

StyleVue launches Shopify app to add AI enabled fit recommendations to e-commerce

Apparel and footwear merchants of all sizes can foster profitable growth by transforming the traditional size guides and offering cutting-edge AI fit recommendations to online shoppers.

Mumbai, Maharashtra Dec 16, 2023 ([Issuewire.com](https://www.issuewire.com)) - [StyleVue](https://stylevue.ai), a leading AI platform that solves size and fit issues for consumers and apparel and footwear retailers, today released its app on [Shopify Inc.](https://shopify.com), a complete commerce platform that enables merchants to start, grow, and manage a business. The StyleVue app will bring its innovative AI-enabled Size & Fit Recommendation Tool to merchants of all sizes. This cutting-edge solution is poised to transform the online shopping experience by providing personalized and precise size and fit guidance for fashion enthusiasts.

In an industry where returns due to sizing and fit issues have been a persistent challenge, StyleVue emerges as a game-changer. By seamlessly integrating AI algorithms, StyleVue ensures that each shopper receives tailored recommendations, reducing the guesswork associated with online apparel purchases.

StyleVue's advanced size and fit recommendations have gained the trust of hundreds of retailers worldwide, spanning various categories such as menswear, womenswear, unisex apparel, footwear, swimwear, etc. Now, merchants of all sizes can seamlessly unlock the complete capabilities of StyleVue's size and fit features by installing the new StyleVue app, conveniently available in the Shopify app store. As businesses expand, they have the opportunity to harness the full strategic platform of StyleVue, including solutions to enhance shopper acquisition costs and access exclusive business intelligence for the apparel retail sector.

"This marks a significant milestone for the \$2.5 trillion apparel industry with a consistently growing digital presence. By unleashing the potential of machine learning and artificial intelligence data engine for merchants of all sizes on the Shopify platform, we aim to expedite merchant growth by addressing the most pressing problems they face today" remarked Mithila S, Cofounder and CEO of StyleVue. "Our mission is to democratize artificial intelligence across the industry, facilitating millions of consumers in connecting with the products and brands they adore. StyleVue, driven by deep learning, establishes trust between shoppers and brands, enabling merchants to build loyal first-party audiences, uncover rich consumer preference patterns, and gain crucial product fit insights that optimize sustainable business growth. We are excited to introduce this enterprise capability to emerging brands, fortifying the foundation of the apparel and footwear markets from the largest to the smallest merchants."

StyleVue is thrilled to offer a 14-day free trial to Shopify merchants: <https://apps.shopify.com/stylevue>. For additional details about this partnership, please visit <https://stylevue.ai> or reach out to StyleVue directly at info@stylevue.ai.

StyleVue, a leading retail AI platform, empowers apparel and footwear merchants by revolutionizing size and fit recommendations, instilling confidence in consumers' purchasing decisions. StyleVue taps into a network of cross-market transactions, incorporating fit and style attributes from a myriad of leading brands and preferences gleaned from its extensive community of active members. This innovative platform simplifies the shopping experience, cultivates dedicated first-party audiences, and provides unmatched insights for merchants. Engage with StyleVue today to discover how it is helping digital-first brands of all sizes grow profitably.

Media Contact

StyleVue

info@stylevue.ai

Source : StyleVue

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