

Fashionme Launches Worldwide: A Personal Stylist in Your Pocket, Without the Studio Price Tag

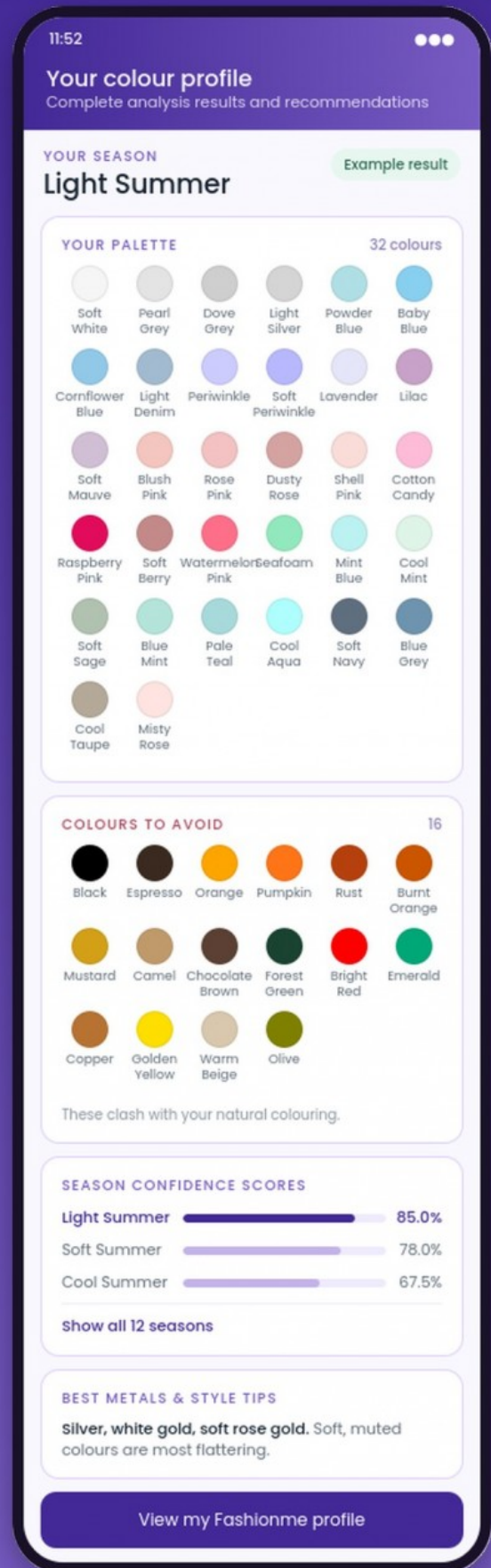
Fashionme

Body & Colour Intelligence

Free to download

Live in 33 countries

fashionme.io



Auckland, New Zealand Sep 8, 2026 ([IssueWire.com](https://www.issuewire.com)) - Professional body-shape and colour consultations have traditionally meant booking a specialist in person, often for a few hundred dollars an hour. Fashionme, a mobile app that puts personal-stylist-level body-shape and colour analysis into a smartphone, is now available on the Apple App Store and Google Play in 33 countries, including the United States, United Kingdom, European Union, Canada, Australia, New Zealand and Singapore.

Fashionme is built to put that same kind of personal information directly into people's hands, without an appointment: a smartphone body scan and a guided colour analysis questionnaire (with an optional photo) generate a personal 3D avatar, detailed measurements, a body-shape profile, and a colour palette of flattering shades. Along the way, it also tackles the everyday guesswork that can show up as decision fatigue, outfit regret, and wardrobe anxiety — common, everyday frustrations rather than a clinical condition.

"Good styling advice shouldn't depend on being able to book a consultant and pay a few hundred dollars for an hour of their time," said Grant Jennings, co-founder of Fashionme. "We wanted to put that same kind of insight directly on people's phones."

Fashionme is free to download, and every new user starts with a free Style Clarity Quiz — a three-to-four-minute assessment, with no subscription required and no appointment necessary. Rather than a generic score, the quiz sorts people into one of five recognisable everyday patterns — the Shape Guesser, the Colour Confused, the Outfit Overthinker, the Wardrobe Regret Loop and the Style Rebuilder — giving people language for something many have felt but never quite named, and a personalised result to keep, at no cost.

Fashionme organises its guidance across five body-shape profiles and twelve colour profiles, then applies them through Silhouettes, Garments, Outfits and Tips sections, producing a personal 3D avatar and a curated colour palette. The app also includes three AI styling assistants — Capsule Wardrobe Analysis, Outfit Regret Prevention and Event Outfit Planner — designed to help people get more out of the clothes they already own.

"Seeing your own colour palette for the first time is genuinely the fun part," said Matisse Jennings, co-founder of Fashionme.

Fashionme's next phase is a further subscription tier built on the same body-shape and colour profile: curated capsule ranges selected for a customer's shape and colouring, with garments made to their own measurements. The feature is in development and further details, including timing and pricing, will follow.

Scan photographs are sent to a specialist measurement processor and deleted once processing is complete; Fashionme retains only the resulting measurements and shape profile.

Fashionme is free to download, with the free Style Clarity Quiz available immediately. A subscription unlocks the full body scan, colour analysis and personalised style insights, priced at USD \$6.95 per month or USD \$39.95 per year, with additional body-scan or colour-analysis retakes priced at USD \$7.95 each. Pricing is shown in USD and converts to local currency at checkout via the App Store or Google Play.

Fashionme is available now on the App Store and Google Play.

About Fashionme

Fashionme puts personal-stylist-level body-shape and colour insight into a smartphone, without the studio price tag. The app is free to download and opens with a free Style Clarity Quiz; a subscription then unlocks a two-photo smartphone body scan, guided colour analysis and personalised Stylelyme recommendations, turning measurements, body-shape information and colour direction into practical styling guidance. Fashionme is built by FashionMe Limited, based in Auckland, New Zealand. Co-founders Grant Jennings and Matisse Jennings are also the authors of the companion book Stop Guessing What Suits You: The Fashionme Style Clarity Method, available on Amazon. Learn more at fashionme.io.

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