

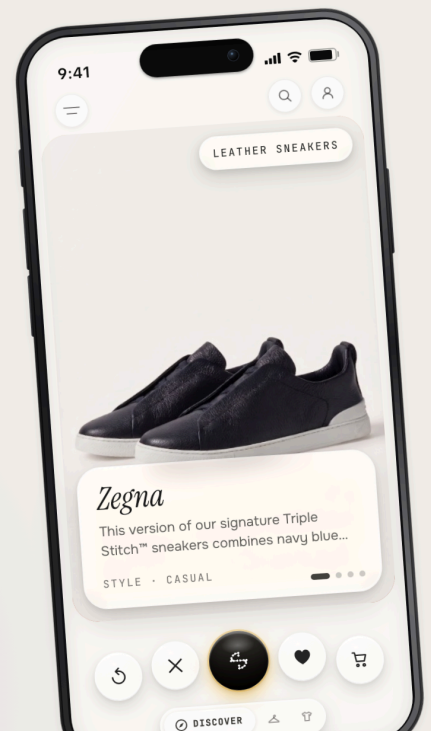
Swipe in. *Style* emerges.

Styloo is an iPhone app that learns your fashion taste one swipe at a time. This page has everything you need to write about it: the short story, the facts, the founders and the brand files.

Styloo 

Swipe in. *Style* emerges.

Save what fits you, skip the rest, and let AI build a wardrobe that's actually yours.



The *short* version.

FACT SHEET

CATALOG

Clothing, shoes and accessories, growing every week

WHAT IT IS

A swipe-based fashion discovery app with a personal taste model

PRICE

Free. An optional paid tier, Atelier, with premium AI features is planned

DEPARTMENTS

Menswear, womenswear and unisex

FOUNDERS

Kacper Zaorski, Piotr Rybiec, Michał Glinka

RETAILERS

Many online fashion stores in one feed

PLATFORM

iOS. Closed beta now, public App Store launch planned for fall 2026

SHOPPING

Every product links to the original retailer. Nothing is sold inside the app

BASED IN

Warsaw, Poland

WEBSITE

styloooapp.com

Ready to *paste*.

ABOUT STYLOO

ONE LINE · 26 WORDS

Styloo is an iPhone app from Warsaw that learns your fashion taste with every swipe and brings pieces from many online retailers into one personal feed.

SHORT · 64 WORDS

Styloo is a fashion discovery app for iPhone, built in Warsaw. Users swipe through a personal feed of clothing, shoes and accessories: pass on what isn't them, like what is, and love the pieces they really want. Every decision teaches the app their taste. Saved pieces go to a personal closet, where users put together complete looks. Every product links to the original retailer.

LONG · 137 WORDS

Styloo is a fashion discovery app for iPhone, built in Warsaw, Poland. Instead of scrolling endless shop grids, users swipe through a personal feed of clothing, shoes and accessories: pass on what isn't them, like what is, and love the pieces they really want. Every decision trains Styloo's taste model, so the feed gets sharper with each session. Saved pieces land in a personal closet, where users arrange complete looks on a free-form board. The catalog brings together pieces from many online retailers and covers menswear, womenswear and unisex. Styloo does not sell clothes itself: each product links to the original store, where the purchase happens. The app is free, currently in closed beta on iOS, with a public App Store launch planned for fall 2026. Styloo was founded by Kacper Zaorski, Piotr Rybiec and Michał Glinka.

Three motions. *Nothing else to learn.*

HOW IT WORKS

STEP 01

Register.

Define your style. During sign-up you pick the styles that speak to you most, so the first cards already feel like yours.

STEP 02

Swipe.

Discover your feed. Each card is one product with its photos and brand. Every swipe shows Styloo what your wardrobe really needs.

STEP 03

Compose.

Build your looks. The pieces you save collect in your closet, ready to be combined into outfits.

× Pass

♡ Like

❤ Love

Three answers per card. Love counts double in the taste model.

What makes it *different*.

INSIDE THE APP

A feed that learns

Styloo reads each product's photos and description and builds a taste profile from what you pass, like and love. The next cards follow from it, with a few surprises mixed in so the feed never closes in on itself.

Many shops, one place

Pieces from many online stores sit in a single feed. No tab-hopping between shop apps, no repeated filters.

Closet and looks

Everything you save waits in your closet. In My Looks you place pieces on a board, resize them with a pinch and save the outfit under a name.

Browse by style

Search covers categories and styles such as Business & Office or Casual & Everyday, and any result can become a swipe deck of its own.

No checkout, no pressure

Styloo never sells anything. When you want a piece, one tap takes you to the retailer's own page.

Who's *building it*.

FOUNDERS

A couple of friends who got tired of scrolling the same feed.

Kacper Zaorski

Co-founder & CEO

Business Management student deeply immersed in the world of e-commerce and fashion marketplaces.

Piotr Rybiec

Co-founder & CTO

CS and Biotechnology student, sharpened by big tech and early-stage startups. Curiosity leads, the skills follow.

Michał Glinka

Co-founder

WUT-made SWE, forged by startups and enterprise IT, now reshaping fashion – safe paths don't make history.

Logo, colour, *type*.

BRAND ASSETS

Styloo 

WORDMARK · INK ON CREAM

Styloo 

WORDMARK · CREAM ON INK



APP ICON · 1024 PX

Cream

#F2EFEA

Ink

#0E0E0E

Terracotta

#D9694B

Peach

#F4B89B

Paper

#FAF8F4

Stone

#6B6864

Mist

#B7C4DF

Denim

#4A6FA8

Aa

Onest

HEADLINES AND TEXT

Medium for headlines, tight tracking. Regular for running text.

Aa

Instrument Serif

ITALIC ACCENTS

One or two words per headline, always italic: *Style* emerges.

Aa

JetBrains Mono

LABELS AND TAGS

Uppercase, wide letter-spacing, small sizes. Used for labels like **STYLE** · **CASUAL**.

- Write the name as **Styloo**: capital S, the rest lowercase. Not **STYLOO**, not Styloo App.
- Show the dotted S mark in **ink** or **cream** only, with clear space of at least half its height.
- Don't stretch, rotate, outline or recolour the logo, and don't place it on busy photos.

PRESS AND PARTNERSHIPS

contact@stylooapp.com

Interviews, beta access for reviewers,
assets and partnership requests.

WEB

stylooapp.com

Product overview, FAQ and the early-
access waitlist.