



FACT SHEET FOR EDITORS

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The idea

aurelle began with an everyday problem: the wardrobe is full — and still you stand in front of it every morning wondering what to wear, what suits you today, the meeting, the mood.

The answer cannot be more clothes. What is missing is someone who knows you: your personal style, your preferences, your life — and what is already hanging in the wardrobe.

Most digital fashion products start from the shop floor. aurelle starts from the wardrobe.

the art of getting dressed.

In brief

ONE LINE

aurelle is an AI wardrobe stylist that builds outfits from the clothes you already own.

THREE SENTENCES

aurelle gets to know the person first and connects that understanding with the wardrobe they already have. During setup, physical characteristics, colouring and style preferences become an individual profile — the Style DNA — which an AI built on professional styling expertise draws on. The result is outfits for everyday life, work, travel and occasions, plus packing lists and shopping advice that will also say no.

ONE PARAGRAPH

aurelle is an AI wardrobe stylist for the clothes you already own. During setup, users answer an in-depth questionnaire on physical characteristics, colouring and personal style; the result is an individual Style DNA. This meets an AI that applies established methods of professional styling and takes current trends into account. On that basis, aurelle builds outfits every day, matched to the calendar, the local weather and the mood — exclusively from garments that are already there. For travel, aurelle develops outfits and packing lists, and before a purchase it says whether a piece works with the existing wardrobe. aurelle is ad-free and funded by subscription. All data is processed exclusively on European servers.

Key facts

PRODUCT	AI wardrobe stylist
PLATFORM	iOS, on the App Store · Android in preparation
AVAILABILITY	Worldwide on the App Store · currently eight languages · European sizing
ON THE APP STORE SINCE	June 2026
PRICING	Basic €3.99 / month · Premium €14.99 · Pro €24.99 · seven-day free trial on every plan
BUSINESS MODEL	Subscription, ad-free, no marketplace, no paid placement
BASED IN	Friedrichsdorf near Frankfurt am Main, Germany
AUDIENCE	Everyone who gets dressed — women are the largest group of users today
FOUNDERS	Elena and Oliver Schulte-Ladbeck
FUNDING	Self-funded, no outside capital
DATA	Processed exclusively on European servers, GDPR-compliant
EU TRADE MARK	EUIPO EUTM 019331105, registered
WEB	aurelle.app · Instagram and TikTok @aurelle.app

What aurelle does

Style DNA

An individual profile from colour analysis, proportion analysis and style questions. The basis for every recommendation.

Today

One outfit from the existing wardrobe, matched to the calendar, the weather and the mood — with the reason it works.

Plan My Week

Seven days of outfits at once.

Travel Packing

Outfits and a packing list for the destination, the dates and the plans.

Will It Fit?

Checks before a purchase whether a garment works with the existing wardrobe. Will also say no.

Style This With

Pick any piece — aurelle shows three outfits built around it.

Wardrobe analysis

What the wardrobe holds: categories, colours, gaps.

How a wardrobe gets in

The objection every wardrobe app meets is the same: “I am not photographing 200 things.” aurelle answers it five ways; most people use three or four of them in the first week.

Outfit photos from the camera roll

Photos of yourself in outfits you have actually worn — aurelle pulls each outfit apart into its separate pieces and catalogues every one.

Screenshots

An order confirmation or a shop page as a screenshot — aurelle reads the products off it and adds them.

The library

A searchable library of more than 3,000 real garments and accessories, growing every day. Recognise the one you own, add it — no photo needed.

Magic Start

A starter wardrobe of 75 everyday essentials in one tap, for the first day.

Photograph the piece

The classic route: a garment on a hanger or on the bed, one photo, one item.

Whichever way a piece comes in, aurelle does not file a photo — it reads the garment: category and cut, colours, pattern, material and weight, formality from very casual to black tie, warmth, season, style and, where legible, the brand. That is why the outfits make sense.

The founders

Elena Schulte-Ladbeck leads product, engineering and design. She built aurelle from its AI architecture to its brand identity, teaching herself the technical foundations along the way. She had no programming experience before the project began.

Oliver Schulte-Ladbeck leads business operations, strategy and partnerships.

The couple built aurelle as a team of two, self-funded.

Approved quotes

All quotes are approved for editorial use and may be shortened.

“It isn’t only the wardrobe that should be understood — it’s the person standing in front of it.”

ELENA SCHULTE-LADBECK

“Most fashion applications are designed to make you buy more. We wanted to build the opposite: something that makes the wardrobe you already have more valuable.”

ELENA SCHULTE-LADBECK

“Cataloguing garments isn’t enough. We had to capture how a good stylist actually works — which question she asks first, what she looks for in colour and proportion, and when she advises against a purchase.”

ELENA SCHULTE-LADBECK

“The problem isn’t that we own too few clothes. What we lack is someone who knows us — our style, our life, our preferences and what is already hanging in the wardrobe.”

ELENA SCHULTE-LADBECK

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A U R E L L E . A P P / P R E S S

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