

TGC Capital Partners Invests in Catecut to Accelerate Innovation and Expansion



Hafnarfjörður, Reykjavík Nov 11, 2025 ([Issuewire.com](https://www.issuewire.com)) - Iceland-based AI company **Catecut** has entered a partnership agreement with **TGC Capital Partners** for collaboration and investment. Catecut is rapidly emerging as a leader in AI Vision-enabled automation for fashion product content, with its technology already powering both new-age fashion brands and global enterprises.

TGC Capital Partners, the strategic investment arm of the **Gateway Group of Companies**, evaluates more than 300 opportunities each year. The firm has chosen to invest both capital and technological expertise into Catecut to fuel the company's next phase of international expansion.

"Catecut's advanced technology uses AI and computer vision to automatically generate rich, multilingual product descriptions, metadata, and tags by interpreting product imagery," said **Ingi Björn Sigurðsson**, Investment Director at TGC Capital Partners. "This capability enables fashion brands and marketplaces to save time, cut costs, and strengthen their digital presence. What impressed us most was the clarity of purpose and innovation led by **Heiðrún Ósk Sigfúsdóttir** and her team. Their work bridges creativity and automation, two driving forces behind the future of digital commerce. Through this partnership, we aim to accelerate Catecut's global growth by leveraging Gateway's technological expertise, ecosystem, and reach across Europe, Asia, and beyond."

"Receiving support from TGC Capital Partners marks a major milestone for Catecut," said **Heiðrún Ósk Sigfúsdóttir**, Founder and CEO of Catecut. "As a former fashion brand founder and product information management expert, I've seen firsthand how manual processes slow down e-commerce operations. Catecut eliminates these inefficiencies, helping fashion brands instantly populate product detail pages, enhance online experiences, and drive sustainable sales. With TGC's partnership, our team now has the resources to scale our solution and accelerate market adoption worldwide."

For more information, visit <http://catecut.com/> and <https://www.tgccapitalpartners.com/>

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