



## **Viral TikTok leads to skyrocketing follower count for fashion tech start-up**

Danish start-up CAPSULE saw their online following multiply more than tenfold after one of their videos went viral shortly after posting.

How much of your wardrobe do you actually wear? According to statistics, it's probably only between 20 to 30%. The rest will only be brought out on special occasions or, in the worst of cases, never be worn. Now, a Danish start-up has plans to change that - and a viral Tik Tok video hints that they're on to something.

The video, which describes how the founders met, was posted on Friday the 19th of August. By Sunday afternoon, the video had been watched more than 1.5 million times. As of writing, the video has accumulated close to 2.5 million views.

### **Student project turned independent business**

CAPSULE was founded by Nadia Wabra, Louise Linde, Emilie Seegert and Nanna Hejndorf. Thanks to funding from Innovationsfonden they've been able to develop an app with the purpose of helping women organize their closets. The app allows users to digitize and organize their entire wardrobe in the style of the character Cher's digital closet from the 1995 movie "Clueless".

The idea emerged when the women were sorted into a group for a project during their time at VIA University College in Aarhus, Denmark. They quickly realized that they all experienced having a so-called "passive wardrobe" and started brainstorming ideas on how to change that. The result was

"We want to create a greater joy in the user's existing wardrobe by creating a cohesive overview over the items already located in their closet. By doing so, we help the user minimize bad shopping decisions and wardrobe crises, which will help the user save time and mental energy trying to pick out outfits", says Louise Linde, co-founder of CAPSULE.

### **Video reaches international audience and new group of users**

While most of CAPSULE's followers and viewers until then had been from the company's native Denmark, more than 50% of the new views came from the USA, the UK and Canada.

Apart from gaining millions of views, the company has gained a slew of new followers on the platform. The video has brought in more than 24.000 new followers and most importantly, 3000 number of new signups for the app which launches in October.

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