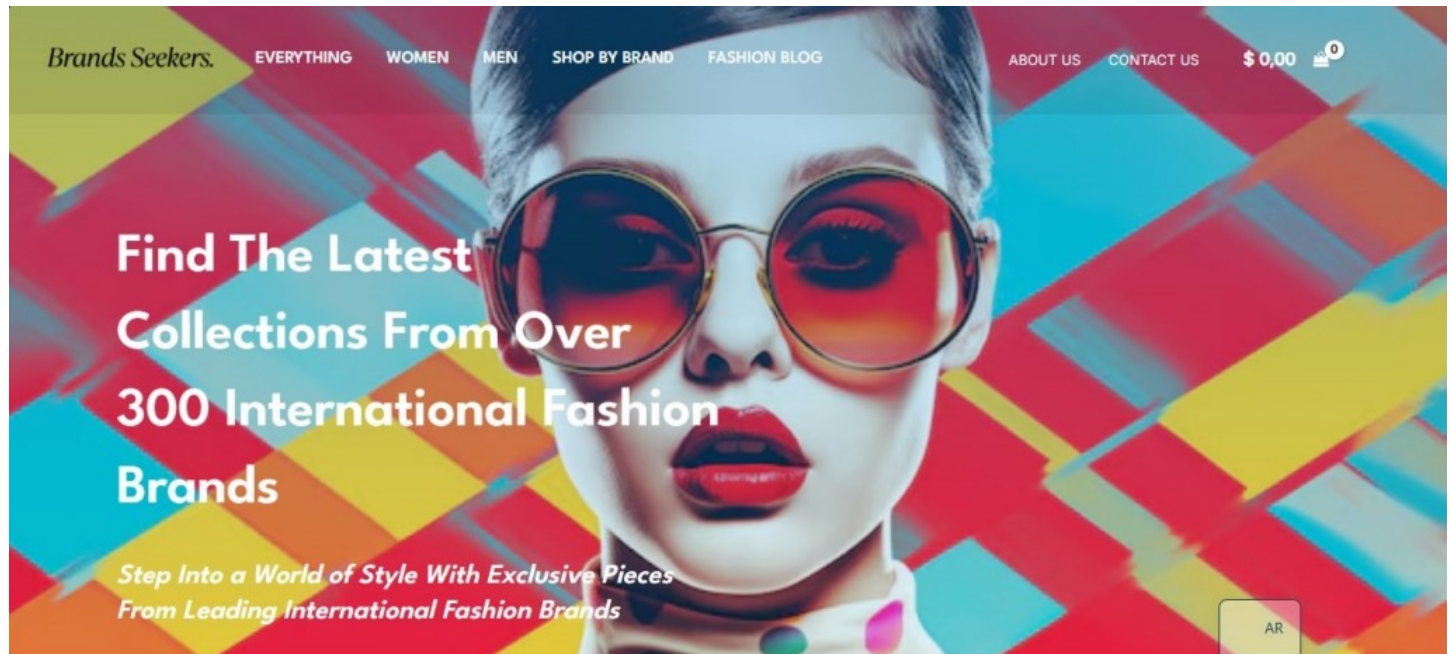


Brands Seekers Expands AI-Powered Luxury Fashion Shopping Across 52 Languages

The Bahrain-based platform combines 350+ global designer brands with an AI Personal Stylist that creates complete shoppable outfits from live inventory.



Mahama, Bahrain Jul 17, 2026 ([Issuewire.com](https://www.issuewire.com)) - **Brands Seekers**, a Bahrain-based international luxury fashion platform, has expanded its online shopping experience across 52 languages while introducing its proprietary Luxury Fashion Concierge AI Personal Stylist.

The platform offers authentic fashion from more than 350 international designer and premium brands, including BOSS, Calvin Klein, Tommy Hilfiger, Armani Exchange, Guess, Karl Lagerfeld, Dsquared2, PINKO, Liu Jo and Philipp Plein. Orders are shipped worldwide from Italy, with delivery available to customers in more than 150 countries.

The multilingual expansion is designed to make international designer fashion easier to discover and shop across Asia, Europe, the Middle East and other global markets. The Brands Seekers website is now available in 52 languages, including Chinese, Japanese, Korean, Arabic, Spanish, French, German, Italian, Portuguese and Hindi.

Unlike conventional product-recommendation tools, the Brands Seekers Luxury Fashion Concierge AI Personal Stylist creates complete outfits using only products currently available in the company's live catalogue.

Customers can personalize their styling request by selecting their gender, occasion, dress code, preferred colours, season, favourite brands and budget. The AI stylist then recommends coordinated clothing, footwear, bags and accessories that can be purchased immediately.

Every generated outfit includes a styling explanation describing why the selected products, colours and

silhouettes work together.

“Luxury fashion shopping should feel personal and accessible regardless of a customer’s language or location,” said Ali AlShuwaikh, founder and CEO of Brands Seekers. “By connecting our AI Personal Stylist directly to the live Brands Seekers catalogue, we help customers move from inspiration to a complete, immediately shoppable outfit.”

Because the stylist works exclusively with live catalogue products, it does not recommend fictional or unavailable items. This creates a direct connection between AI-powered fashion discovery and real product availability.

The technology is designed to assist customers shopping for occasions such as weddings, business meetings, evening events, travel, holidays and everyday wardrobes. It can also accommodate specific dress codes, seasonal requirements, preferred designer brands and individual budgets.

The launch reflects a wider shift in international e-commerce toward personalized, conversational and multilingual shopping experiences. Instead of browsing hundreds of individual products, customers can describe what they need and receive a coordinated designer outfit assembled around their preferences.

Brands Seekers was recently featured by Sourcing Journal, part of the WWD and Fairchild Media network, following the introduction of its AI-powered luxury fashion experience.

The company plans to continue expanding its multilingual shopping infrastructure, structured product information and AI-supported fashion-discovery tools for customers worldwide.

About Brands Seekers

Brands Seekers is a Bahrain-based international luxury fashion platform offering authentic products from more than 350 global designer and premium fashion brands. The company combines worldwide designer shopping, multilingual product discovery and its proprietary Luxury Fashion Concierge AI Personal Stylist. Products are shipped internationally from Italy.

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