



Let's talk  
fashion.

# POLYVORE

~ the web's largest fashion community  
or a new type of shopping experience?

The screenshot shows a browser window with the URL <http://www.polyvore.com/>. The page features the Polyvore logo at the top left, with navigation links for TOP, FOLLOWING, a heart icon, ASK, SHOP, and CREATE. A search bar labeled "Search products" is located on the right. Below the navigation is a section titled "Top sets from the Polyvore community" with the subtitle "Mix and match products you love". A featured contest is displayed, titled "Flashing Our Brights with Nine West". The contest image shows a collection of clothing and accessories, including a dark blue top, a yellow top, and floral patterned items, with the text "NINE WEST" and "#flashingourbrights". To the right of the contest image is a blue button labeled "Enter contest". A partial image of a person's feet wearing bright orange high-heeled sandals is visible on the right side of the page.

# Create & Collage

- ~ Outfits, home decor, and art.
- ~ Business Model: affiliate commissions
- ~ Users: women



# Extending the concept

- ~ Any e-commerce business:  
cross-selling and up-selling
- ~ Creating tutorials
- ~ Partnering with other websites:  
E.g. Polyvore & Pinterest



# Questions?