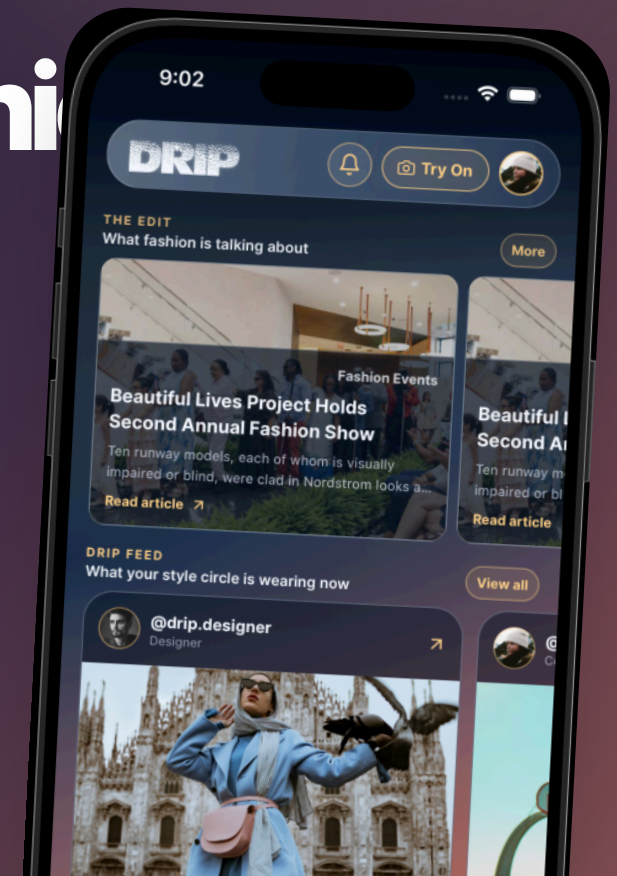


DRIP

Community-powered fashion discovery

Discover. Represent. Influence. Personalize.





THE SHIFT

**Fashion discovery is social.
Commerce should understand the
conversation.**

DRIP connects culture, identity, creators, designers, live moments, and products in one experience.

THE PRODUCT

One community. Ever

Personalized feeds · Style DNA · Communities · Virtual try-on tools



THE USER LOOP

Discover → Engage → Try → Shop

Every action adds context and moves inspiration toward a more confident decision.

THE PARTNER VALUE

A signal-rich path to sale

Products appear beside the people, stories, communities, and experiences that made them relevant.

AWIN ARCHITECTURE

Feed → Context → Intent → Deeplink → Attribution

Approved merchant feeds and deeplinks can power measurable shopping across DRIP.

LAUNCH POSITION

United States first. Founding cohorts next.

Waitlist collection is live. Creator, designer, and retail-partner development is pre-launch.

BUILT BY YOUTECH

The flagship owned-product initiative

Founder-led accountability with software-studio delivery discipline and a long-term product portfolio vision.

THE ASK

Build the connective tissue with us.

Affiliate network access · Merchant feeds · Technical collaboration · Launch partnership



Discover. Represent. Influence. Personalize.

Community-powered fashion discovery built to turn genuine
inspiration into confident action.

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