

STYLESAGE

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StyleSage Releases Visual Search for Brands and Merchants

August 7, 2018 – This week, StyleSage launched its Product Similarity feature which enables brands to visually pinpoint who, amongst their competitors, is offering similar products, as well as which specific products are within consumers’ consideration sets. With this information, they can maintain competitive pricing and design products with the power to convert shoppers.

This feature utilizes state-of-the art machine vision to understand competitive product substitution in the fashion and accessories business. With visual search the new norm as an e-commerce shopping behavior, brands and merchants now have the same capabilities to optimize pricing and identify product-level opportunities.

These Product Similarity capabilities sit alongside StyleSage’s existing suite of AI-powered features, including its E-Commerce Smart Tagging API, trend forecasting dashboards, assortment and pricing visualizations, and promotional optimization.

Key Product Features:

1. Visualize competitive substitutes in an “e-commerce-like” environment
2. Searches pull in matches of not only color but also design attributes like length, fit, embellishment, and material
3. Product details, including pricing history, are visible with one click
4. Coverage includes all apparel and accessory categories
5. Additional sub-filtering by color, brand, retailer, and country enabled

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[StyleSage](#) is an AI-powered analytics and automation company that enables brands to increase their speed to market. Our central thesis is to automate decisions, analyses, and workflows and processes. Our three lines of product include: competitive intelligence analytics platform, rapid eCommerce smart tagging, and image-based "Amazon-like" product matching.

*With a little more than 4 years under its belt, StyleSage has global clients that collectively represent over \$100 billion of business in the apparel and footwear market, including great brands like Under Armour, Lululemon, and H&M. **Learn more at <https://stylesage.co>.***

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