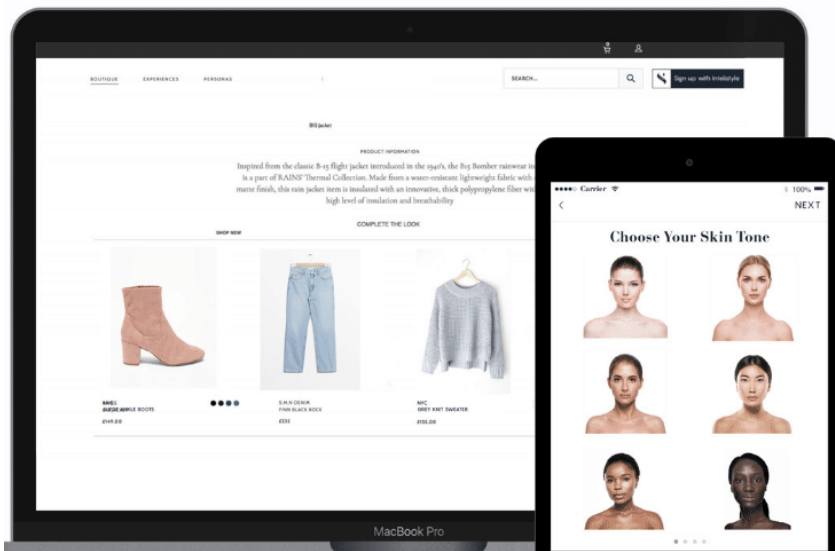




Intelistyle

The A.I. Fashion Stylist

web / in-store / digital fashion identity



Intelistyle’s AI chatbot stylist works with both retailers and customers | Photo source Intelistyle

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AN AI CHATBOT STYLIST CAN ‘COMPLETE THE LOOK’



RETAIL

London-based Intelistyle’s artificial intelligence (AI) chatbot stylist works with both retailers and customers

Spotted: “Styled by AI” isn’t yet a commonly used term, although that may be about to change. London-based Intelistyle’s artificial intelligence (AI) chatbot stylist works with both retailers and customers. For retailers, the algorithm can “complete the look” by generating multiple outfits based around a single product and can recommend appropriate alternatives for out-of-stock items. With the app, the personal styling service can be accessed on any device, allowing customers a seamless move between online and offline shopping.

For shoppers, the chatbot recommends styles and outfits based on personal preference, body type and hair, eye colour and skin tone. Based on what is already in a shopper’s closet, it can recommend new buys as well as suggestions of combinations of items already owned. During 2019’s London Fashion Week, the outfit put together by Intelistyle’s algorithm was better received by a group of fashion experts than an outfit styled by a human.

Intelistyle is part of the Business Growth Programme at London & Partners.

Selected for the *Createch 2019 Ones to Watch*, produced by the *Creative Industries Council* with the support of *Digital Catapult*, *London & Partners* and *Springwise*.

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Takeaway:

Intelistyle's chatbot could help consumers better manage their clothing and, ideally, cut down on waste by preventing the re-buying of items already in the closet. And with multiple suggestions of ways to wear clothes and accessories, shoppers could make more frequent — but not repetitive — use of pieces they already own. Springwise has spotted other innovative uses of chatbots in retail, including [Sephora's Kik bot](#) that allowed users to find any product and to share product reviews and ratings on-the-go.