First; we will talk about the importance of innovation in life.That is why we chose to provide a unique experience to customers by studying the individual's needs and knowing his interests in society According to the study we conducted on the community regarding the project based on it, it became clear to us that: The majority of community members want and strive to obtain products from famous brands, but it is very difficult to own or buy them.The importance of innovation in life: Innovation is a way to make life more useful and flexible, develop the labor market, and distinguish the individual in society.The idea of this app is renting international or local brands of clothes, accessories, watches, bags and shoes.Brands Cloud ; It is an application that provides the opportunity for everyone who wants to own international brands at special prices and attend the most important private and public events in a distinctive and unique way.The application contains several products: fashion/jewelry/bags/various supplies/watches/shoes.The application contains several international brands to suit all tastes.Suits the needs of individuals of both genders: women / men.

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