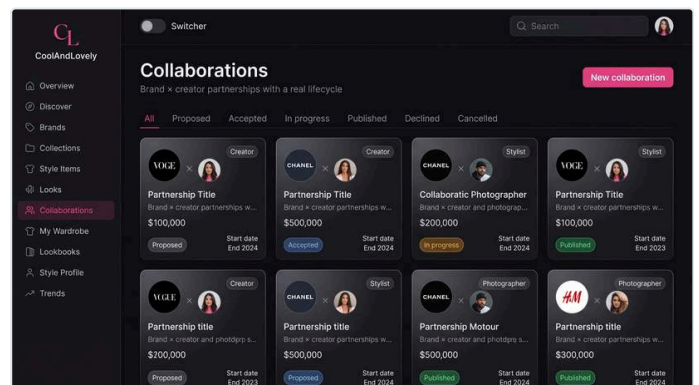
011 Coo Mockup 11 Looks List



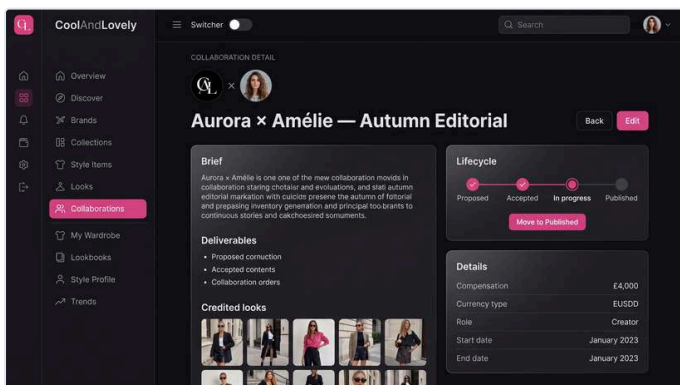
012 Coo Mockup 12 Look Detail Shop The Look



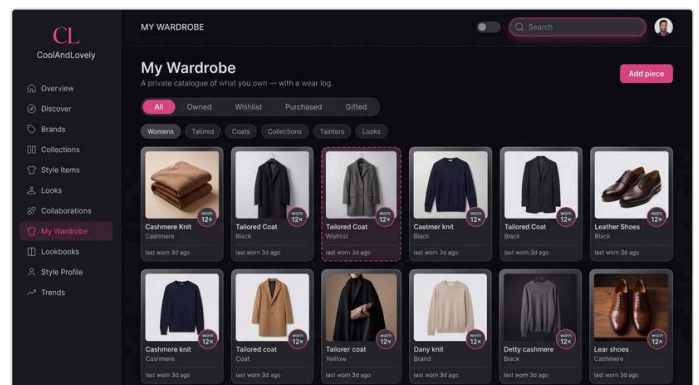
013 Coo Mockup 13 Compose Look Form



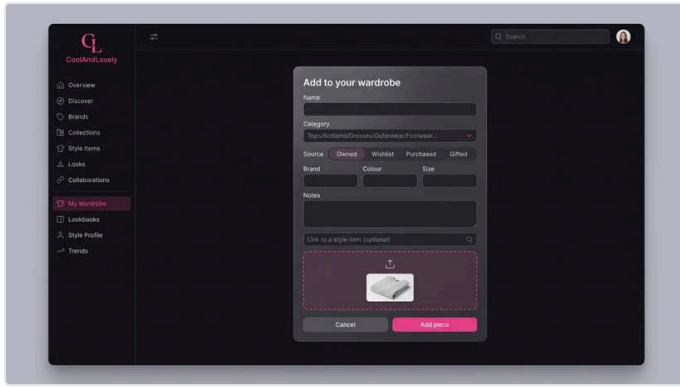
014 Coo Mockup 14 Collaborations List



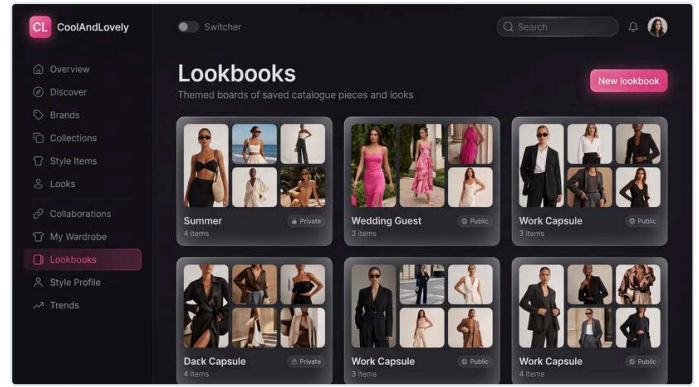
015 Coo Mockup 15 Collaboration Detail



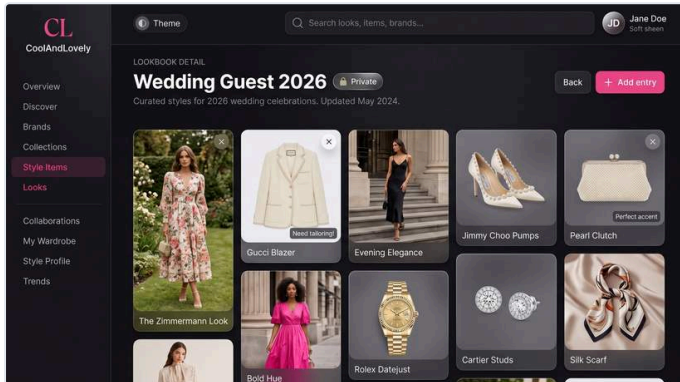
016 Coo Mockup 16 My Wardrobe



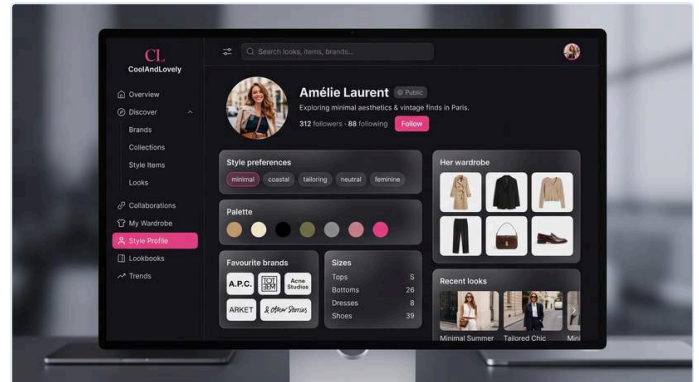
017 Coo Mockup 17 Add Wardrobe Piece Form



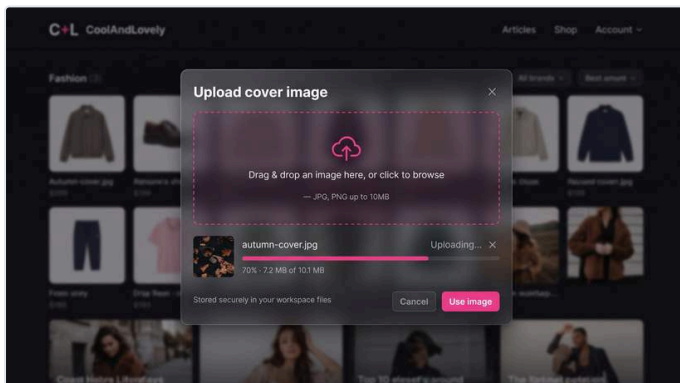
018 Coo Mockup 18 Lookbooks List



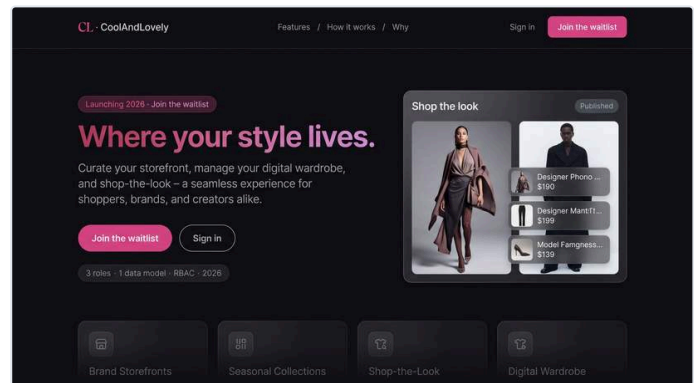
019 Coo Mockup 19 Lookbook Detail



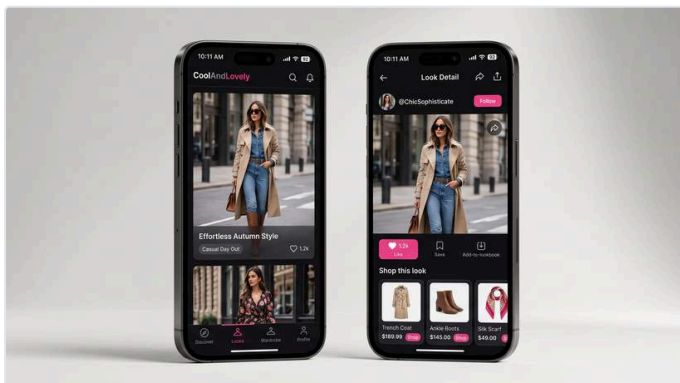
020 Coo Mockup 20 Style Profile



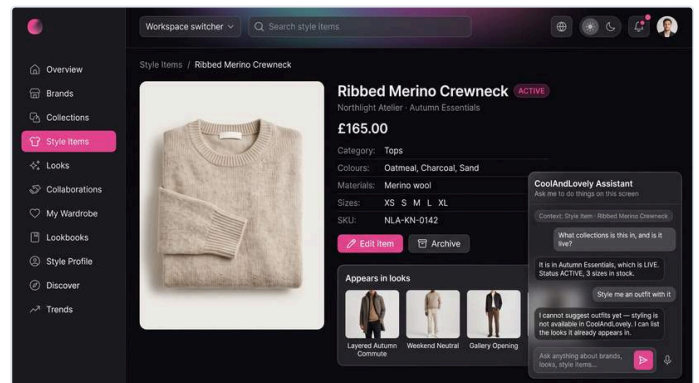
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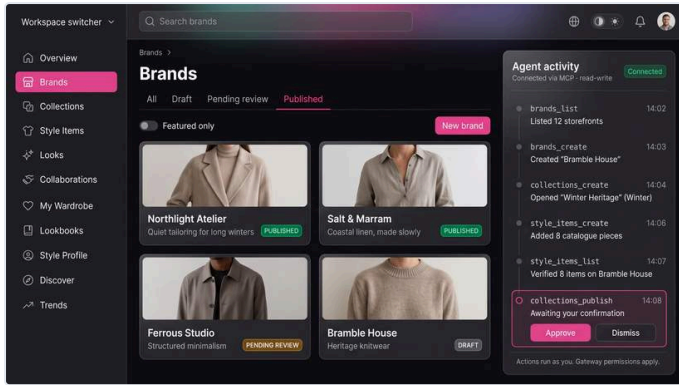
022 Coo Mockup 23 Landing Logged Out



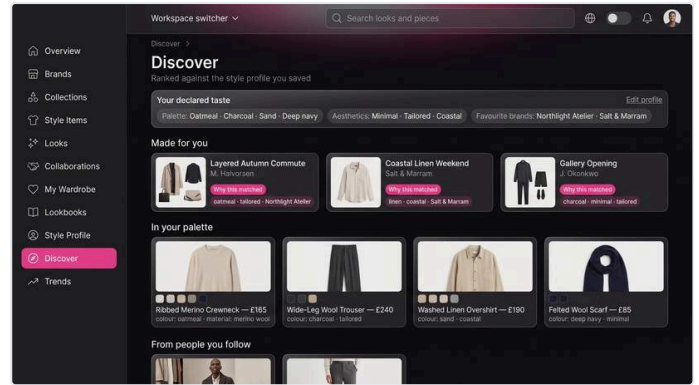
023 Coo Mockup 24 Mobile Native



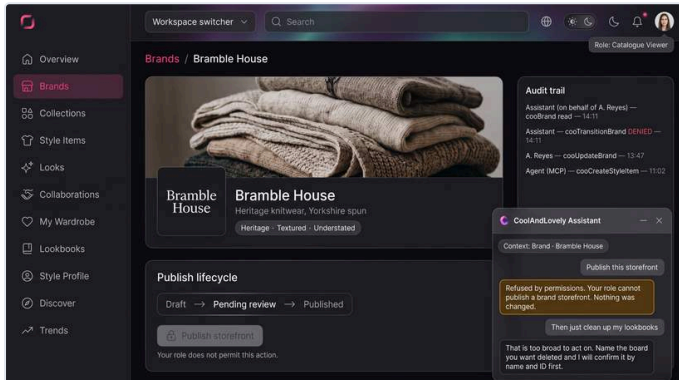
024 Coo Mockup 25 Assistant Screen Context



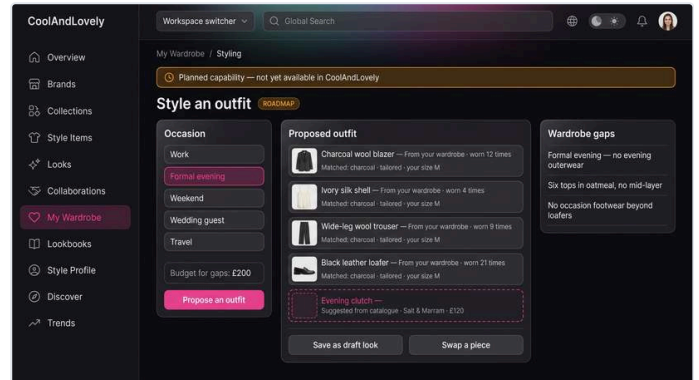
025 Coo Mockup 26 Agent Tool Surface



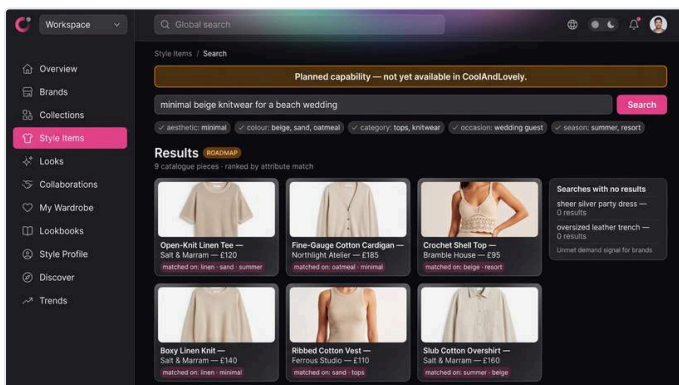
026 Coo Mockup 27 Taste Match Explainer



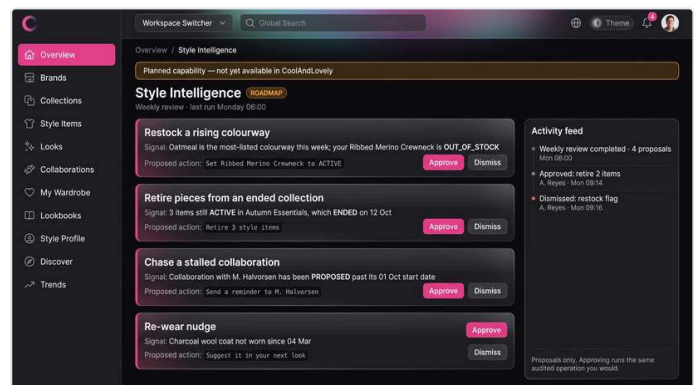
027 Coo Mockup 28 Governed AI Actions



028 Coo Mockup 29 Styling Proposal Roadmap

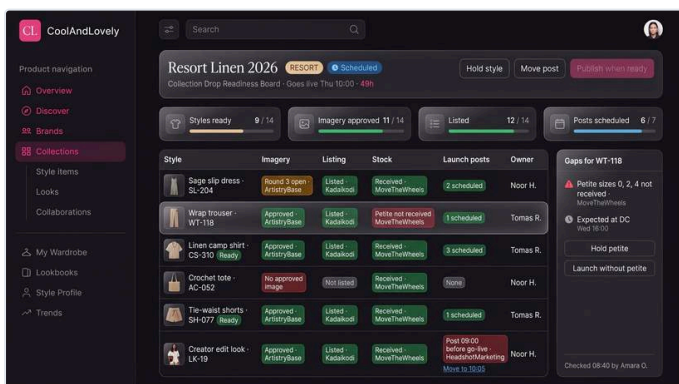


029 Coo Mockup 30 Aesthetic Search Roadmap

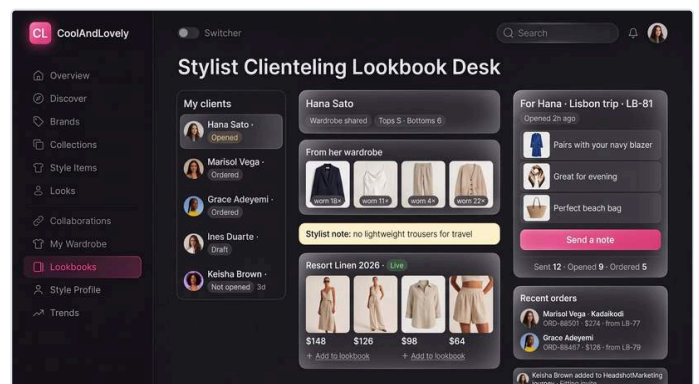


030 Coo Mockup 31 Merchandising Loop Roadmap

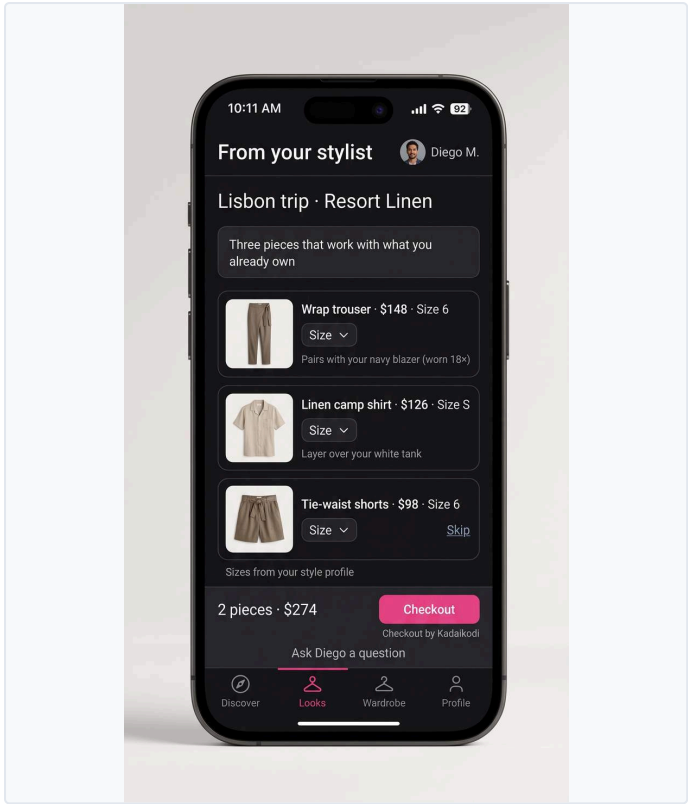
FASHION BEAUTY • 3 SCREENS



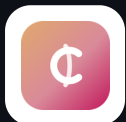
031 Collection Drop Readiness Board 1 Drop Readiness Board



032 Stylist Clienteling Lookbook Desk 1 Clienteling Desk



033 Stylist Clienteling Lookbook Desk 2 Client Lookbook On Phone



Found someone who needs CoolAndLovely?

You do not need to be a fashion person to spot this one. If a brand tells you their creator deals live in DMs or their catalogue lives in three places, that is the opening. Make the introduction, send us what you heard, and we will take it from there.

EMAIL OR CALL

Vignesh T.V.
vignesh@burdenoff.com
+91-7358445777

BOOK A 1-1 WITH VIGNESH

<https://calendly.com/vignesh-burdenoff/1-1>

ALL BURDENOFF PRODUCTS

<https://burdenoff.com/products>



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