

Stylish Union-style meets elegance

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ABSTRACT

The Stylish Union-style meets elegance application is a comprehensive mobile platform designed to unify the services of personal stylists, public relations (PR) professionals, and fashion rental providers under one roof. Developed using Flutter for the frontend and Django with MongoDB for the backend, the app provides users with a seamless experience in discovering, booking, and interacting with verified fashion experts. Users can browse curated profiles, schedule meetings, submit event requests, and securely complete payments through integrated UPI and card systems. Each professional's profile features certifications, rankings, reviews, and past work previews to establish trust and transparency. The application also incorporates fashion rental functionality, enabling users to rent or purchase outfits for various occasions. Additionally, Stylish Union offers user-centric features such as feedback systems, subscription plans, loyalty rewards (Stylish Coins), and intelligent navigation via role-based flows. The design emphasizes affordability, credibility, and personalization. With robust backend integration, modular UI, and secure data handling, the application aims to bridge the digital gap between users and style professionals, fostering a smarter and more.

Keywords: Fashion Technology, Public Relations Professionals, Personal Stylists, Fashion Rental Services, Secure Payment Integration.

1-INTRODUCTION

The main goal of our project, Stylish Union, is to make professional Public Relations (PR) services accessible and affordable for everyone, regardless of budget [1]. In an era where appearance, event presentation, and personal branding matter more than ever, PR support and fashion styling should not remain exclusive to celebrities or elite clients. Stylish Union bridges this gap by offering a mobile-based solution that connects users with verified PR professionals, stylists, and fashion rental providers all in one platform [2]. The application is built using Flutter for the frontend and Django with MongoDB for the backend, ensuring both cross-platform compatibility and scalable data handling. Users can explore PR and stylist profiles with credentials, certifications, and past event previews. They can book professionals based on their budget, service type, and availability [3]. For those planning events, Stylish Union also offers outfit rentals and sale

listings to complete the experience. The platform is designed to be intuitive, secure, and inclusive. It features smart booking systems, in-app payments (UPI, cards), a feedback and rating module, and role-based navigation. By focusing on affordability and accessibility, Stylish Union empowers everyday users students, influencers, professionals, or small event organizers to enhance their presence and make impactful style decisions with the help of trusted experts.

Existing System:

In the current landscape, individuals seeking PR services, fashion stylists, or outfit rentals often face a fragmented and inaccessible experience. There is no unified platform where users can discover, compare, and connect with verified professionals across styling, public relations, and fashion rentals. Most PR services remain limited to celebrities or high-profile clients through private networks, while fashion rentals are either available on separate websites or restricted to major cities. Booking stylists or PRs typically requires manual coordination through social media or referrals, leading to lack of transparency in pricing, quality, and availability. Additionally, users often lack access to past work portfolios, certifications, or secure digital payment options when dealing with freelancers. This disconnected and informal structure leaves everyday users students, content creators, or small event planners with limited or no access to these essential services in a reliable, affordable, and professional manner.

1.3 Proposed System:

The proposed system, Stylish Union, is a unified mobile application designed to provide affordable access to verified Public Relations (PR) professionals, fashion stylists, and fashion rentals through a single, user-friendly platform [7]. Built with Flutter for cross-platform compatibility and Django with MongoDB for secure backend management, the system addresses the limitations of the existing scattered and inaccessible service model. It allows users to explore certified PR and stylist profiles, review past work, schedule appointments, and submit customized event requests all within their budget [6]. In addition, users can browse and rent or purchase curated outfits for various occasions. The platform integrates secure payment methods, role-based access, feedback and rating systems, and personalized recommendations to ensure a professional, transparent, and seamless experience

[8] . By bringing together fashion professionals and everyday users in one digital space, the proposed system aims to modernize and simplify the way styling and PR services are accessed and delivered.

2. RELATED WORK

2.1 Survey:

To assess the real-world demand for accessible and affordable PR, stylist, and fashion rental services, a structured survey was conducted targeting potential users of the Stylish Union application. The respondents included college students, aspiring influencers, content creators, young professionals, and small-scale event planners all of whom represent the core target audience for the platform. The survey revealed that approximately 75% of the participants had never used professional PR or styling services before. The primary reasons cited were high cost, lack of trust in freelance professionals, and the absence of a centralized digital platform to find and book such services. When asked if they would be willing to use PR and styling support if made affordable, around 68% of respondents answered “yes” and another 22% said “maybe.”

This indicates a strong untapped market for cost-effective, verified fashion and event assistance services. Another notable insight from the survey was that 82% of users expressed interest in having a single mobile

application where they could access PRs, stylists, and fashion rentals in one place. Respondents felt that managing bookings through social media or informal networks was inefficient and often unreliable. Additionally, 77% of users confirmed they had either previously rented an outfit or were interested in doing so for future occasions such as weddings, fashion shoots, and public events. Participants also suggested features they would like to see in such an app. These included professional verification, a review system, secure UPI/card payment options, a gallery of past work, budget filters, and even virtual try-on functionality. These responses aligned well with the goals and functionalities planned for the Stylish Union application.

Overall, the survey confirmed that there is a clear gap in the current system and strong demand for a solution like Stylish Union. It validated the concept of creating a single, affordable, and trustworthy platform for PR, styling, and fashion rental services tailored to everyday users — not just celebrities or influencers .

3. REQUIREMENT ANALYSIS

3.1.Functional Requirements:

The Stylish Union application is a comprehensive digital platform designed to connect users with professional stylists, public relations (PR) experts, and fashion rental services. The platform serves

multiple stakeholders — users seeking event-based fashion assistance, service providers offering styling and PR expertise, and vendors managing fashion inventory for rent or sale. To ensure functionality across these roles, the system supports secure and differentiated access through a multi-role authentication system. Upon registration, users must identify their role — such as user, stylist, PR, or fashion vendor — which determines their access rights, navigational flow, and dashboard interface.

- Personalized Event Styling and Consultation
- Service Booking and Appointment
- Fashion Rentals and Customization
- Seamless Communication
- Payment and Financial Transactions

3.1 Non-Functional Requirements:

The Stylish Union system is designed to be a secure, efficient, and scalable digital platform that delivers a smooth and professional user experience. It must provide a user-friendly interface that can be easily navigated by all user roles, including end-users, stylists, PR professionals, and administrators. From the moment a user interacts with the application, it should function seamlessly guiding them through core tasks such as viewing profiles, submitting event bookings, and exploring rental items without confusion or delay. Efficiency in both design and execution is crucial to maintaining engagement and satisfaction. Overall, the system must reflect the values of speed, clarity, and simplicity while remaining robust in handling multiple user types and continuous service delivery.

Software Requirements:

- Front-end : React.js , Flutter
- Back-end : Django
- Database : MongoDB
- Development Tool : Visual Studio Code

3.3.2 Hardware Requirements:

- Processor : i5 or above
- RAM : 8 GB or more
- Hard Disk : 20 GB or more

4. DESIGN

4.1.1 System Architecture:

It describes the structure and behavior of technology infrastructure of an enterprise, solution or system. In other words, System architecture can be described as the flow of application which is represented below in the pictorial form. The purpose of system architecture activities is to define a comprehensive solution based on principles, concepts, and properties logically related to and consistent with each other. The solution architecture has features, properties, and characteristics which satisfy, as far as possible, the

problem or opportunity expressed by a set of system requirements (traceable to mission/business and stake holders requirements).

System architecture is abstract, conceptualization-oriented, global, and focused to achieve the mission and life cycle concepts of the system. It also focuses on high-level structure in systems and system elements. It addresses the architectural principles, concepts, properties, and characteristics of the system-of-interest. It may also applied to more than one system, in some cases forming the common structure, pattern, and set of requirements for classes or families of similar or related systems. The SEBoK considers systems engineering to cover all aspects of the creation of a system, including system architecture.

The majority of interpretations of system architecture are based on the fairly intangible notion of structure (i.e relationships between elements). Some authors limit the types of structure

considered to be architectural: for example, restricting themselves to functional and physical structure. Recent practice has extended consideration to include behavioral, temporal and other dimensions of structure.

ISO/IEC/IEEE 42010 Systems and Software Engineering Architecture Description (ISO 2011) provides a useful description of the architecture considering the stakeholder concerns,architecture viewpoints, architecture views, architecture models, architecture descriptions, and architecting throughout the life cycle.

A discussion of the features of systems architectures can be found in(Maier and Rechten 2009). An attempt to develop and apply a systematic approach to characterizing architecture belief systems in systems engineering has been described by the INCOSE UK Architecture Working Group (Wilkinson et al.2010, Wilkinson 2010).

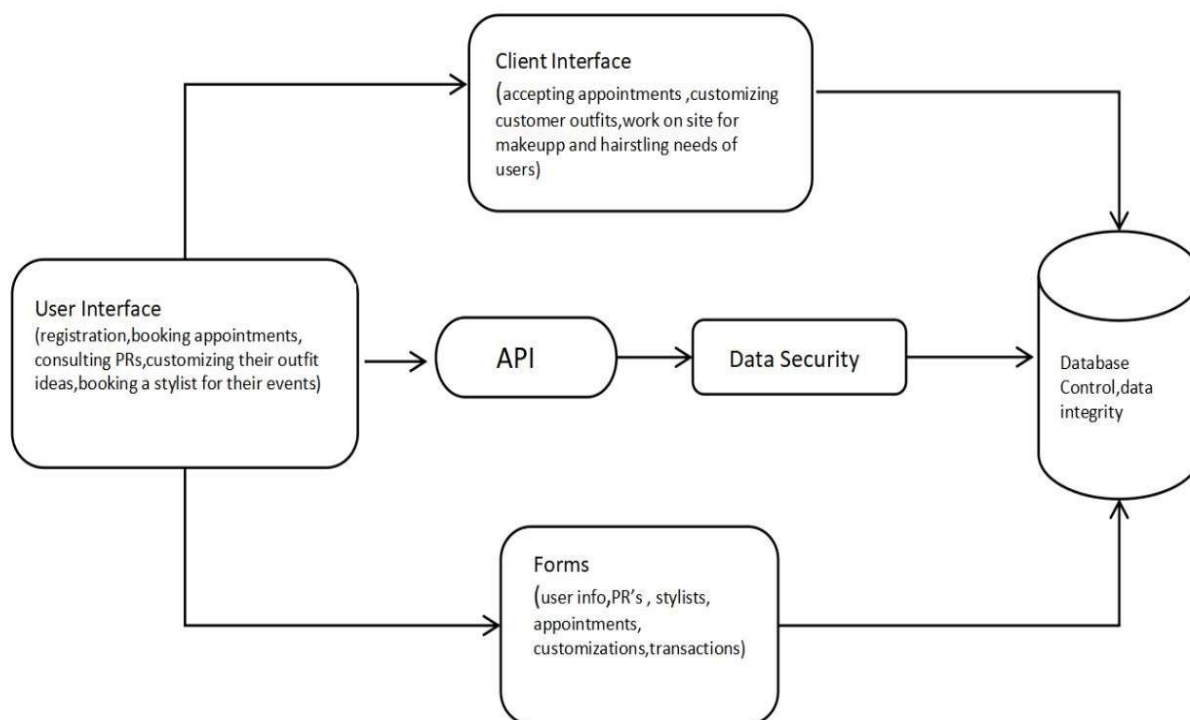


Fig. 4.1.1.1 System Architecture

4.1.2 Technical Architecture:

Technical Architecture refers to the structural process of designing and building system's architecture with focus on the users and sponsors view of the environment. Technology architecture associates application components from application architecture with technology components representing software and hardware components. Its components are generally acquired in the market place and can be assembled and configured to constitute the enterprise's technological infrastructure. A technical architecture diagram provide a bird's eye view of the infrastructure of our project. The diagram illustrates how components in

a system interact with one another in the large scale of things. Technical Architecture (TA) is a form of IT architecture that ids used to design computer system. It involves the development of a technical blueprint with regard to the arrangement, interaction, and interdependence of all elements so that system-relevant requirements are met.

Throughout the past decade, architecture has become a broadly used term in the context of information technology. This doesn't come as a surprise considering how most companies had to redesign their IT landscape to adopt digital trends like cloud computing software as service (SaaS). This digital

transition required not only skilled developing teams but first and foremost IT architects. In their roles as IT strategists and planners, they map out a target architecture and make sure that all IT decisions align with business goals and requirements. But IT architecture encompasses a variety of different roles and disciplines that are sometimes difficult to tell apart. This is largely due to highly dynamic nature of IT, its widespread adoption throughout all industries and business that have developed their own practices. In general, there's differentiation between enterprise architecture, solution architecture and technology architecture. In order to understand what technology architecture means, it's helpful to examine the term

architecture on its own.

At its core, the term architecture describes the formation of a structure by strategically assembling single components. In this process of assembling, the architect has to adhere to certain rules or requirements like legal constraints, financial constraints or scientific laws. In the world technology architecture design, the focus lies on technology limitations, meaning that a technology architect makes sure that a new application is compatible with the existing technology at a company by specifying things like the communications network or hardware that it uses.

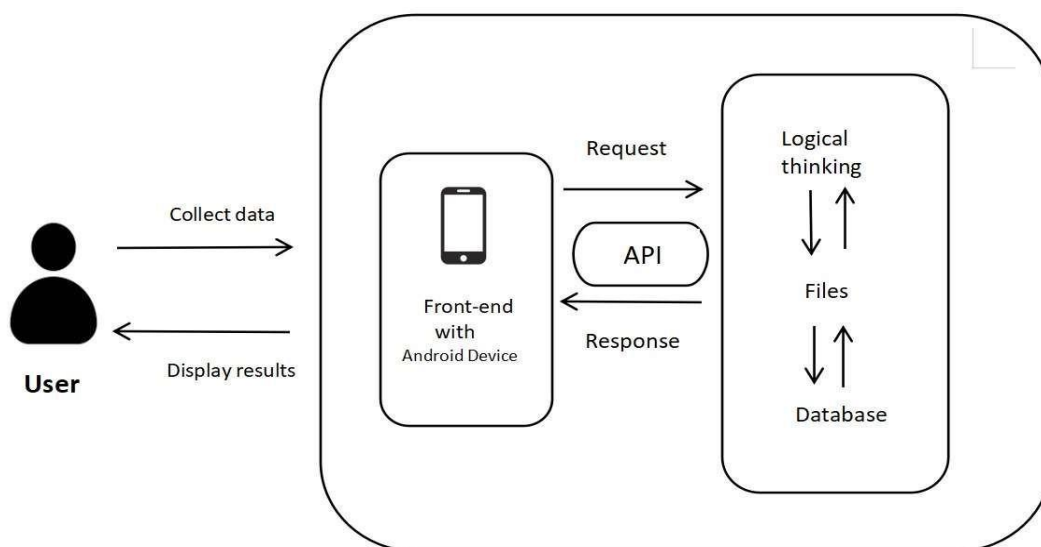
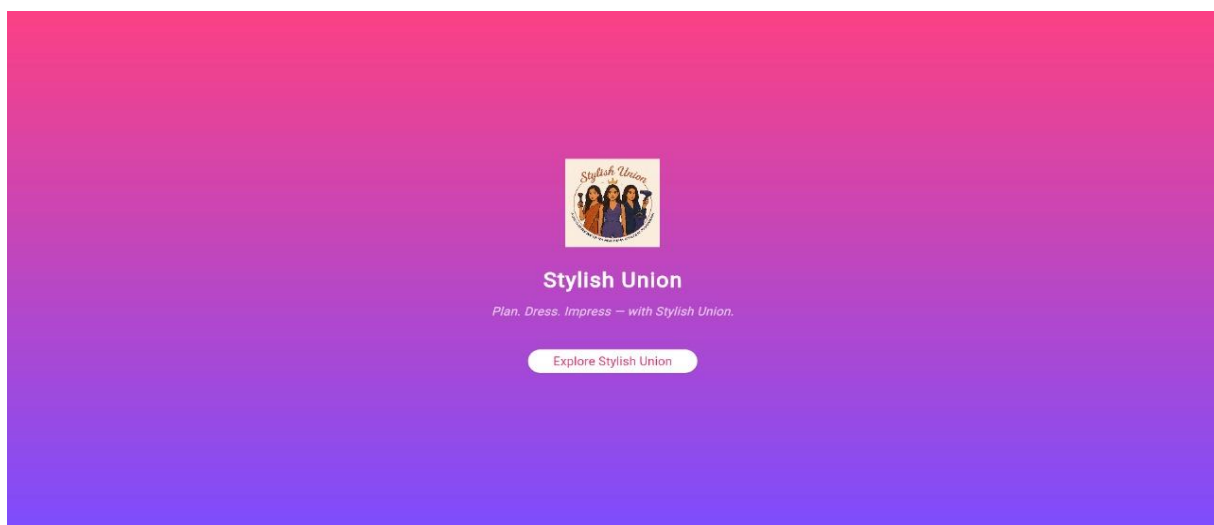
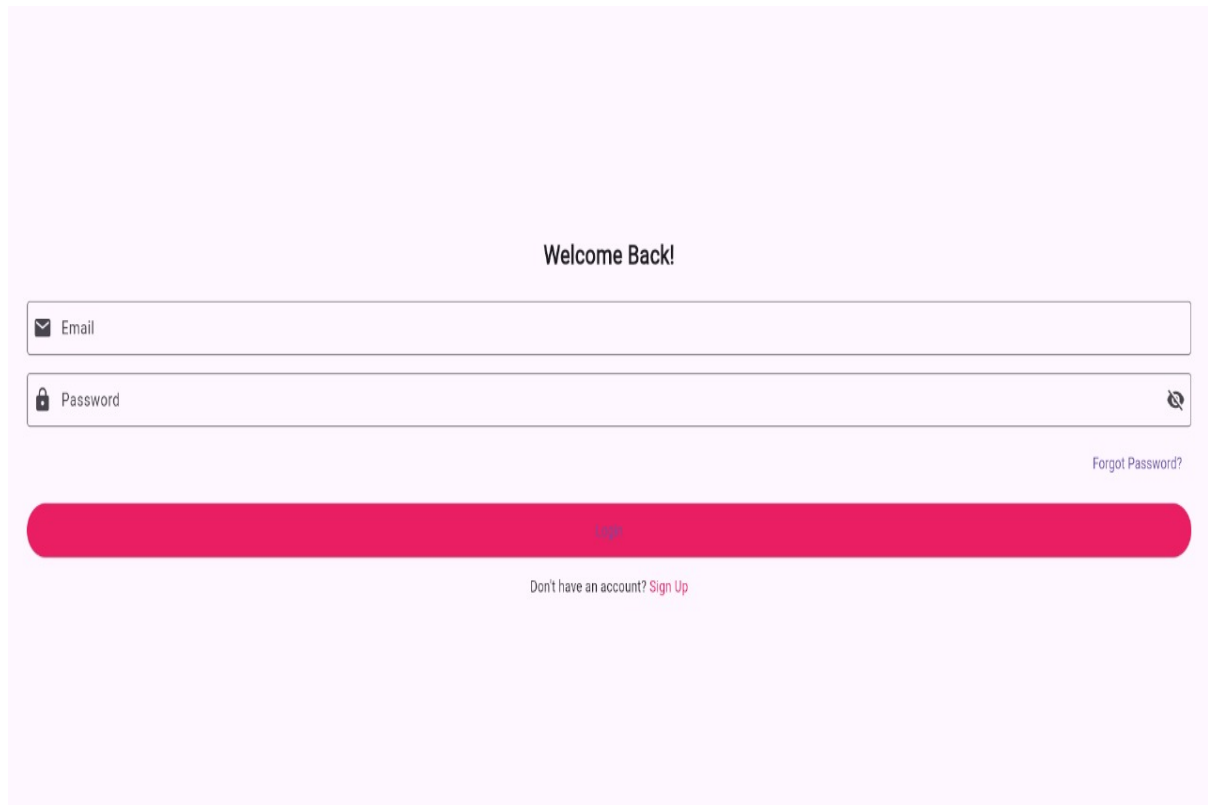


Fig. 4.1.2.1 Technical Architecture

5-SCREENSHOTS



Screenshot 1 Stylish union's Home page



Wellcome Back!

Email

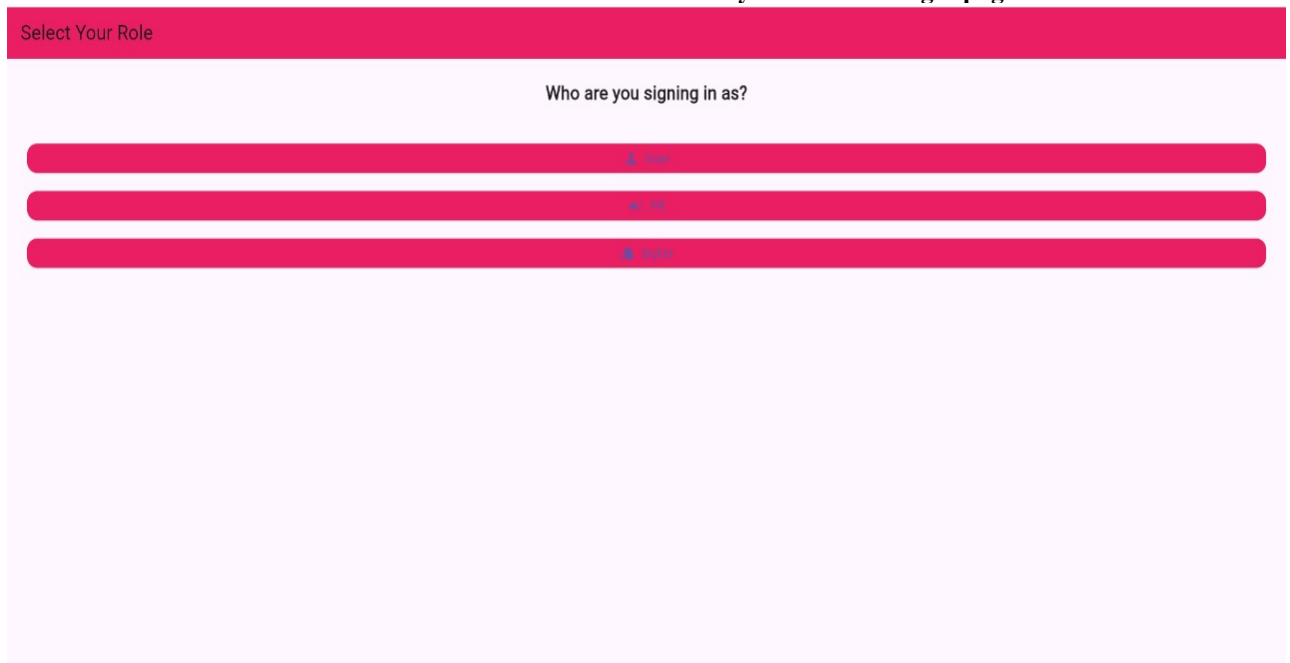
Password

[Forgot Password?](#)

Login

[Don't have an account? Sign Up](#)

Screenshot 2 Stylish union's Login page



Select Your Role

Who are you signing in as?

User

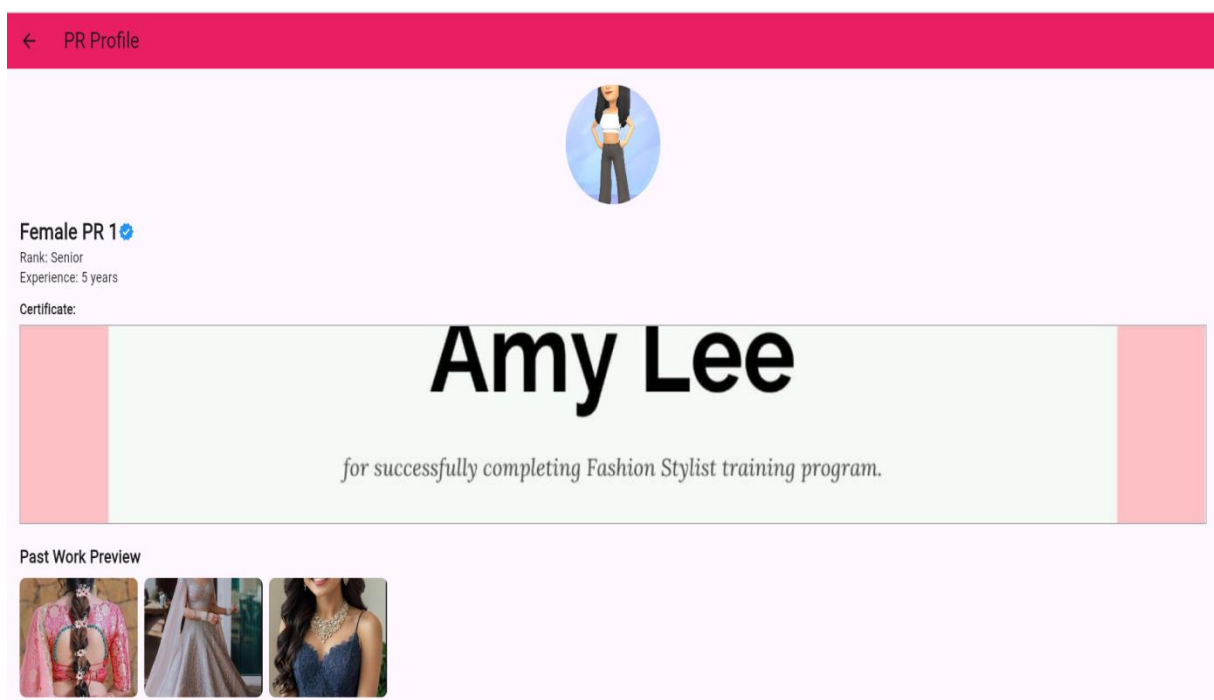
HR

Admin

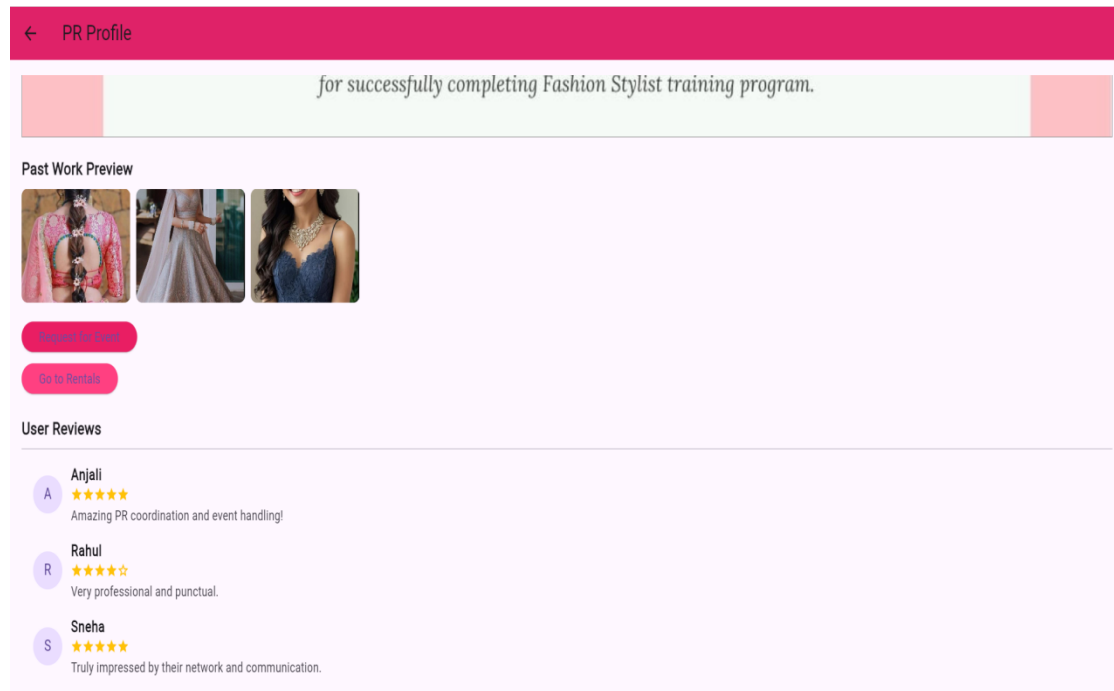
Screenshot 6.3 Stylish union's role selection page



Screenshot 4 Stylish union's PRs selection page



Screenshot 5 Stylish union's stylist's home page



Screenshot 6 Stylish union's stylist's pastwork page

6-CONCLUSION

The Stylish Union project represents a comprehensive and innovative solution to the evolving needs of individuals seeking professional styling, fashion consultation, and clothing rental services. By integrating diverse user roles such as PR professionals, stylists, customers, and fashion rental vendors into one unified platform, the system streamlines the entire process of event preparation and fashion coordination. Users can effortlessly browse verified profiles, check past work and credentials, and book appointments based on real-time availability, all within a secure and mobile-friendly application. The inclusion of features such as reviews, try-on privileges, fashion rentals, and subscriptions ensures that the platform not only meets functional expectations but also enhances the overall user experience. From the onboarding phase to booking and post-event feedback, every interaction has been designed to be efficient, intuitive, and personalized.

On the technical side, the application successfully integrates a robust frontend interface with a scalable and secure backend architecture. Key non-functional requirements such as performance, security, usability, and reliability have been addressed to ensure system stability during peak usage. The project employs role-based access control, real-time notification systems, structured data models, and admin-level moderation tools to maintain operational control and service integrity. Additionally, by incorporating in-app payment methods and scalable service modules, the Stylish Union platform is equipped for future growth and

commercialization. In conclusion, this project not only fulfills its primary objective of connecting users with fashion and styling services but also lays the foundation for a sustainable digital ecosystem that supports creativity, convenience, and professional collaboration.

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