

## Mensmaven, a Fashion Blog and Thrift Store

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### Abstract

*Mensmaven is a fashion and lifestyle content creator, reaching thousands of men and women every month through social media efforts. Mensmaven covers topics including menswear, lifestyle, grooming, and fitness. It is a blog-based website that gives practical style tips as well as approachable, honest, and relatable content for everyday men who are interested in menswear. A thrift store has also been created, which is a terrific place to get resale high-end goods and accessories at a fraction of the retail price.*

**Keywords:** Men's fashion, lifestyle, grooming, thrift store, craftsmanship

### INTRODUCTION

It all started in 2018 with a simple Instagram account when Mr. Divyansh noticed a void in the online menswear world.

Initially, there were numerous informative websites and a few inspiring ones, but none deeply connected with him. Over time, Mensmaven has gained a substantial following and expanded its reach across various networks, reaching men nationwide. The founder established Mensmaven as a platform that seamlessly combines men's style inspiration and information. Its mission is to provide practical style advice and deliver relatable, honest content to regular guys who have an interest in menswear. Since its inception, Mensmaven has emerged as a prominent creator of original men's style content in Lucknow. It has also diversified its content to include grooming, travel, and lifestyle features for gentlemen. At Mensmaven, we believe that style encompasses more than just the clothes you wear. It extends to how you lead your life, your passions, pursuits, curiosity, and your appreciation for quality and craftsmanship in every aspect of your existence [1].

If you've ever come across someone mentioning their plans to go thrifting, you may be curious about its meaning. Thrifting refers to the act of shopping at sales, thrift stores, or markets where one can discover gently used items at reduced prices [2]. It presents an excellent opportunity to purchase high-end clothing and accessories at prices below retail.

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Received Date: June 27, 2023

Accepted Date: June 30, 2023

Published Date: July 24, 2023

**Citation:** Divyansh Srivastava, Preeti Singh, Alka Singh, Jai Srivastava. Mensmaven, a Fashion Blog and Thrift Store. International Journal of Information Security Engineering. 2023; 1(1): 37–43p.

In our store, we gather both regular and premium clothing contributions from fashion bloggers and influencers, overseeing the entire process from product curation to buyer delivery. We ensure a seamless and convenient process, and our products are consistently maintained in excellent condition. At Mensmaven, our team has curated a list of approved brands that encompasses a blend of both domestic and international labels, including popular high street brands such as Zara, H&M, and numerous others. Our primary objective is to normalize the practice of thrifting, striking a balance between online thrifting and providing shopping options for everyday individuals like

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ourselves. Additionally, we aim for the proceeds generated to directly contribute to charitable causes, ensuring that the profits are proportional to the impact made.

## OBJECTIVE

Although we all strive to be the best versions of ourselves, the truth is that the environment and people with whom we surround ourselves have a significant part in our potential to achieve success [3]. As a result, we have built a community to help you develop your inner style, get an advantage, and achieve true success.

Our objective is to produce content that assists the average guy with little to no fashion knowledge in building a lean wardrobe full of wonderful products that all complement one another. This makes getting dressed every day straightforward.

Here, Mensmaven alongside other fashion bloggers and influencers post their blogs on several topics which will help people to know more about fashion, lifestyle, and grooming. Buying from vintage, thrift, and swap shops has shown to be a lot more environmentally friendly option than purchasing from billion-dollar companies.

## FEATURES

This website has a lot of helpful features that are simple to use and intuitive. A 10-year-old child can also post a blog on this website.

- *Safety*: The website has a very strong authentication system. A user cannot upload his blog until and unless he logs in or signs up.
- *Dynamic*: Blog pages that are uploaded by users can be seen dynamically with a date of publication and the name of the author.
- *Efficient editor*: The website provides an editor for users where they can type their blog content and also insert images and heading and a banner for their blog easily which will make the blog attractive and increase the efficiency of reading for users.
- *No limits on blogs*: Users can add as many blogs as they want. Many other websites need paid membership for uploading several blogs.
- *Read more section*: Whenever a user is reading a blog, at the end of the blog website provides a read more section where it recommends user various other blogs uploaded by other users.
- *Dashboard*: This website provides a dashboard function in which a logged-in user can fetch all the blogs posted by himself.
- *Data recovery*: All data of the users are safely stored in an online database named shop.db.

## TECHNOLOGY USED

This website is based on the easy-to-learn technologies mentioned below.

- *HTML*: It is a standard markup language or a simple language that tells one's web browser what each part of the website is.
- *CSS*: It stands for cascading style sheets that are used to describe or tell the browser how to present a document written in HTML or XML. It describes how to present font, margin, header, footer, and style to be presented in a website.
- *JS*: It stands for JavaScript. It is used on both the client-side and also on the server-side which helps to make web pages interactive.
- *PHP*: It is a scripting language that is both free and powerful, serving as a valuable tool for creating dynamic and interactive web pages.
- *MySQL*: It is a widely used relational database management system (RDBMS). It is both freely available and open-source, making it suitable for applications of all sizes, whether small or large.

## **METHODOLOGY**

First, we will create a home page by writing HTML code in a file named home.html. Here we will create a navigation bar and header for various functions like navigation bar, place buttons, to insert images, logo and banner by using functions like "src", "btn", and "a href". Use the HTML codes to create other about and contact pages. Now we will create a home.css file where it will be decided how we want to present the HTML elements like margin for images, font size, alignment, etc.

Now we will create an editor.html file and code HTML for elements needed in the editor. We will create a class for each element like banner, blog title, and blog content, upload an image and publish button. And now we will create a CSS file for editor.html which will be named editor.css, which will again be used for managing font, margin, color, size, etc.

Now we move towards our JavaScript functions like querySelector for window pop-up to choose files from the device imageUpload for selecting and uploading the images from the user's device and it will also specify the location to store that image. From the server side, we will use functions like add.image to add images from the database so that images can be reflected on our website. And add.post for posting blogs every time the publish button is clicked.

Now from the editor page, we can post new blogs on our website. There will be one super admin who has the power to amend or remove other authors' blogs. While publishing a new post, we can also select the category of the post so that all the blogs can be differentiated using their category. All the data of posts published like the blog title, blog content, image, and banner will be stored in different columns in the database, which is created using PHP and MYSQL. Only the super admin can provide authors a privilege to access the editor page.

And the visitors who are willing to shop can click on the shop icon in the navigation bar and will be redirected to the products page from where they can inquire about the product they are interested in. Visitors can inquire about the product using the unique product code in the order inquiry form.

## **LITERATURE REVIEW**

Earlier, different niche of blogging was done on websites like WordPress and Wix.

The impact of social media on communication has been remarkable, largely due to its conversational style. It has facilitated the gathering of individuals who can share their experiences, activities, and interests with like-minded users. Instagram has emerged as a significant platform for displaying audio-visual content encompassing various domains such as fashion, lifestyle, photography, art, couture, and culinary pursuits. But nowadays, we have been noticing that big names in the fashion industry are not posting quality content regarding their niche products and using their social media to promote not so recommended products [4]. Our project focuses on establishing a community that caters to the needs of regular men interested in menswear, providing them with practical style advice and relatable content that is approachable and honest. Additionally, we have introduced a thrift store feature that presents an excellent opportunity to purchase pre-owned high-end clothing and accessories at significantly discounted prices compared to their original retail values.

## **FLOWCHART**

Figures 1 and 2 show the structure of the proposed methodology.

## **DEMOGRAPHICS**

The fashion bloggers who responded to our survey represent a variety of ages and geographic locations. The majority (70.9%) fall within the 19- to 29-year age group, while 9.6% of respondents are 13 to 19 years of age [5].

A total of 12.9% are 30 to 39 years old, and 6.4% are 40 to 49 years old. Our survey received responses from around the world. The largest percentage of bloggers said they are based in Mumbai, India (32.2%) with Delhi, Hyderabad, and Lucknow (Uttar Pradesh) tied for second place (6.4%) [6]. The 31 bloggers who participated in our survey represent 10 different cities; the fashion industry is no longer tied exclusively to major cosmopolitan cities like Mumbai, Kolkata, and Delhi [7].

Divyansh, in his study of fashion bloggers, found the same diversity in geographic location and perspective. The novelty of fashion blogs partly stems from the unique perspective on fashion they have presented, one that is not solely focused on well-known designers and important places as shown in Figure 3.

### CONSISTENT DIFFICULTY IN FINDING THE INFORMATION NEEDED FOR FASHION BLOGGING

Most respondents left the following question blank: "What information do you need for fashion blogging that is consistently difficult to find or obtain?" One blogger stated that "nothing" is difficult to find when it comes to locating and obtaining information for her posts. Three other respondents stated that they know where to find the information they need [8–10]. Among the challenges indicated were finding high-resolution images (9%) and photographers (6%). Unique and original content was also mentioned as a challenge as shown in Figure 4.

Website Sitemap/Flowchart Example

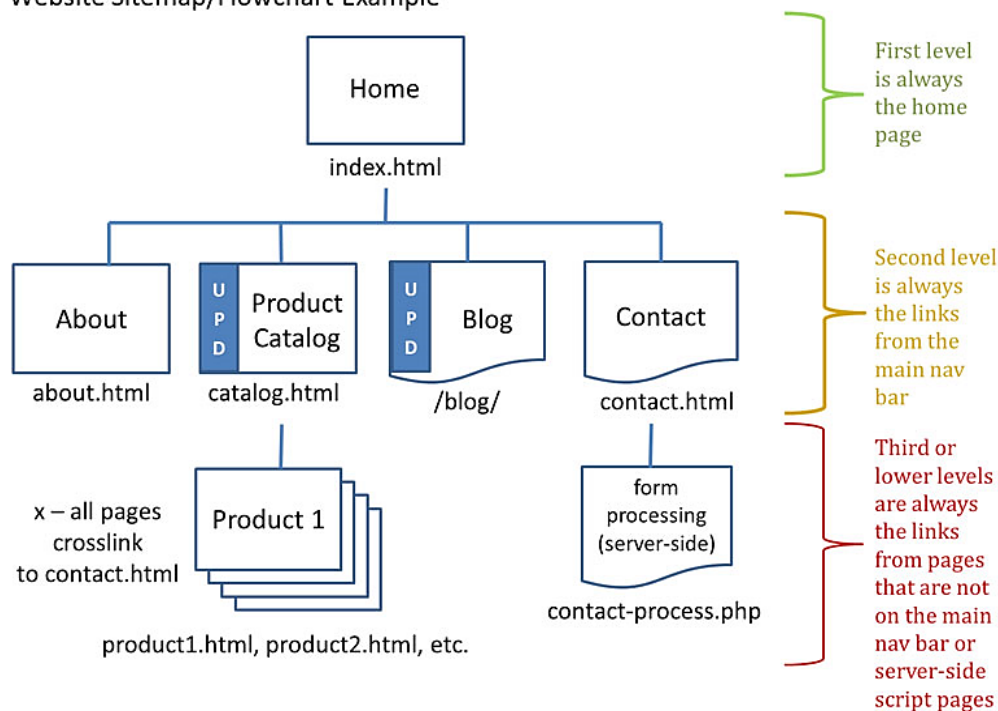


Figure 1. Flowchart of the proposed model.

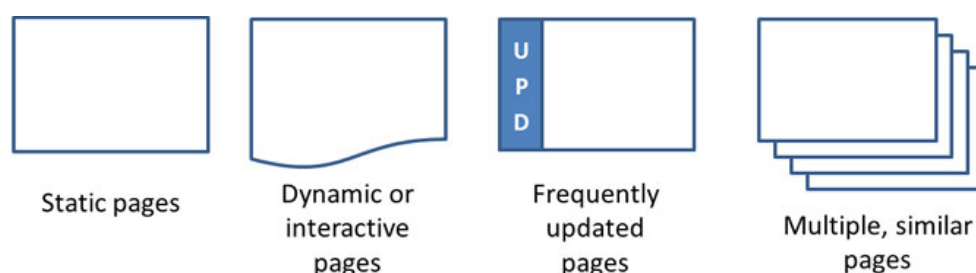
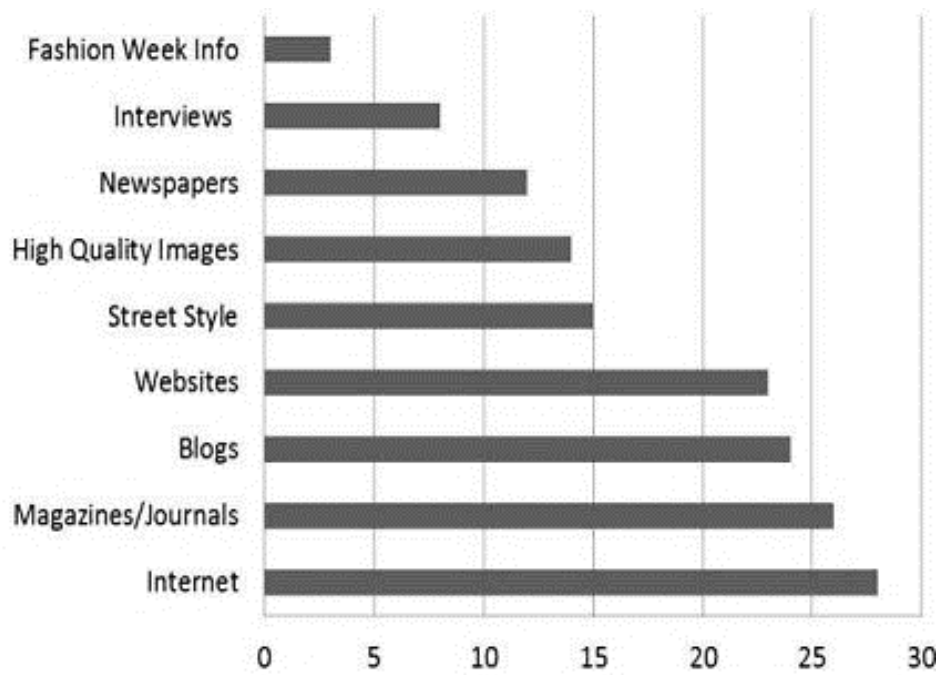
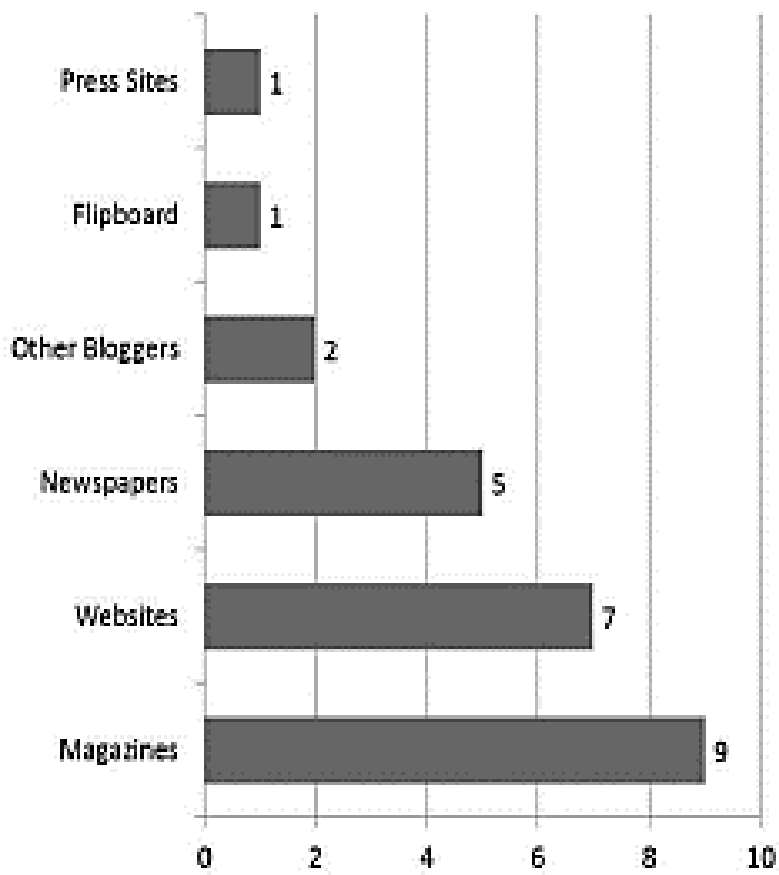


Figure 2. Key of flowchart.



**Figure 3.** Information sources consulted by fashion bloggers.



**Figure 4.** Information sources for fashion.

### SCREENSHOTS

Figures 5, 6, and 7 show the screenshots of the model.



The login page features a dark grey background with the text "LOGIN NOW" at the top center. Below this, there are two input fields: "enter your email" and "enter your password". A yellow button labeled "Login Now" is positioned below the password field. At the bottom, the text "don't have an account? register now" is displayed, with "register now" in a lighter color.

Figure 5. Login page.



The register page features a dark grey background with the text "REGISTER NOW" at the top center. Below this, there are five input fields: "enter your name", "enter your email", "enter your password", "confirm your password", and a dropdown menu labeled "user". A yellow button labeled "Register Now" is positioned below the dropdown menu. At the bottom, the text "already have an account? login now" is displayed, with "login now" in a lighter color.

Figure 6. Register Now page.

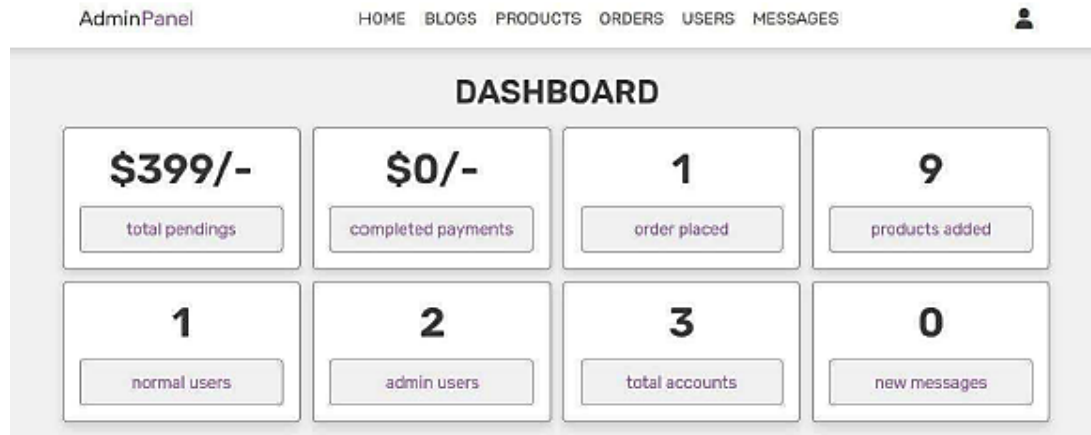


Figure 7. Dashboard/admin panel.

## CONCLUSION

This paper shows how to create a completely responsive website using pure HTML, CSS, JavaScript, PHP, and MYSQL. The brands and the users will be able to access our exclusive blogs, directly access our previous collaborations and can also download our Media Kit. Additionally, they can buy our used products. We learned how to use various functions of Java Scripts to make the web pages of our website interactive and dynamic. It also shows how to use HTML and CSS functions to create a web framework and how to represent it attractively. With the help of dashboard admin(s) can add, delete, or update our blogs and products dynamically.

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