ZUKME

THE GUIDE · ISSUE N° 01 · 2026 · GH₵ · US$



STYLEME
One photo.
Your whole truth.

RUNWAY EDIT
Wear the sunset.

CEDIS & DOLLARS
Mobile Money or card.

PARTNERS
Earn on every sale.

FOR THE DESIGNER, THE STYLIST, THE CREATOR, AND EVERYONE WHO LOVES TO LOOK GOOD

Your photo.
Your next look.

You love fashion.
ZukMe already knows you.

You want to walk into any room feeling confident in what you wear. So start here: upload one photo. ZukMe reads your colouring, proportions and energy, then dresses you head to toe in real pieces from real shops and shows *you* wearing them, with your own face. Like it? Add it to your cart. Love it? Post it.

READS YOU

Your colours, proportions and personality become a style reading you can keep.

KNOWS CLOTHES

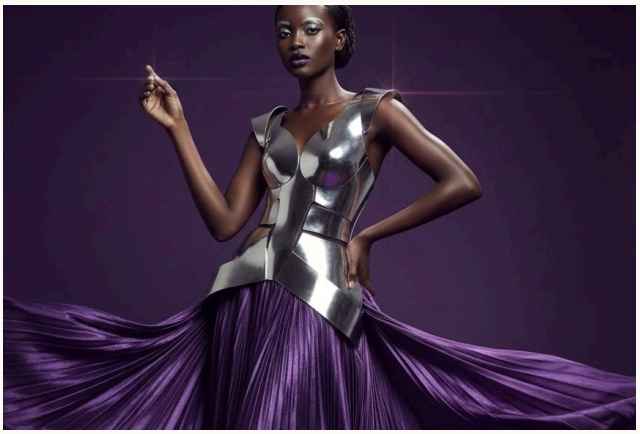
It sees garments the way a stylist does: cut, colour, type, occasion.

FINDS REAL PIECES

Every outfit comes from things you can buy today, from shops on ZukMe and partner brands.

SHOWS YOU, FOR REAL

A photoreal try-on of you in the full look, checked for quality before you see it.



WHAT YOU CAN DO ON ZUKME

- **StyleMe**: your AI personal stylist. Head-to-toe outfits, worn by you.
- **Runway Edit**: any photo becomes the fabric of a couture look.
- **Style Souls & Groups**: your taste, remembered. Dress together for weddings, teams and trips.
- **Dressroom & Snap**: style your own closet, or try on a piece you just spotted.
- **Marketplace**: shop pieces, shops and partner brands. Pay by card or Mobile Money.
- **Looks**: the community feed, where every post can be shopped.
- **Sell & Partner**: open a shop your customers get styled from, or earn by bringing people in.

HOW ZUKME WORKS AS A BUSINESS, IN PLAIN WORDS

Browsing, shopping, the Looks feed and downloads are free. AI styling runs on **looks**: every account gets free looks each month, and plans or top-ups give you more. Shops pay a one-time unlock and a platform fee only when they make a sale. Partners and affiliates earn commission for the people, stores and sales they bring in. Pay in **Ghana cedis** with Mobile Money or in **US dollars** by card. One account works on the web and in the app.

WHO ARE YOU?

Whoever you are in fashion, *start here.*

Maybe you make clothes, style people or inspire thousands. Maybe you run a boutique, or you simply love a look that fits. Find yourself below, then do what everyone does first: *get styled.*

You love fashion

Stop guessing what suits you. Get read, then get dressed head to toe in pieces you can buy.

→ STYLEME, PAGE 13

You want to feel confident

Interview, date night, wedding? Pick the occasion and budget, and walk in knowing you look right.

→ OCCASIONS AND BUDGET, PAGE 14

Are you a designer?

Turn your prints, sketches and art into couture with Runway Edit. See them on real bodies, sell the pieces in your own shop, and let shoppers request your designs made to order.

→ RUNWAY EDIT, PAGE 17 · SELL, PAGE 27

Are you a stylist?

Style clients from their Style Souls, dress whole wedding parties with Style Groups, get booked through Book Stylist, and earn as a ZukMe partner.

→ SOULS AND GROUPS, PAGES 18-19 · PARTNERS, PAGE 28

Are you an influencer or creator?

Post AI looks your followers can shop in one tap. Share pieces with your own affiliate link and earn the share each shop offers, **from 10% up to 50%** of every sale.

→ AFFILIATES, PAGE 29

Do you own a boutique or brand?

Open a shop and let AI style shoppers from your own rails, online and in store. Sell in **GH₵** or **US$** and get paid to Mobile Money or your bank.

→ SELL ON ZUKME, PAGE 27

Planning a wedding or an event?

One dress code, styled for every guest. Bride, groom and guests each get looks that suit them and work together.

→ STYLE GROUPS, PAGE 19

Do you build communities?

Ambassadors, event organisers and community leaders earn on looks, plans, shop unlocks and sales, for as long as their people stay.

→ PARTNER PROGRAMME, PAGE 28

Whoever you are: get styled.

Every account gets **3 free looks every month**. One photo is all it takes.

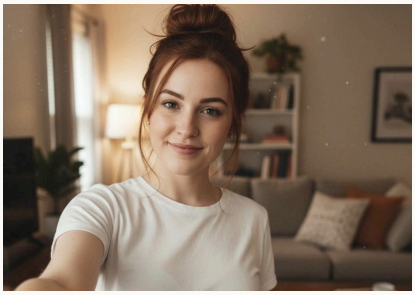
ZUKME.COM

YOUR EXPERIENCE MAP

From first tap to *first compliment.*

Here is the whole journey at a glance: what you do, what ZukMe does for you, and how it feels. Each stage has its own step-by-step page later in this guide.

STAGE	WHAT YOU DO	WHAT ZUKME DOES	HOW IT FEELS
1 · Discover seconds	Open zukme.com, or find ZukMe in the App Store or Google Play.	Shows the looks it can make and asks for one thing: a photo.	Curious. "Could this be me?"
2 · Get the app about 1 min	Use the web, install from a store, or download the APK.	Keeps one account across web, iPhone and Android.	Easy. Nothing to learn.
3 · Sign up about 1 min	Name, email, password, then the code from your email. Add a profile photo.	Gives you the free plan with 3 looks every month.	Welcomed.
4 · Get read about 2 min	Upload a photo or take a selfie, then answer five quick questions (or skip them).	Reads your colours, shape and energy, and names your aesthetic.	Seen. "That is so me."
5 · Get styled a few minutes	Pick an occasion and a budget, then let AI style you or build your own look.	Finds real pieces, renders you wearing them and quality-checks the result.	Wow. Confident.
6 · Shop a few taps	Add pieces to your cart. Pay by card in US$ or by Mobile Money in GH₵.	Tracks your order and protects your payment until you confirm it arrived.	Safe. In control.
7 · Share	Download for free, post to Looks, share a link, invite friends.	Makes every post shoppable and gives you bonus looks for each friend who joins.	Proud. Social.
8 · Go further	Try Runway Edit, Snap, Dressroom and Style Groups. Open a shop or become a partner.	Learns from every look you keep, so the next one fits better.	At home. "ZukMe gets me."







A selfie in a T-shirt → a styled editorial look → pieces in your bag.



CHAPTER I

Arrive

Four ways in, one account, and two currencies. Everything you need before your first look.

06 GET ZUKME
07 YOUR ACCOUNT
08 FINDING YOUR WAY
09 LOOKS
10 CEDIS & DOLLARS
11 HOW PAYING WORKS

STEP ONE

Get ZukMe. *Four ways in.*

Use whichever suits you. Your account, looks, Style Souls, carts and orders are the same everywhere, and zukme.com links open straight in the app once it is installed.

ON THE WEB: ZUKME.COM

Open any browser on your phone, tablet or laptop and go to **zukme.com**. You will see "The Operating System for Fashion Intelligence." Tap GET YOUR STYLE READING or drop a picture into **Upload a photo**. There is nothing to install.

IPHONE: THE APP STORE

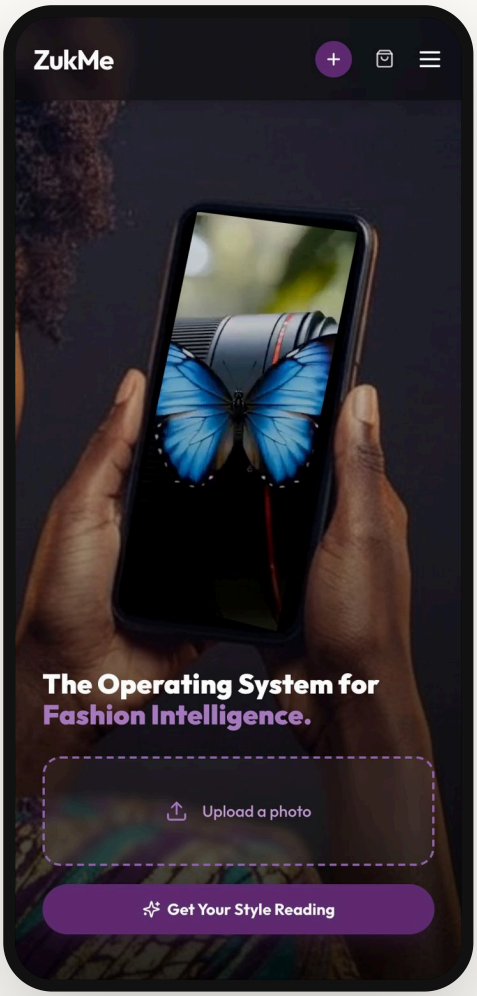
Open the App Store, search **ZukMe** (listed as "ZukMe – Fashion and Lifestyle") and tap **Get**. You can also tap **Download** on zukme.com and choose the App Store badge.

ANDROID: GOOGLE PLAY

Open Google Play, search **ZukMe** and tap **Install**, or go to **zukme.com/android**, which takes you to the listing.

ANDROID: DIRECT DOWNLOAD (APK)

No Google Play on your phone? On zukme.com tap **Download**. In the "Available On" window, tap **Download Android APK**, or go straight to **zukme.com/android-apk-download**. Open the file, allow your browser to install apps if Android asks, and tap **Install**. To update, download the newest APK the same way.



zukme.com on a phone: upload a photo or get your style reading.

STEP TWO

Create your account *in about a minute.*

One ZukMe account covers shopping, styling, selling and partnering, on the web and in the app. You can browse without one. You only need to sign in when you create, save or buy.

01

TAP SIGN UP

On the web, tap **Log in** and then SIGN UP NOW. In the app, choose **Create your free account**. You will also be asked to sign in the first time you tap **+** to create.

02

ENTER YOUR DETAILS

Your name, your email address and a password, then tap **Create account**.

03

VERIFY YOUR EMAIL

ZukMe emails you a code. Type it in and tap **Verify and continue**. No email? Tap **Resend code**, or **Use a different email**.

04

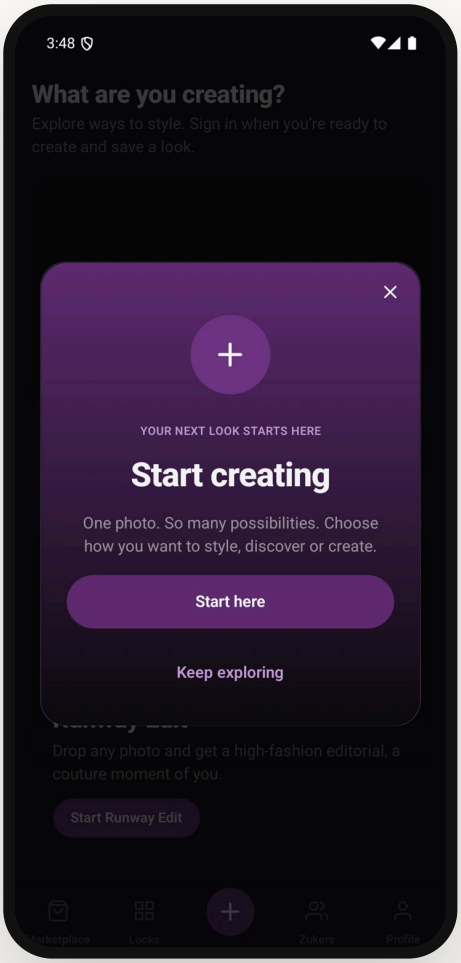
ADD YOUR PROFILE PHOTO

New accounts stop at a quick photo step first. It is the face shops and stylists see on your orders and bookings.

05

YOU ARE IN, WITH FREE LOOKS

Every account starts on the free **Glimpse** plan: **3 looks every month**, automatically. That is enough for your first style reading and try-on.



"Start creating": one photo, many possibilities.

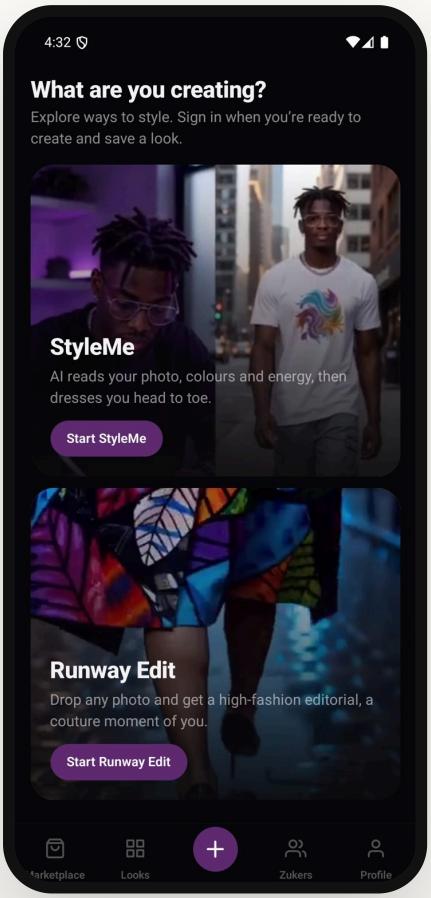
LOGGING IN LATER

Email, password, then **Press & Hold** the box to show you are human. Forgot your password? Tap **Reset here** and ZukMe emails you a code to set a new one.

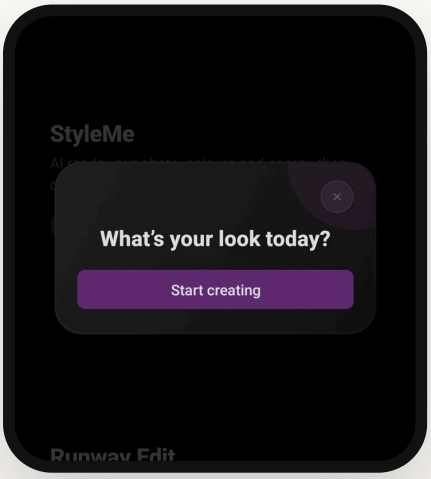
GOT AN INVITE LINK?

Sign up through a friend's link or QR code. Once you make your first look, your friend earns **3 bonus looks**. Partner codes (ZP-…) are remembered too.

Five tabs. *One big plus.*



The app opens on Create: StyleMe and Runway Edit lead the way.



"What's your look today?" greets you once a day.

The app opens on **Create**. Once a day a small card asks *"What's your look today?"*. Tap START CREATING to jump in.

TAB	WHAT YOU FIND THERE
Marketplace	Search pieces, shops, brands and Partner Brands. A "Get styled" panel, category chips, sorting, product pages, cart and checkout.
Looks	The community feed. Open any look full screen, like, comment, save, share, read Style notes and **Shop the look**.
+ Create	Opens the camera with five modes: **Get Styled** (StyleMe), **Create Design** (Runway Edit), **Snap**, **Dressroom** and **Sell Pieces**.
Zukers	The people on ZukMe. Search, follow, see their posted and shared looks and visit their shops.
Profile	**Looks** (Posted, Shared) · **Style** (My Looks, Style Souls, Groups, Dressroom) · **Shopping** (orders, bookings, cart) · **Business** (My Shop, Partnership, Invite friends) · Settings · **Manage account**.

ON THE WEB

The same features sit in the top bar: the **+** (Create), Marketplace, Looks, your Style tools and your profile. A small pill shows **how many looks you have left**. It turns red when you are running low, and tapping it opens **Usage & Subscription**.

> **Keep browsing while the AI works.** *Looks take a few minutes to make. You can leave the page or close the app. The job keeps going, and your finished look waits for you under* **Profile → My Looks**.

HOW LOOKS WORK

A look is your *AI currency.*

Every AI action on ZukMe is paid in *looks*, whether you pay in cedis or dollars. You always see the cost before you start, and if a creation fails, the look comes straight back.

WHAT THINGS COST

Style reading or a new Style Soul	1 look
StyleMe try-on: the full outfit, rendered on you	2 looks usually
Runway Edit	2 looks
Find a stylist for a look	1 look
Browsing, shopping, Looks feed, downloads	**Free**

A try-on sets aside up to 4 looks while it works, then charges only what it actually used. You will see something like: *"This look used 2 looks. 2 came back to your balance."*

YOUR BALANCE

Your balance is your **plan looks**, which reset every month, plus any **bonus looks**. On the web, the small pill in the top bar shows how many you have left, and it turns red when you are running low. Tap it to open **Usage & Subscription**.

FIVE WAYS TO GET MORE LOOKS

- **The free plan**: 3 looks every month, on every account.
- **A plan**: Glance, Focus or Frame, in GH₵ or US$ (next page).
- **A top-up**: buy looks one by one, from 5 at a time.
- **Invite friends**: 3 bonus looks for every friend who gets started.
- **Open a shop**: unlocking your shop adds 3 bonus looks.

> **In the app?** *App-store rules mean plans and top-ups are bought on zukme.com. Tap* **+** *on your "Looks left" card or* **Manage account**, *and the signed-in zukme.com page opens right inside the app. Your looks show up on both straight away.*
>
> **Have a partner's referral code?** *Codes look like* **ZP-XXXXXX**. *Enter one when you pay and you save: 10% on looks and 5% on plans.*



TWO CURRENCIES · ONE ZUKME

Pay in *cedis or dollars.*

ZukMe works in two currencies today: *Ghana cedis (GH₵)* and *US dollars (US$)*. Every feature is the same in both. Only the price and the way you pay change. When you check out, ZukMe asks *"How would you like to pay?"*, and you can change your choice any time on the pricing page.

GH₵ GHANA CEDI

Pay with **Mobile Money** through Hubtel: approve the prompt on your phone. Prices are fixed in cedis, never converted.

$ US DOLLAR

Pay by **card** through Stripe's secure checkout. In the app, cards use Stripe's payment sheet.

	GH₵ GHANA CEDI	US$ US DOLLAR
Glimpse · free	3 looks / month · **Free**	3 looks / month · **Free**
Glance · casual exploring	10 looks · **GH₵110**/month or GH₵1,100/year	20 looks · **$19.99**/month or $203.90/year
Focus · fashion enthusiasts	60 looks · **GH₵630**/month or GH₵6,300/year	70 looks · **$59.99**/month or $611.90/year
Frame · power users	250 looks · **GH₵2,600**/month or GH₵26,000/year	150 looks · **$129.99**/month or $1,325.90/year
Extra looks (top-up)	**GH₵12** per look, from 5	**$1** per look, from 5
Shop unlock (one time)	**GH₵90** + 3 bonus looks	**$9.99** + 3 bonus looks
Buying pieces	Mobile Money (or card through Hubtel)	Card (Stripe)
Platform fee for sellers	15% per sale	15% per sale
Seller payouts	To your Mobile Money wallet	To your bank account
Partner payouts	Mobile Money · from GH₵100	PayPal or bank transfer · from US$50
Partner code discount	10% off looks · 5% off plans · 10% off a shop unlock · 5% off Marketplace purchases, in both currencies	

Prices at the time of writing. The live prices are always on zukme.com/pricing. Older pieces priced in Rwandan francs still show their price but can't be checked out.

Two ways to pay, *side by side.*

Here is exactly what you will see in each currency. If a payment fails or you cancel, you'll see *"The payment failed or was cancelled. You have not been charged."*

1 · BUYING A PLAN OR EXTRA LOOKS

GH₵ MOBILE MONEY

Pricing → pick a plan → GH₵ Ghana Cedi → Pay by yourself or through a referral? → Enter your MoMo number → "Approve the prompt on your phone…" → Enter your MoMo PIN → *Payment received*

Taking a while? Tap **Check again**. You can also pay on the Hubtel checkout page instead of the prompt.

$ CARD

Pricing → pick a plan → $ US Dollar → Pay by yourself or through a referral? → "Taking you to Stripe…" → Enter your card → "Activating your subscription…" → *Payment received*

Then tap **View my subscription**. Cancel or resume any time.

2 · BUYING PIECES ON THE MARKETPLACE

GH₵ MOBILE MONEY

Cart → Checkout → Delivery or pick up in store → Hubtel checkout opens → Approve on your phone → *Order confirmed*

In the app, the Hubtel page opens inside ZukMe and closes by itself when you are done.

$ CARD

Cart → Checkout → Shipping address → Secure card payment (Stripe) → *Order confirmed*

Partner Brand pieces are paid for on the brand's own site.

3 · GETTING PAID: SELLERS AND PARTNERS

GH₵ TO MOBILE MONEY

Buyer pays → Buyer taps "Received" → Money is withdrawable → *Withdraw to MoMo*

Partners withdraw cedi commission to Mobile Money from GH₵100.

$ TO YOUR BANK

Add your shop address → Buyer pays by card → Buyer taps "Received" → *Withdraw to bank*

Partners are paid in dollars by PayPal or bank transfer from US$50.

> *If a buyer forgets to tap* **Received**, *the order is confirmed automatically after a while, so a seller's money never gets stuck. The 15% platform fee is the same in both currencies.*



CHAPTER II

Be *Seen*

One photo. Your colours, your proportions, your energy, read and dressed in real pieces you can buy.

13 STYLEME **14** THE REVEAL **15** THE INTELLIGENCE

One photo. *Your whole truth.*

StyleMe reads your photo with precision: your colours, your contradictions, your style. Then it dresses you in outfits built for exactly who you are, made from real pieces you can buy.

01

START STYLEME

Web: tap GET YOUR STYLE READING on the home page, or **+ → StyleMe → Start StyleMe**.
App: tap **+**, choose **Get Styled**, take or choose a photo, then tap **Continue with StyleMe**.

02

"WHO ARE WE STYLING?"

Pick one of your **Style Souls**, style for one of your **Style Groups**, or tap **New Style Soul** to start fresh. Your first time, you go straight to the photo.

03

ADD YOUR PHOTO

Drop a photo or tap **Take a selfie**. Use a clear photo of you, alone, with your face visible and good light. JPG, PNG, WEBP and HEIC all work. For a selfie, face the camera straight on with a relaxed, neutral expression: *"this photo is what the AI anchors your face on."*

04

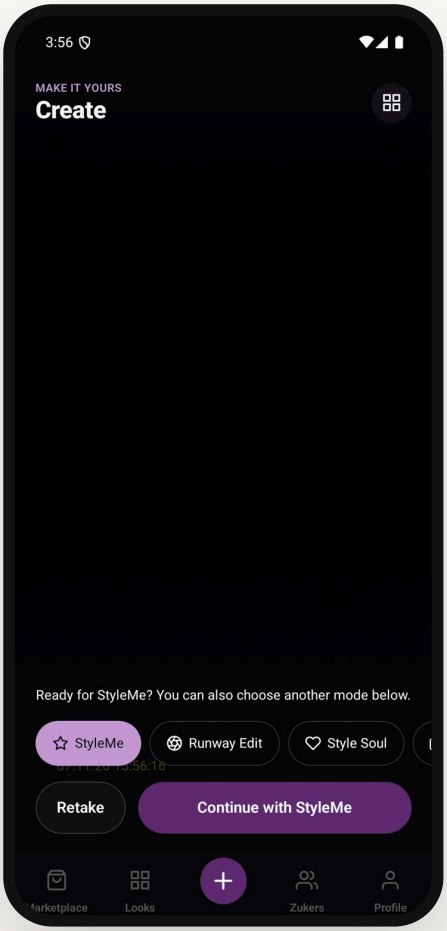
"READY TO BE SEEN?"

Check your photo, your balance and the cost (**1 look** per reading). You can also save it as your profile photo. Tap **Continue →**.

05

ANSWER FIVE QUICK QUESTIONS, OR SKIP THEM

Questions like *"It's Saturday evening. Where are you actually most yourself?"* and *"Which of these feels most like an unforgivable sin to you?"* help StyleMe read your personality as well as your face. Tap **Next →**, and on the last one **Read me →**. Not in the mood? Tap **Skip** and the reading comes from your photo alone.



In the app: take a photo, pick StyleMe, continue.

The reveal, then *the look.*

06 WATCH IT READ YOU

A short wait with live progress: *Validating your photo… Reading colour frequency… Mapping personality layers… Designing your outfits… Preparing your reveal… "This takes a moment. Be still."*

07 YOUR REVEAL

Confetti, then your reading: **Your aesthetic** (a named style that is yours), **The line that defines you** (one quote worth sharing), **What StyleMe sees** and your **Colour soul**. It is saved as a Style Soul you can use again and again.

08 SET A BUDGET PER PIECE (OPTIONAL)

Choose the price range you would like each piece to fall in. When two pieces suit you equally, StyleMe picks the one in your range. Or tap **Skip** to style without a budget.

09 "HOW DO YOU WANT TO STYLE?"

Style It for Me: the AI curates the whole outfit. **Build My Own Look**: keep the pieces you love, untick the rest, or search the marketplace for anything. Set your details: the **occasion** (Normal Day, Casual weekend, Date night, Formal event, Wedding guest), your size and the picture orientation. Then choose where pieces come from: the **Marketplace** (every shop on ZukMe plus partner brands), **your Dressroom**, or *your Dressroom first, with the marketplace filling the rest*.

10 "YOUR LOOK IS READY"

There you are, in the full outfit. Under the picture, **Your outfit, piece by piece** shows each item with its price and source: *Best match*, *Partner brand*, *ZukMe designer*, *Your piece*, or *Designed for this look* with its closest real-world match. Read **Why this look**, add pieces to your cart, download, share, post to Looks, find a stylist or request a piece.



THE LINE THAT DEFINES YOU

"Soft-spoken, never unnoticed."

An example of the kind of line your reading gives you.

> **Tip:** *loved one piece but not the rest? Open it and choose* **Build around your piece**. *Your piece stays, and the AI completes the look around it.*

THE AI BEHIND YOUR LOOK

What happens in *those few minutes.*

ZukMe does not just paste clothes onto a picture. Behind every look, several AI steps work in a chain, much like a real stylist, a personal shopper and a photographer working together.

01
READS YOU
Colouring, proportions, energy and your quiz answers.

02
WRITES A LIST
A shopping list for your body, budget and occasion.

03
SHOPS FOR REAL
Judges each candidate by its actual product photo.

04
DRESSES YOU
Renders the chosen pieces on you, together.

05
KEEPS YOUR FACE
Your identity stays yours in every frame.

06
CHECKS QUALITY
An AI inspector checks the face. A flawed frame is redone, not shipped.

AI THAT WORKS FOR YOU EVERYWHERE

- **Style Soul reading**: your aesthetic, colours, garment types, occasions and price point, kept as a profile you own.
- **It learns**: your Style Soul's Journal records what you keep, share and style again, so every look teaches it more.
- **Databank**: tell your Style Soul your sizes, your job, what you own and what you never wear. It reads every note.
- **Garment vision**: in Dressroom and Snap, AI finds and crops every piece in a photo, a rail shot or a web page, and can re-render each one as a studio product photo.
- **Runway Edit**: AI turns any image into fabric and dresses a model, or you, in a couture silhouette and scene.
- **ZukAI on Looks**: writes Style notes for posts and keeps discussions on topic.
- **Find a stylist**: AI reads a look and matches you with the shops and designers who make it.



From an everyday selfie to a runway moment.

FAIR BY DESIGN

You see the cost before you start. Try-ons charge only what they used and return the rest. If anything fails, your look is refunded automatically. Your Style Soul photo is never shown on your Soul Card or shared with anyone you connect with.



CHAPTER III

Create

Turn a sunset into couture. Teach ZukMe your taste. Dress together, and style the closet you already own.

17 RUNWAY EDIT
18 STYLE SOULS
19 STYLE GROUPS
20 DRESSROOM
21 SNAP

Wear the sunset. *Wear the world.*

Turn anything into a fashion piece. A sunset, a painting, a memory, a flower, a city, a texture: your photo becomes the printed fabric of a couture garment, shot like a magazine cover. *2 looks* per edit.

Start: on the web tap TRY RUNWAY EDIT or **+ → Runway Edit**. In the app, tap **+ → Create Design**. A progress bar walks you through six steps:

01 **YOUR ART**

Upload the image you want to wear: a photo, artwork, an object, anything.

02 **MODEL & SIZE**

Pick a size from S to XXXL for an AI model, or tick **I'll model this look myself** to wear it as one of your Style Souls.

03 **MODEL TYPE**

Choose the gender presentation and age group of your model.

04 **SILHOUETTE**

Choose the garment shape your art is printed onto: *Effortless Luxe, Sport Luxe, Red Carpet, Dark Reign, Riviera Chic, Dream Weaver, Power Suit, Avant-Garde, Quiet Luxury*, or describe your own.

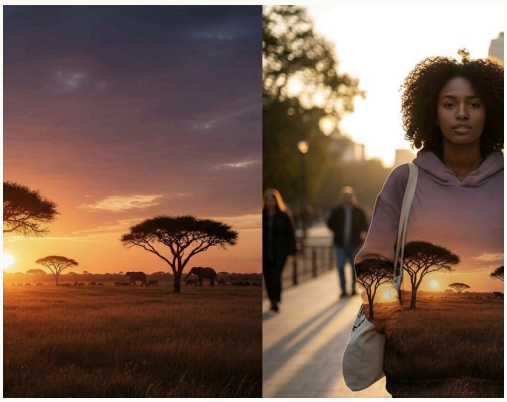
05 **SCENE**

Choose where it is shot, from scenes matched to your look's vibe: *Paris Couture, Golden Hour, Neon Nights, a Marrakech rooftop at magic hour, an Amalfi cliff pool, Dark Academia, Rooftop City, K-pop Stage* and many more.

06 **GENERATE**

Review your art, outfit, scene, size, model, balance and cost, then confirm **Generate your look?**. Your editorial lands in **My Looks**.

> **Then make it real.** *Open your Runway look in StyleMe. It comes apart into its pieces. Choose* **Wear the Whole Outfit**, *swap in the closest real-world matches from the marketplace, or tap* **Request this Piece** *to have it made to order by ZukMe.*



A savannah sunset, printed into streetwear.



Red Carpet silhouette, coastal golden hour.

Your style, *remembered.*

A Style Soul is your taste, saved. One photo is enough to start it. It reads your colours and style, then grows with every choice you make.

01

CREATE ONE

Go to **+ → Style Souls** (or Profile → Style Souls) and tap **New Style Soul**. Add one clear photo of you, head to toe if you can, in good light, or take a selfie. It takes about half a minute. Your first StyleMe reading creates one for you automatically.

02

GET TO KNOW IT

Each Style Soul has five tabs:

Overview	Your original reading, more about your style, and what it *steers away from*.
Journal	The moments it learns from: what you keep, share or style again.
Databank	Tell it anything, such as your sizes, your work, what you own or what you never wear, or paste a link. Only you can see it.
Groups	The Style Groups this Soul belongs to.
Access	Which stores or apps can see it, **Download my Style Soul** (everything it knows, as a file), or delete it.

03

USE IT EVERYWHERE

Make one for you, your partner or your kids. Choose it in StyleMe, Snap and Runway Edit (*"I'll model this look myself"*). Your size and look come from your Style Soul, so there is less to fill in each time.

04

SHARE YOUR STYLE SOUL CARD

Share a link or QR code. Anyone who opens it sees your style and colours, **never you or your photo**. If they connect and you accept, you become a Style Group and can style looks that work together.



"For now I know your colours and style from your photo. Every look you make with me teaches me more."

Your Style Soul, on day one.

Private by default. *Your photo stays private. It is never shown on your Soul Card or shared with anyone you connect with, any event or any store.*

Dress together. *Look like a set.*

Family, friends, a team or an event. Bring your Style Souls together and dress as one: the wedding party, the matching family photo, the team launch, the girls' trip.



01 **HAVE A STYLE SOUL**

You need one to start a group. One photo is enough.

02 **CREATE THE GROUP**

Go to **+ → Style Groups → New Style Group**. Answer *What kind of group?*, write *About the group*, add roles if you like (for example *Bride, Groom, Guest*), choose a group picture and pick which of your Style Souls join. Tap **Create the group**.

03 **INVITE EVERYONE**

Share the group link or QR code. Everyone joins with their own Style Soul. Got a link from someone else? Just open it to join.

04 **STYLE THE GROUP**

In StyleMe, under "Who are we styling?", choose the group instead of one Soul. ZukMe styles looks that work together.

MADE FOR MOMENTS LIKE THESE

- **Weddings**: bride, groom and guests in one palette, each in pieces that suit them.
- **Family portraits**: coordinated without being identical.
- **Teams and brands**: a launch-day look for everyone.
- **Events and trips**: one dress code, styled for every body.

GROUP DATABANK

The person who made the group can add notes the whole group's styling follows, such as a dress code, the venue, colours to avoid or a theme. *"Added. The group has read it."*

DRESSROOM

Style from *your own closet.*

Upload photos of your wardrobe and pull each piece straight into StyleMe. Finally wear the things you already own, in combinations you never thought of, and fill the gaps with pieces from the marketplace.



FOUR WAYS TO FILL YOUR DRESSROOM

AI UPLOAD

Drop a rail shot or a mood board. AI finds and crops each item.

PASTE A LINK

Any product, category or shop page. AI finds every item on it.

SCAN A QR

Point your camera at a QR code for a product, category or shop page.

ONE BY ONE

Upload a photo for each item and tag it yourself.

01 **OPEN DRESSROOM**

Go to **Profile → Dressroom**, **+ → Dressroom** on the web, or the **Dressroom** camera mode in the app: *"Capture your clothes. Build your own wardrobe."*

02 **REVIEW WHAT AI FOUND**

Accept or discard each detected piece. Tap **Re-render this piece as a studio product photo** for a clean, shop-quality picture. Then **Save every accepted piece to your dressroom**.

03 **CHOOSE WHAT GETS STYLED**

Each piece shows *Included in styling* or *Excluded from styling*. Tap to switch.

USING IT IN STYLEME

When you choose where pieces come from, pick **Dressroom only** to style purely from your closet, or **Your dressroom first, marketplace fills the rest** to have ZukMe complete the outfit with something new.

> **Boutiques love this too.** *A shop can photograph its rails and list styled inventory, with no website and no engineering. See Sell on ZukMe.*

Saw it? *Try it on.*

Spotted a jacket in a window, a dress on a rail, a piece a friend is wearing? Snap it, and ZukMe shows it on you, styled into a full look.

01 **OPEN SNAP**

Web: **+** → **Snap** (*"Try on a piece you saw"*). App: **+** and choose the **Snap** mode: *"Photograph a piece you would love to try."*

02 **WHO IS TRYING IT ON?**

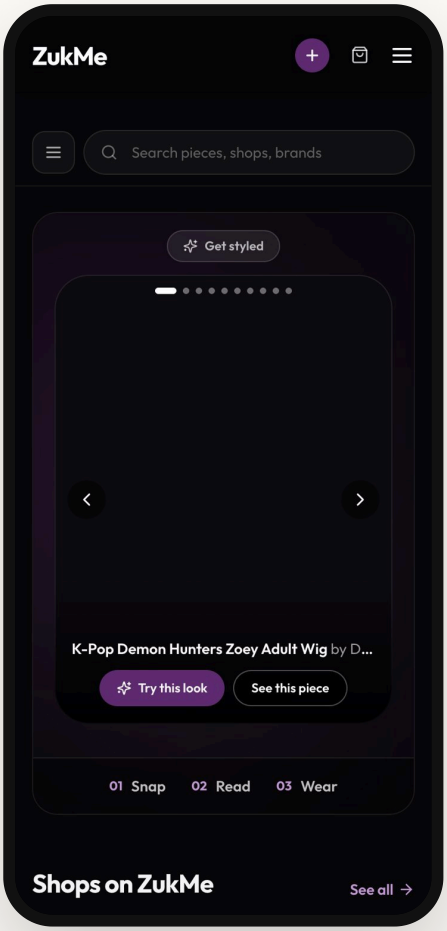
Choose a Style Soul, or style it for a group.

03 **SNAP A PIECE TO TRY ON**

Take a picture of the piece or upload a photo of it. You can also scan a store's QR code or paste a product page link. AI finds the garment for you.

04 **SEE IT ON YOU**

Your look is built around the snapped piece, and the marketplace completes the rest. Want more? Tap **Snap more**.



The Marketplace's "Get styled" panel: 01 Snap · 02 Read · 03 Wear.

GET STYLED INSIDE ANY SHOP ON ZUKME

Every shop opens on its own **mirror**. Tap **Get styled** and StyleMe dresses you using that shop's pieces only. A slideshow plays the looks already styled from the shop, each with TRY THIS LOOK and SEE THIS PIECE. Below that are the shop's banner, QR code, categories and searchable pieces.

In a real store you can scan the **try-on QR code** on the rail, or use the shop's **tablet mirror**, to get styled from what is hanging in front of you.



CHAPTER IV

Shop & Share

Real pieces from real shops, protected payments, and a feed where every look can be bought.

23 MARKETPLACE
24 LOOKS
25 STYLISTS

Shop the ecosystem. *Safely.*

Shop pieces from ZukMe shops and designers around the world, plus partner brands, in one place. Every look you make links back to real, buyable pieces.

FIND WHAT YOU LOVE

- **Search** pieces, shops and brands, or browse categories, Shops on ZukMe and Partner Brands.
- **Product pages** show photos, sizes, price and the shop, with **Add to cart** and a way to get styled with the piece.
- On any look or image: **Book Stylist**, **View Product** and **Request this Piece**.
- **Partner Brand** pieces are bought on the brand's own site, which opens inside ZukMe.

CHECKOUT, STEP BY STEP

01 **OPEN YOUR CART**

Tick the items you want to buy now and choose sizes or options.

02 **DELIVERY OR PICK-UP**

Add a shipping address, or choose **Pick up in store** where the shop offers it.

03 **PAY YOUR WAY**

GH₵: Mobile Money through Hubtel. Approve the prompt on your phone. **US$**: card, through secure Stripe checkout. Have a partner code? Save 5%. Both flows are on page 11.

04 **DONE**

Your order appears in **Profile → Orders**, and notifications keep you posted.



YOUR MONEY IS PROTECTED

01 **TRACK IT**

Follow your order's status in Orders.

02 **GOT IT? TAP "RECEIVED"**

Confirming delivery is what releases payment to the seller. If you forget, it is confirmed automatically later.

03 **DIDN'T ARRIVE? "NOT RECEIVED"**

ZukMe tells the shop. *"If it still does not come, open a dispute."*

04 **SOMETHING WRONG?**

Open a dispute, tell ZukMe what happened and share your evidence.

Picking up in store? *"Show this order to the seller in store to collect it."*

Post it. *Let them shop it.*

Looks is where ZukMe's community shows off what the AI made for them, and where every post can be shopped.

POST A LOOK

01 **FINISH AN AI LOOK**

Looks are posted only from a finished StyleMe or Runway Edit result, never from a camera-roll upload. That keeps the feed pure ZukMe.

02 **TAP "POST TO LOOKS"**

Add a title and caption, choose who sees it (**Everyone** or **Only me**) and attach the ZukMe pieces in the look.

03 **WATCH IT TRAVEL**

Your posts live in **Profile → Looks → Looks Posted**. Looks you shared from others are in **Looks Shared**, tagged "*you* shared from *creator*".

DOWNLOADS ARE FREE

Save any of your looks in full, with a small ZukMe logo at the bottom, on the web and in the app.

BROWSE THE FEED

- A two-column grid. Each card shows the likes, **"Shop N pieces"**, the title and the creator.
- Open a look full screen and swipe up or down for the next one.
- **Like, comment, save, share** (by link or to your profile) and **report**.
- **Style notes**: a short write-up of the look. Owners can write or rewrite their own.
- **Shop the look**: a strip of the pieces with add-to-cart.
- A **discussion** moderated by ZukAI, so the talk stays about the look.

ZUKERS: THE PEOPLE ON ZUKME

Browse a portrait grid of people, search, and see who you follow. Each person's page shows their posted and shared looks, with **Follow** and **Visit shop**.







Love the look? *Meet who makes it.*

FIND STYLIST

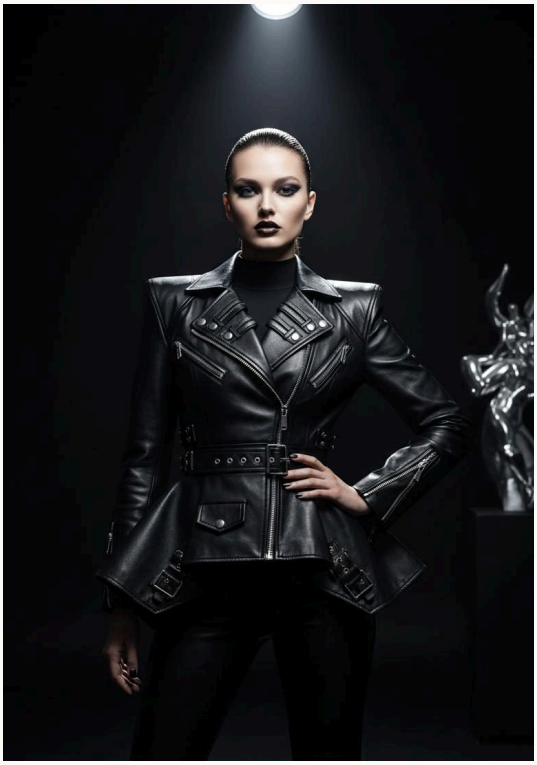
Tap any look or editorial image and choose **Find Stylist**. For 1 look, AI reads the style and matches you with the products, shops and designers behind it.

BOOK STYLIST

On a piece, tap **Book Stylist**, then confirm **Book this stylist?**. It books the shop behind the piece and opens a chat with them about your look. Find it later in **Profile → Bookings**.

REQUEST THIS PIECE

Fell for a design that only exists in your AI look? Tap **Request this Piece**. Your look goes to the ZukMe orders team so it can be **made to order by ZukMe**.



A REAL EXAMPLE, START TO FINISH

01 **YOU MAKE A LOOK**

StyleMe dresses you in a sculpted leather jacket from your Style Soul's reading.

02 **ONE PIECE IS "DESIGNED FOR THIS LOOK"**

ZukMe shows its closest real-world match from the marketplace, so you can buy something similar right now.

03 **YOU WANT THE EXACT ONE**

Tap **Request this Piece** to have it made, or **Book Stylist** to talk it through with the shop.

04 **YOU POST IT**

Friends tap **Shop the look** and add the pieces they love to their own carts.

> **Notifications** *keep you in the loop on orders, bookings and replies. You can change what you receive in* **Notifications → Settings**.



CHAPTER V

Sell & Earn

Open a shop that styles your customers for you, or turn your network into income as a partner and affiliate.

27 YOUR SHOP
28 PARTNERS
29 AFFILIATES
30 FOR BUSINESS

Open your shop. *Let AI do the styling.*

Every shop on ZukMe has AI styling built in, in store and online. Shoppers get styled from your pieces, see themselves wearing them and buy, which turns browsers into buyers.

01 **START**

Go to **Profile → Business → My Shop**, or OPEN YOUR SHOP on zukme.com.

02 **TELL BUYERS ABOUT YOUR SHOP**

Give it a name, choose what kind of seller you are, what you sell and who you sell to, and add your logo and a line about the shop.

03 **PICK YOUR CURRENCIES**

US$: buyers pay by card and you are paid to your bank account. **GH₵**: buyers pay by Mobile Money or card and you are paid to Mobile Money.

04 **UNLOCK YOUR SHOP**

A one-time unlock, **GH₵90** by Mobile Money or **US$9.99** by card, opens it and adds 3 bonus looks. With a partner code you save 10%. Paying through a partner's referral? Say so at this step. *"Your shop is open. Add your pieces below."*

05 **ADD YOUR PIECES**

Pull from a photo or link: drop a photo or a product link and ZukMe drafts the pieces for you. **Add a piece by hand**: photos, price, sizes and stock. **Connect your site**: already selling online? Pull in your whole catalog, including WooCommerce. In the app, **+ → Sell Pieces**: *"Photograph a piece. Post it to your shop in seconds."*

SELLING IN YOUR PHYSICAL STORE

- **Try-on QR code** for your rails, plus a **shop-tablet mirror**, so walk-in customers get styled from what you stock.
- **Scan to buy**: the customer scans with their phone camera, picks a size or option and pays by card or Mobile Money.
- **Record a sale** for in-person purchases.

YOUR DASHBOARD: "TODAY NEEDS YOU"

Orders to fulfil, pieces live on the Marketplace, clicks to your site, styling looks left, earnings and **Withdraw earnings**, all on one page.

HOW YOU GET PAID

ZukMe takes a **15% platform fee** on each sale. Nothing is charged until you sell. Your money becomes withdrawable once the buyer confirms they received the order, or automatically after a while if they don't, so it can never get stuck. Your pieces stay in shoppers' AI styling while your shop has **styling looks**, and you can top them up any time. Set a **Partner share** on any piece and creators will promote it for you (page 29).

THE ZUKME PARTNER PROGRAMME

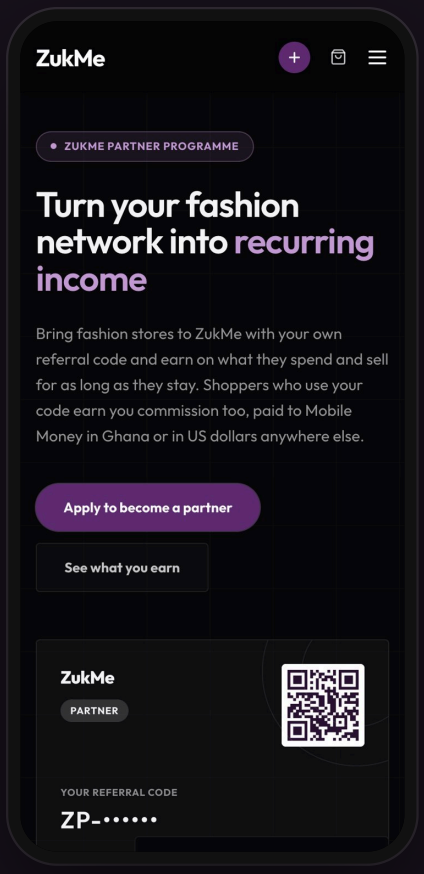
Turn your fashion network into *recurring income.*

Are you a stylist, creator, boutique owner, event organiser or community builder? Bring people and stores to ZukMe with your own code, and earn every time they style, shop and sell, for as long as they stay. It's free to join, there are no targets, and it's open anywhere in the world.

WHAT YOU EARN

Look top-ups your customers buy	10%
Plan payments, month after month	10%
Shop unlocks with your code	20%
Every sale by a store you brought on, for as long as it uses ZukMe	5%
Affiliate shares on pieces you share (set by each shop)	10 50%

Rates at the time of writing. The live rates for Ghana and worldwide are on zukme.com/partner.



Your partner card: code, QR and dashboard.

HOW IT WORKS

01 **APPLY IN TWO MINUTES**

On **zukme.com/partner**, tap **Apply to become a partner** and tell us about you, your audience and where you are.

02 **GET APPROVED**

Every application is reviewed and you get an email. You receive your code (**ZP-XXXXXX**), a QR code and a live dashboard with *Customers*, *Earnings*, *Payouts*, *Share* and *Settings*.

03 **SHARE YOUR CODE AND LINKS**

Use your link, your QR code or your code. A shop that unlocks with your code stays linked to you.

04 **WITHDRAW**

Commission on top-ups, plans and unlocks is ready straight away. Affiliate earnings on product sales clear after 7 days. **Ghana:** cedis to Mobile Money, from GH₵100. **Everywhere else:** US dollars by PayPal or bank transfer, from US$50.

YOUR PEOPLE SAVE TOO

Anyone who uses your code gets **10% off looks**, **5% off plans**, **10% off a shop unlock** and **5% off Marketplace purchases**.

Share a piece. *Earn on every sale.*

Influencers, creators and stylists: every piece you love can pay you. Shops on ZukMe offer partners a share of each sale, and you get your own link for every piece.

FOR PARTNERS AND CREATORS

01

FIND PIECES THAT PAY

Your dashboard's **Share** page lists every piece where shops offer partners a share. On a Marketplace piece you'll see: *"You're a ZukMe partner. Share this piece and earn 20% of every sale through your link."*

02

COPY YOUR LINK OR QR

Tap **Copy my link**, or show the QR code. Post it in your stories, your bio, a video or a group chat, or put it on a look you posted.

03

THEY BUY, YOU EARN

When someone buys through your link, you earn the share the shop offers on that piece, **in either currency**. Your link works on the web and in the app, and it is credited at checkout.

04

GET PAID

Affiliate earnings clear after 7 days, then you withdraw to Mobile Money in GH₵ or by PayPal or bank in US$.

INVITE FRIENDS: BONUS LOOKS

Not a partner yet? Go to **Profile → Invite friends**, share your message or your ZukMe QR code, and get **3 bonus looks** for every friend who gets started.



FOR SHOPS: LET CREATORS SELL FOR YOU

When you add or edit a piece, set its **Partner share**: off, or between **10% and 50%** *"of each sale through a partner's link."* Creators then find your piece on their Share page and promote it, and you only pay when they actually make a sale.

PARTNER BRANDS

ZukMe also works with affiliate partner brands. Their pieces can appear in your StyleMe looks and on the Marketplace, marked **Partner brand**, and you buy them on the brand's own site, opened inside ZukMe.

FOR BRANDS, STORES AND DEVELOPERS

Bring your catalogue to ZukMe, *with or without code.*

The same fashion intelligence that styles you is available to businesses in four ways. If you run a store or a brand, here is what is open to you.

A ZUKME SHOP

Open a shop (page 27). Your pieces join the marketplace and get styled onto shoppers, online and in store, with QR codes and a tablet mirror. No engineering needed.

STYLEME FOR STORE

A branded in-store styling app over your own inventory, with a public storefront and a QR code for your floor. Customers get styled by *your* stock.

THE ZUKME API

For technical teams: style readings, try-on against the ZukMe marketplace or your own catalog, Runway Edit and inventory sync. Docs are at zukme.com/api, and keys are in your API dashboard.

EMBEDDED DRESSROOM

Put Dressroom and StyleMe on your own website in a widget. Your visitors need no ZukMe login, and usage is billed to you.

WHO IT IS FOR

BOUTIQUES & LABELS	DEPARTMENT STORES	E-COMMERCE BRANDS	MARKETPLACES
Turn browsers into buyers	*Style every brand you carry*	*Cut returns, lift conversion*	*Give every seller AI styling*



GET THE BEST RESULTS

Tips & *quick answers.*

FOR A PERFECT LOOK

- **One person, face visible, good light.** Daylight by a window beats a dim room.
- **Head to toe if you can.** It helps StyleMe read your proportions.
- **Look straight at the camera** with a relaxed, neutral expression for selfies.
- **Use a big image for Runway Edit.** Small images can print softly on the garment.
- **Answer the five questions.** Your reading gets more personal.
- **Feed your Databank.** Sizes, dress codes and "never again" items all help.
- **Set a budget** so the AI picks pieces you will actually buy.
- **Keep, share and restyle.** Your Style Soul learns from all of it.

QUICK ANSWERS

Is my photo private? Your Style Soul photo is never shown on your Soul Card or shared with anyone you connect with, any event or any store.

Same account on web and app? Yes. One sign-in, and the same looks, Souls, Groups, Dressroom, carts and orders.

Why can't I buy looks inside the app? App-store rules. The app opens your signed-in zukme.com page to do it in seconds.

What if a look fails? Your looks are refunded automatically.

Which currencies can I pay in? Two: Ghana cedis by Mobile Money and US dollars by card (pages 10–11).

Can I download my looks? Yes, free, with a small ZukMe logo.

Can I take my Style Soul with me? Yes. Use **Download my Style Soul** under Access, or delete it any time.

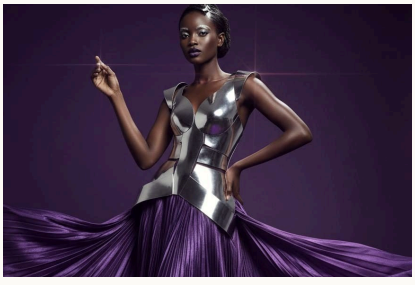
How do I manage or delete my account? Go to **Profile → Manage account**.

How do I earn as a creator? Become a partner and share pieces with your affiliate link (pages 28–29).

Need help? Use **Contact Support** on zukme.com.







ZUKME

FASHION INTELLIGENCE



What's your *look today?*

Designer, stylist, creator, shop owner, or simply someone who loves fashion: your first three looks are on us.

GET STYLED AT ZUKME.COM

WEB

APP STORE

GOOGLE PLAY

ANDROID APK