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## Figuring out what to wear just got even easier.

### **Abundant Closet releases new Outfit Filter technology to improve the user experience.**

Atlanta, GA – November 2, 2010: In an effort to make it even easier to figure out what to wear, Abundant Closet announced today that the release of new filter functionality to make it easier for users to view the outfits already in their closet, waiting to be worn.

Since making the beta version of Fashion-ade.com available to the public on September 21, the average user has added more than 130 garments to her closet, happily exceeding expectations. As a result, the site's proprietary Outfit Engine is now regularly producing an average of 15,000 outfit combinations for each user. Although the company was pleased to be able to reveal so much potential to its users, a better navigational tool was clearly in order.

To help users navigate through all of this wonderful potential, the company is now allowing users to sort their combinations by categories such as color, fabric type, pattern, and garment category. The company is most excited, however, to allow users to search by seasonal trend. "Each season, there are 20 or so trends that can really bring an outfit into the here and now. By helping a user look for those trends already hiding in her closet, we can help her truly shop her closet for fresh, up to the minute looks," says Jody Fennell, CEO and Co-Founder of Abundant Closet. For instance, this season the Outfit Engine can search your closet for animal prints, boots and the color camel – all important elements for Fall 2010/Winter 2011. Bringing these items to the forefront of a user's closet, and mixing them with other pieces, can bring her wardrobe up to date in a flash. And, if her closet is lacking a particular trend item, not to worry – the site will allow her to review and purchase items from its retail partners, including Zappos.com, Dillards.com and SaksFifthAvenue.com.

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#### **About Abundant Closet**

[Abundant Closet](#) provides innovative social commerce intelligence to retailers in the \$215 billion women's fashion retailing industry, offering Closet Insights to generate higher quality leads and maximize working capital by optimizing fashion buying decisions. Its first application, Fashion-Ade.com, enables consumers to maximize their closets, and enables retailers to present consumers with apparel

items that are relevant to their taste and style preferences, resulting in higher purchase rates. Over time, [Fashion-Ade.com](https://www.fashion-ade.com) will allow Abundant Closet to become the go-to resource for information on what women own and what they actually wear.