James Dantonio

Our company would receive a consistent income by developing an Xbox add-on that allows Xbox Live customers to try on outfits through Xbox before they buy the. We would call this add on “style on” and we would receive a percentage of the sale from the items of clothing they purchase from different clothing brands.

By using the camera on Xbox, the user will be able to project themselves onto their television, and then they will have the ability to browse different clothing options and adjust them on the screen to allow users to virtually view that outfit on themselves. This would essentially create a dressing room in one’s own home without the hassle of going to a store. We would be able to have different stores and brands clothing outfits for the add-on because these suppliers would want to increase their sales from this add-on. After the user types in what type of clothing they are looking for, they can browse and try on different outfits. Once he or she finds the outfit they like, they have the ability to purchase the outfit and have it shipped right to their door.

We would be able to make this add on free for Xbox live users. We would make our money by taking a cut from the suppliers profit when an outfit is purchased. Our add-on will also keep consumers coming back and spending more money resulting in larger profits for us, and the clothing suppliers we work with. Consumers will be willing to pay for these outfits for the simple convenience of not having to leave their house, resulting in a long-term source of revenue.