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About 1 year ago [Alana Taylor](#) 4

Chictopia.com: Real People Can Be Models Too [The Startup Review]

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STARTUP DETAILS:

Company Name: [Chictopia](#)

20-word Description: Chictopia.com is the new fashion destination connecting style seekers to trend setters. Chictopia answers the ultimate question fashion magazines and television advertising do not. *What looks good on you?*

CEO's 100-word Pitch: By connecting users to those that are similar to them in shape, age, skin tone, and style preference, Chictopia.com offers targeted social networking opportunities to our users, connecting style seekers to real trend setters that are relevant to them. Similar to how MySpace transformed the music industry into a democracy, YouTube transformed the film industry into a democracy, Chictopia is here to transform the fashion industry, where original style icons surface and gain popularity amongst their fans.

Mashable's Take: Chictopia mashes the constructive criticism concept of [RestyleMe](#) and the social networking angle of [ShareYourLook](#) to create one of the edgiest fashion site startups I've seen. What Chictopia provides is a platform where users who are interested in fashion can meet and help each other decide what looks good on them.

By uploading pictures and describing your body type, you can be connected to friends who share your similar look, complexion, and style. Searching by body shape, size, and style Chictopia brings fashion down from the model runway to a real-world perspective.

If you ever wondered what would look good on people who look just like you, just browse through photo categories that match your type such as broad shoulders, short legs, long torso, or wide hips. Not only can you build your own style based on friends' photos, but you can also poll other Chictopians to see what they

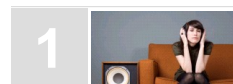
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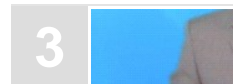
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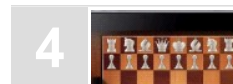
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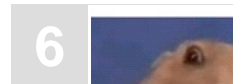
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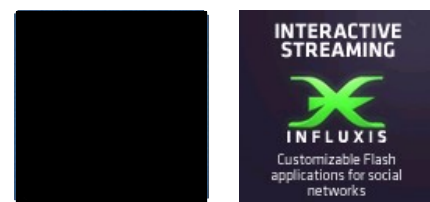
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think about your own outfits.



Advertise Here

The site has advice on what to wear for certain occasions, like parties or brunches, and it also lets you see which boutiques in your areas have the clothes you are looking for.

There are many sites that socialize fashion in the web world, but at its 2 million page view run rate, Chictopia looks like it may be an early leader. The whole website is run by the community and there is a strong sense of trust between users when reviewing each other's outfits or styles. Between the Style Gallery, Forum, and user blogs it has never been easier for fashionistas to stay up-to-date with the latest trends.

However, it must be said that if the words "fringe," "romper" and "maxi" aren't in your vocabulary then Chictopia will be as foreign to you as a 17th century Pilgrim at a Metallica concert.

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it's linked ... next to "company name"

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
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 **Emily Williams** 1 year ago

Oooh, looks like another good website to feed the fashion addiction. Any clues how they'll be making money?

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 **Steven** 1 year ago

How long have they been around? It's interesting to see so many sites targeting the fashion market.

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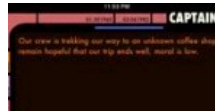
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