Student startup Share Style introduces a new social way to shop

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Most people can relate to spending hours looking for clothes online, trying to figure out how the items might look in real life. Before long, that familiar seed of doubt begins to creep in as you question whether it'll look as fantastic on you as it does on the model.

UK startup Share Style is a new social shopping website founded by two Brighton University students. According to 21 year old co-founder Thea, the website is a place for people who might not ordinarily get themselves out there on social media to inspire each other and share style tips. You can discover new brands, share your own style photos and collections; and most importantly shop the clothes you see on real people.

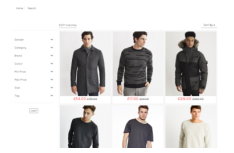
The impetus for building the website came from their own frustrations when shopping online. 22 year old co-founder Sam recalls the night the idea was born; “We were sitting around in our basement flat browsing the internet to find new clothes. I remember swapping between different sites getting progressively more frustrated with the lack of choice. It was at that point that we realised that we could do something better!". The solution was simple; create a place where you can be inspired by clothes, words and people all at once.

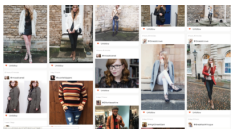
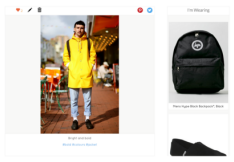
As a duo they found they had the perfect skill set; a Digital Media undergraduate and a Computer Science undergraduate both with a love of style and a passion for great website design!

The couple built the website from scratch whilst studying full time and holding down part time jobs. Sam handling the tricky development from backend to front and Thea tackling front-end design and Marketing. It took almost a year of development before the website was ready for launch, but thankfully all the effort seems to be paying off as the website has succeeding in winning the support of its dedicated early adopters.

View Share Style here : https://www.share.style/

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