

Byde

Smart wardrobe intelligence for men

Byde Launches AI-Powered Wardrobe App Built Exclusively for Men

New iOS app turns any existing wardrobe into a personalised styling system

Düsseldorf, Germany — 19 May 2026 — Eighteen1 Studios today announced the launch of Byde, an AI-powered wardrobe app designed specifically for men. Available now on iOS, Byde helps men get dressed faster and more confidently by generating weather-aware outfits from the clothes they already own.

Unlike generic fashion apps, Byde is built around the practical reality of how men approach style. There are no mood boards, no shopping recommendations, and no wardrobe overhauls required. Users catalogue their existing clothes, and Byde handles the rest — factoring in the weather, the occasion, and a personal style profile to deliver complete outfit suggestions in seconds.

The app includes daily outfit generation, a trip packing planner that builds day-by-day outfit itineraries for travel, a weekly outfit scheduler, closet analytics, a visual style finder, and a free manual outfit builder for those who prefer to browse their wardrobe without AI assistance.

“Most men already own everything they need to dress well. The problem isn’t the wardrobe — it’s not being able to see it clearly. Byde does that job. It’s like having a stylist who knows every piece you own and can put together a real outfit for the actual day you’re having.”

— Raphael Pappalardo, Founder, Eighteen1 Studios

Availability	iOS — available globally via the App Store
Launch Date	19 May 2026
Price	Free — Premium subscription at €4.99 / month
Website	www.bydeapp.de
Press Kit	www.bydeapp.de/press
Press Contact	contact@bydeapp.de

About Eighteen1 Studios

Eighteen1 Studios is an independent app development studio founded by Raphael Pappalardo. Based in Germany, the studio has been building software since 2016 with a focus on consumer-facing products that bring joy and solve real everyday problems. Byde, launched in May 2026, is its first lifestyle product.