

Styler Joins Forces with FasterCapital LaunchUp Program to Accelerate AI Fashion Innovation

Dubai, United Arab Emirates Aug 25, 2025 ([IssueWire.com](https://www.issuewire.com)) - Styler, the AI-driven personal fashion assistant platform, today announced a strategic partnership with FasterCapital through its LaunchUp program. This collaboration aims to accelerate Styler's growth across the MENA region and beyond by leveraging FasterCapital's global network, capital, and expertise to redefine how consumers discover, style, and shop for clothing online.

Unlocking a \$1 Trillion Market with AI-Powered Fashion Solutions

The global online fashion market, valued at over \$1 trillion, is rapidly evolving with increasing demand for personalized styling and virtual try-on technologies. However, consumers still face challenges in outfit planning, personalized recommendations, and engaging shopping experiences. Traditional e-commerce platforms often lack community interaction and realistic virtual fitting options, creating a significant gap in the market. Styler addresses these inefficiencies by offering a unique AI-powered platform that combines wardrobe digitization, personalized outfit suggestions, and immersive virtual try-ons, positioning itself as a first mover in the MENA region's burgeoning fashion tech landscape.

Styler's Innovative Solution: Personalized Styling Meets Virtual Try-On

Styler empowers users to upload and organize their wardrobe digitally, receiving AI-generated outfit suggestions tailored to their style and preferences. Its standout features include a realistic 2D virtual try-on model, an image-to-video outfit visualization tool, and a social fashion feed for inspiration, feedback, and brand integration. This holistic approach not only enhances user engagement but also drives e-commerce conversions through integrated brand partnerships. Early traction in Dubai's fashion community and positive user feedback validate Styler's market fit and competitive edge, supported by a scalable subscription and commission-based revenue model.

Strategic Partnership with FasterCapital: Accelerating Market Leadership

By joining FasterCapital's LaunchUp program, Styler gains access to a robust ecosystem of mentorship, technical resources, and capital-raising support—critical for scaling its platform rapidly. FasterCapital's rigorous selection process, led by Hesham Zreik, ensures only high-potential startups with disruptive innovation receive backing. This partnership will fast-track Styler's product development, marketing efforts, and regional expansion plans, positioning the company to capitalize on the growing demand for AI-driven fashion solutions.

Executive Perspectives

Hesham Zreik, Founder & CEO of FasterCapital, commented:

"Styler exemplifies the kind of visionary innovation we seek at FasterCapital. Their AI-driven approach to personal fashion styling addresses a clear market pain point with a scalable, tech-enabled solution. We are excited to support Styler's journey to becoming a market leader in the MENA region and beyond, leveraging our LaunchUp program's resources to accelerate their growth trajectory."

Mahmoud Akil, Founder of Styler, stated:

“Our partnership with FasterCapital is a pivotal milestone that validates our vision to transform how people engage with fashion online. With their strategic guidance and investment, we are well-positioned to expand our footprint, enhance our technology, and deliver unmatched personalization and virtual try-on experiences to users across the region.”

Growth Trajectory and Future Plans

In the coming months, Styler will focus on completing its soft launch in Dubai, expanding into the GCC markets, and onboarding major fashion brands onto its platform. The company plans to leverage the AED 1,000,000 funding round to accelerate product development, marketing, and operational scaling. Styler’s long-term vision is to become the leading AI-powered fashion assistant globally, driving billions in e-commerce sales while fostering a vibrant, interactive fashion community.

About Styler

Founded by Mahmoud Akil, Styler is an AI-driven fashion e-commerce platform designed to help users discover, style, and shop clothing effortlessly. By digitizing wardrobes and offering personalized outfit suggestions combined with virtual try-on technology, Styler enhances the online fashion shopping experience while integrating social and brand engagement features.

About FasterCapital

[FasterCapital](#) is a global venture builder and online incubator dedicated to co-funding and co-founding innovative startups. Established in 2014, we are now #1 venture builder in terms of number of startups that we have helped, money invested and money raised. It supports startups worldwide through various programs, including funding assistance, business development, and technical support. The LaunchUp program is designed to help early-stage startups build scalable solutions with mentorship, strategic guidance, and network support.

Media Contact:

Rasha Almasri

rasha.almasri@fastercapital.com

+1 (512) 400-0256

Media Contact

Styler

*****@mystyler.net

UAE - Dubai

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