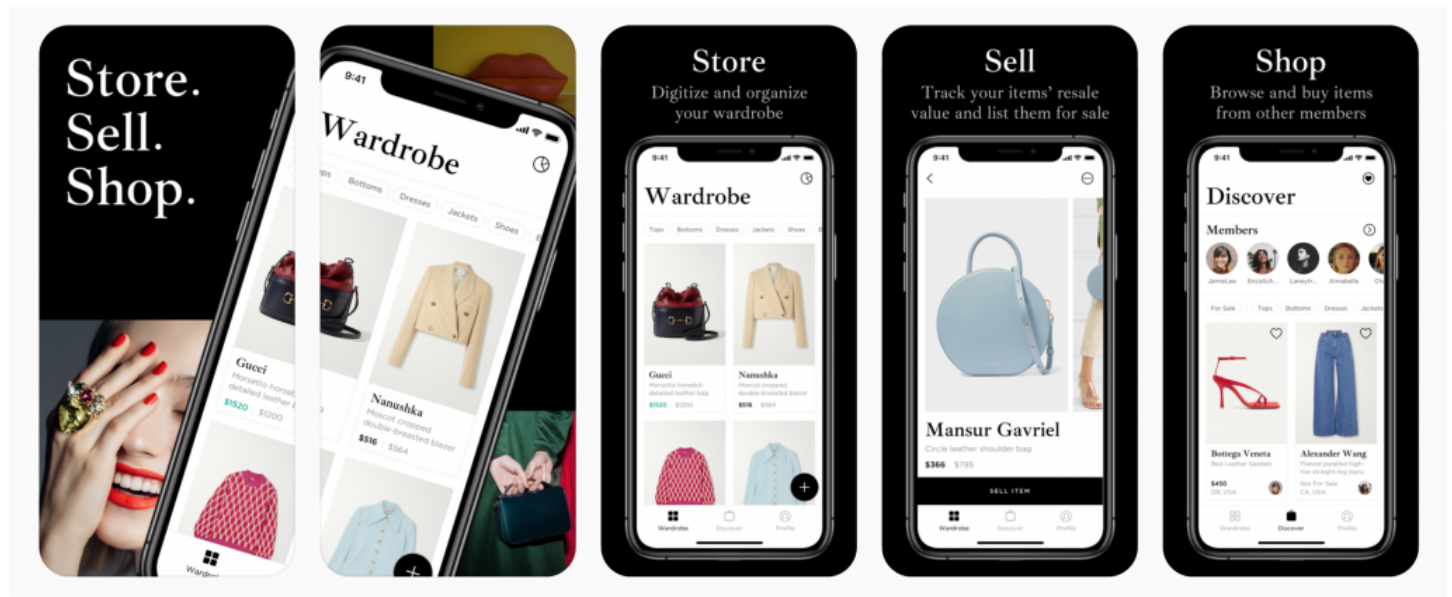


Former Google employees launch new digital wardrobe app that can track your clothing purchases for easier resale

Just launched to the App Store, Storey empowers users to take control of their wardrobe. It creates a virtual wardrobe to organize and build from, easily resell items, and shop others' closets.



San Francisco, Sep 21, 2020 ([Issuewire.com](https://www.issuewire.com)) - It's an idea that has been brewing in [Storey](https://www.storeyapp.com) co-founder Nicole's mind for many years, driven by frustration from a lack of continuity between the online purchase and reselling journeys:

"I've always wondered why the beautiful, clean, organised process of buying a new item of clothing online can't be carried over with the same elegance into resale...why do we have to re-create product listings from memory, spending ages trying to recall when you bought something and for how much, and take new photos?"

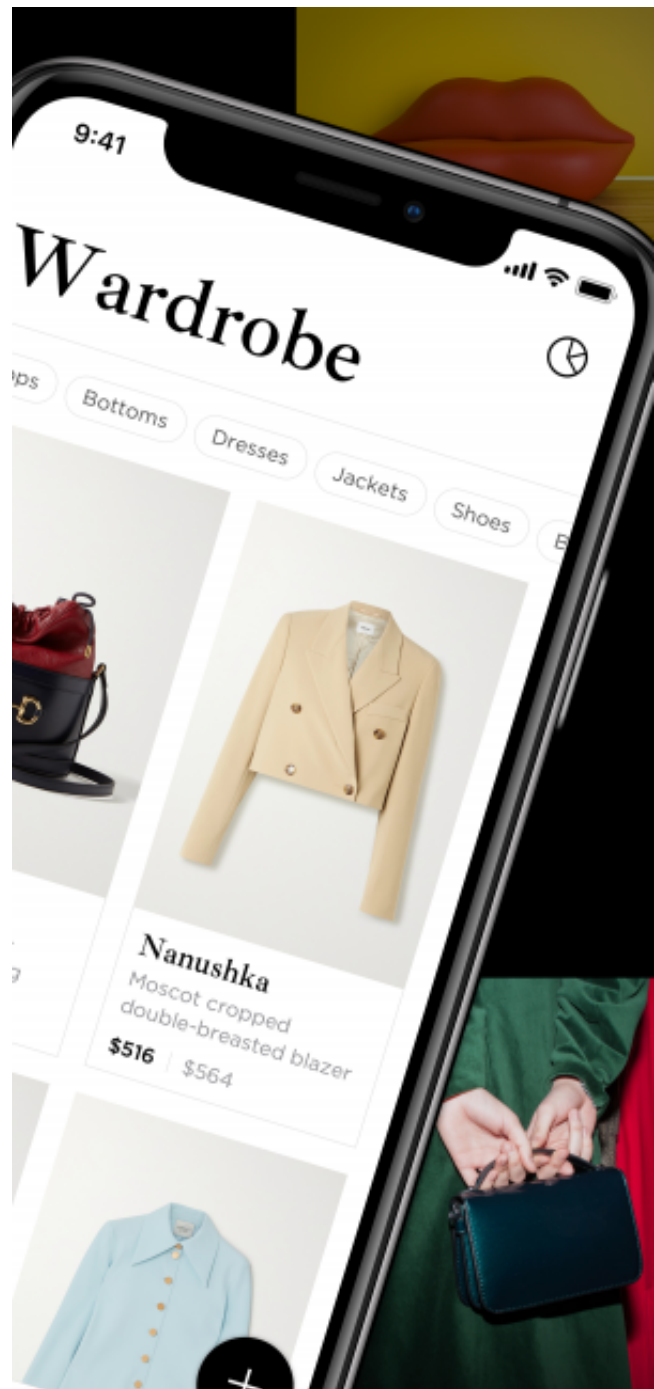
Storey tries to change all that by offering a way of seamlessly carry over all the information about your past purchases into new sales listings on the Storey re-selling platform in one click. Your digital receipts get imported into Storey automatically as you shop.

In addition to this, all of your wardrobe items are stored in the palm of your hand and serve as a reminder of what you have as you shop. There is also a Collections feature to build and save outfits from items in your wardrobe. Nicole hopes this can help users be more sustainable by 'shopping from your wardrobe first'.

You can also flick through your friends' closets and save your favorite sellers, as well as make an offer on any item.

The hope is that this app can help all of us gain more value from our wardrobes, while contributing to a more circular fashion economy - something the apparel industry desperately needs!

Storey is available in the Apple App store the US and the UK. [Download the app here](#). Follow Storey on [Instagram](#).



Media Contact

Storey

info@storeytheapp.com

6503141827

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