GIOVE
FIT WITHOUT FAIL.

INTRODUCING A NEW DIGITAL RETAIL EXPERIENCE. CREATE AND CUSTOMIZE THE PERFECT PAIR OF JEANS. GUARANTEED.
A good pair of jeans is hard to come across. Women’s denim sizing in America caters toward an idealized body type and ratio that the majority of women do not fit into. Additionally, sizing charts are not standard across all retailer sights, meaning you could be a 24 at one store, and a 26 at another. As a result, the return rate for jeans is absurdly high. In fact, it is estimated that the return rate for online retail products is 30%. The case of receiving and subsequently returning a pair of jeans that don’t fit impacts not only your wallet but also the environment, as the environmental effect of shipping contributes to both water and air pollution. Finding a pair of jeans that fit can be a frustrating process. For some, not being able to find a form-fitting pair of jeans can intensify the pressures of toxic body and beauty standards or trigger feelings of insecurity. At Glove, we believe that everybody deserves a pair of jeans that fit them comfortably and stylishly, no matter their body type. Shopping for jeans should be a purely exciting and enjoyable experience. Our app’s body scanning capabilities will ensure that you will receive a pair of pants you feel secure and confident in. Our customizable features grant the user the ability to design or “edit” the pair of jeans they hope to receive, putting the user in the shoes of a fashion designer. With Glove, you are able to flourish through fashion. You will not only look good but feel good, too.
SAY GOODBYE TO...
- EXPENSIVE TAILORS!
- DISCOMFORT!
- TRYING TO FIT INTO AN OLD PAIR OF JEANS!
- TIME-SUCKING DIY DENIM SHRINKING OR STRETCHING ATTEMPTS!

SAY HELLO TO...
- THE NEXT STAPLE OF YOUR WARDROBE!
- CONFIDENCE & COMFORT!
- STYLE!

WHO IS IT FOR?
GLOVE IS FOR EVERY BODY. ANYONE WHO VALUES FASHION AS A FORM OF EXPRESSION AND SUSTAINABILITY WILL BE PARTICULARLY EXCITED ABOUT OUR PROCESS AND ETHOS.

HOW IS IT USED?
GLOVE GUIDES YOU THROUGH THE STEPS OF SIZING, DESIGNING, AND ORDERING JEANS. THE USER IS INVOLVED IN EVERY STAGE OF THE QUICK, EASY, AND STRESS-FREE PROCESS.
STEP 1: DOWNLOAD THE APP

DOWNLOAD GLOVE FOR FREE IN THE APP STORE!

STEP 2: OPEN & SCAN

STAND IN FRONT OF THE CAMERA AND SLOWLY TURN YOUR BODY UNTIL YOU HEAR A DING. YOUR MEASUREMENTS WILL BE RECORDED IN THE APP AND YOUR LEG'S DIGITAL GEOGRAPHY WILL BE USED TO ENSURE A GOOD FIT. GLOVE KNOWS THAT BODIES CHANGE WITH TIME, SO YOU ARE ALWAYS ABLE TO CREATE NEW SCANS OR ACCESS OLD ONES.
**STEP 3**

**PICK YOUR STYLE**

Choose from a variety of styles. The app will then show you what you will look like in the jeans so you can preview the product. You can always go back to switch jean style at any step in the design process!

Feeling 70s? Try flare!

Want a vintage look? Try Mom jeans!
STEP 4: CUSTOMIZE

- CHOOSE YOUR COLOR
- ADJUST THE FIT
- ADD EMBELLISHMENTS SUCH AS EMBROIDERED DESIGNS OR FAUX RIPS
- USE THE TOOLBAR TO EDIT TEXTURE, LENGTH, AND OTHER ELEMENTS!
Step 5: Order

Once you've designed your jeans, you can order them straight through the app. Click on our sustainable shipping and transparency tabs to learn more about our farm-to-closet model and the eco-friendly practices we have implemented.
Glove provides a fun and stress-free shopping and creative design experience. The app taps into the user's interest in fashion and addresses our culture's unrealistic body standards for women by eliminating toxic rhetoric and sizing from the retail process. In this way, it promotes positive body image, and in turn, human flourishing.