

# StyleGenie

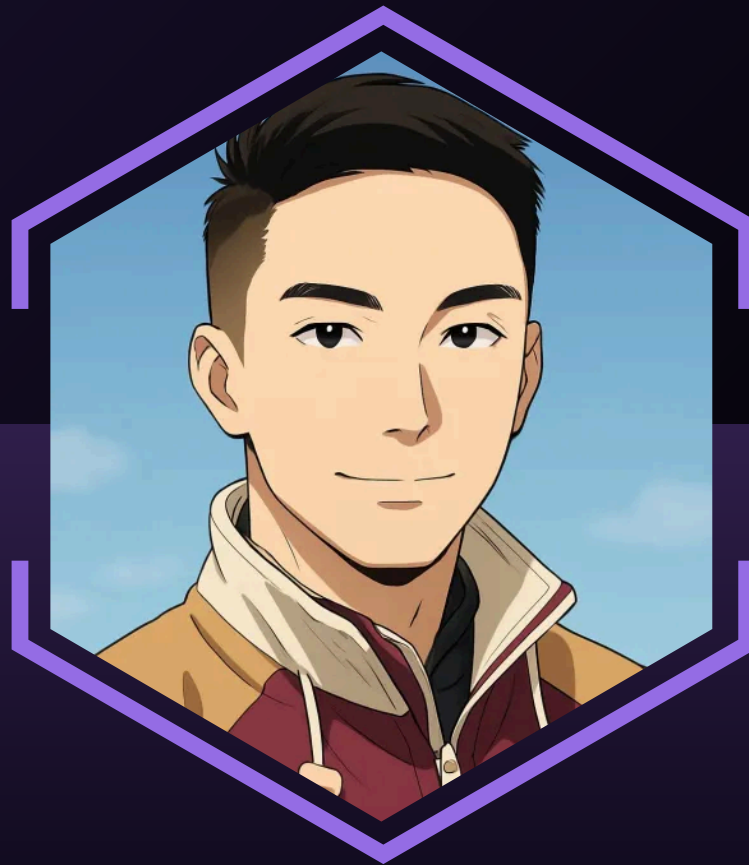
YOUR WISH IS AI'S COMMAND



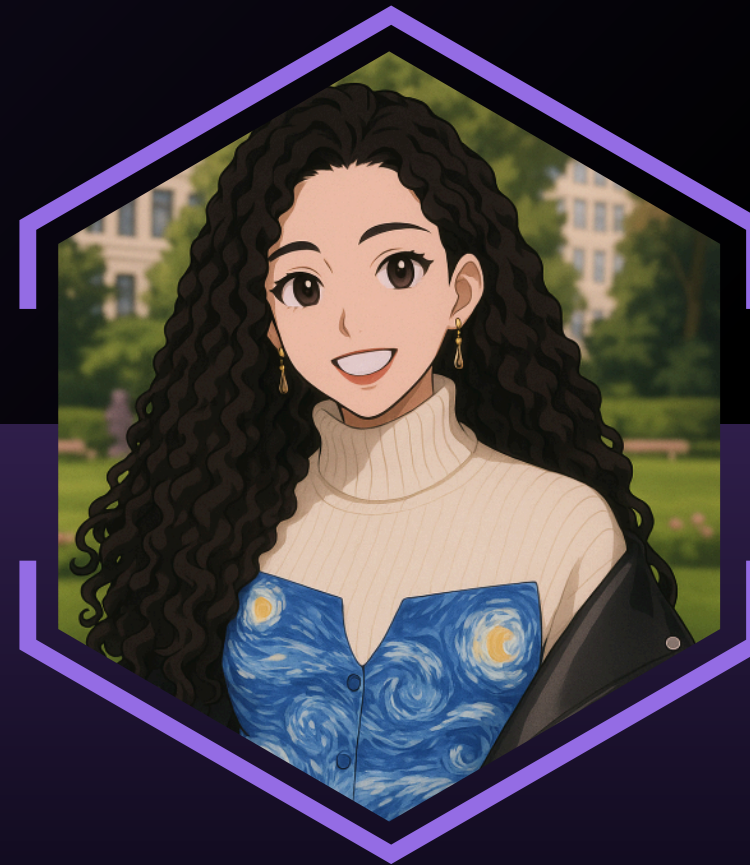


# MEET THE TEAM

From across borders, a team of visionary creatives joined forces at RAISE YOUR HACK to build agentic AI tools that transform how fashion teams work, create, and scale.



**Garret Luo**



**Juliana Varela**



**Noor Amjad**



**Nada Kartouch**



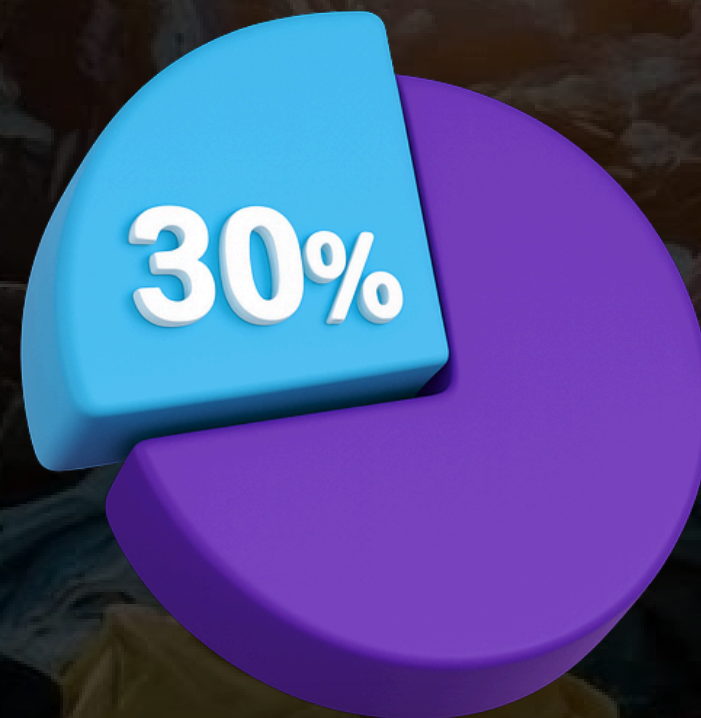


# THE COST OF FASHION'S MISTAKES

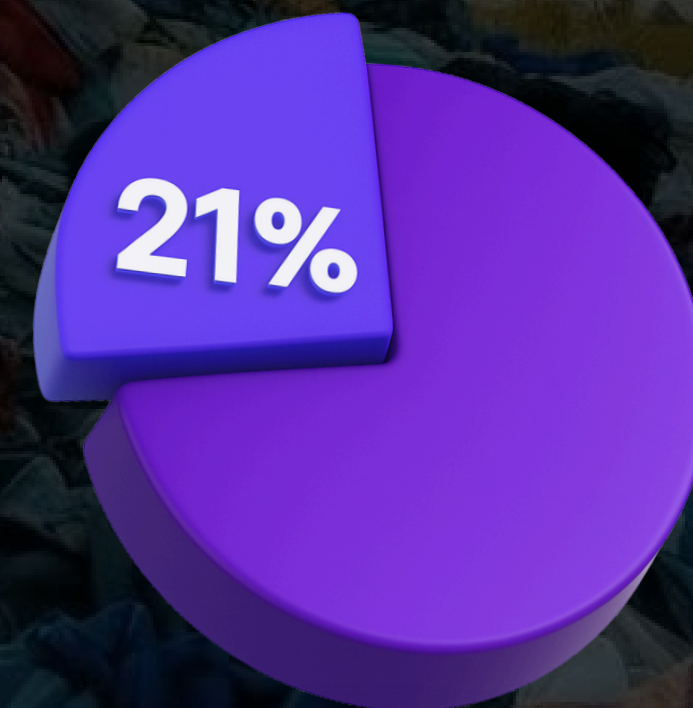
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RETURNS



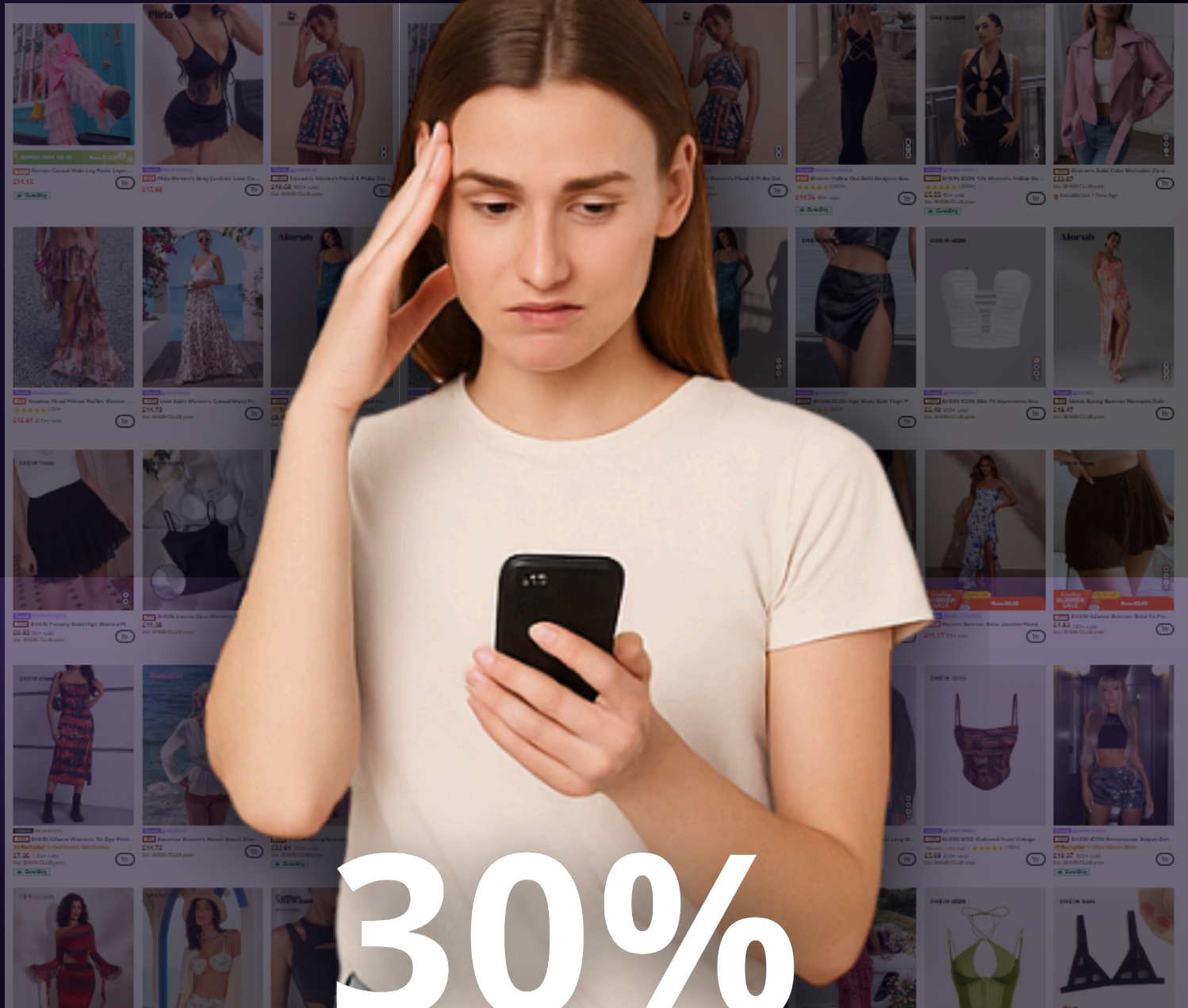
UNSOLD STOCK



AND MOST OF THAT WASTE ENDS UP  
IN LANDFILLS OR INCINERATED



# MISSING INTELLIGENT SEARCH



30%

OF SHOPPERS ABANDON THEIR JOURNEY  
DUE TO POOR SEARCH AND DISCOVERY



OPPORTUNITY!

LESS THAN 10% OF FASHION RETAILERS USE  
AI-POWERED PERSONALISED RECOMMENDATIONS





# AGENTIC & AUTONOMOUS

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## MEET THE GENIE!

YOUR AI-POWERED PERSONAL STYLIST AND THE  
SMARTEST HIRE BRANDS WILL EVER MAKE!

THE GENIE GRANTS STYLING WISHES FASTER THAN  
ANY TEAM EVER COULD!





# BUILD FOR FASHION BRANDS

OUR AUTONOMOUS AGENTIC AI TURN FASHION CATALOGUES  
INTO COMPLETE OUTFIT SUGGESTIONS TAILORED TO EACH  
CUSTOMER'S PREFERENCES



Partywear - Bold - Rooftop



Streetwear - Cool - Concert



Romantic - Sexy - Date Night



Sportswear - Comfy - Yoga class



Workwear - Serious - Job interview



# FUTURE TRY-ON WORKFLOWS

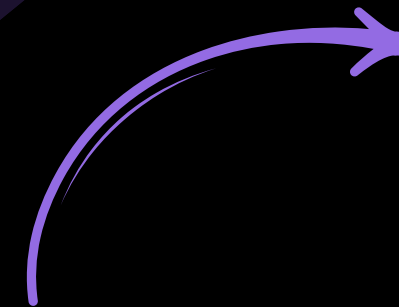
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POWERED BY GENERATIVE AI, BUILT FOR TOMORROW'S E-COMMERCE!

LET CUSTOMERS VIRTUALLY TRY-ON CLOTHES BEFORE THEY BUY — INCREASING CONFIDENCE, REDUCING RETURNS, AND UNLOCKING IMMERSIVE RETAIL.

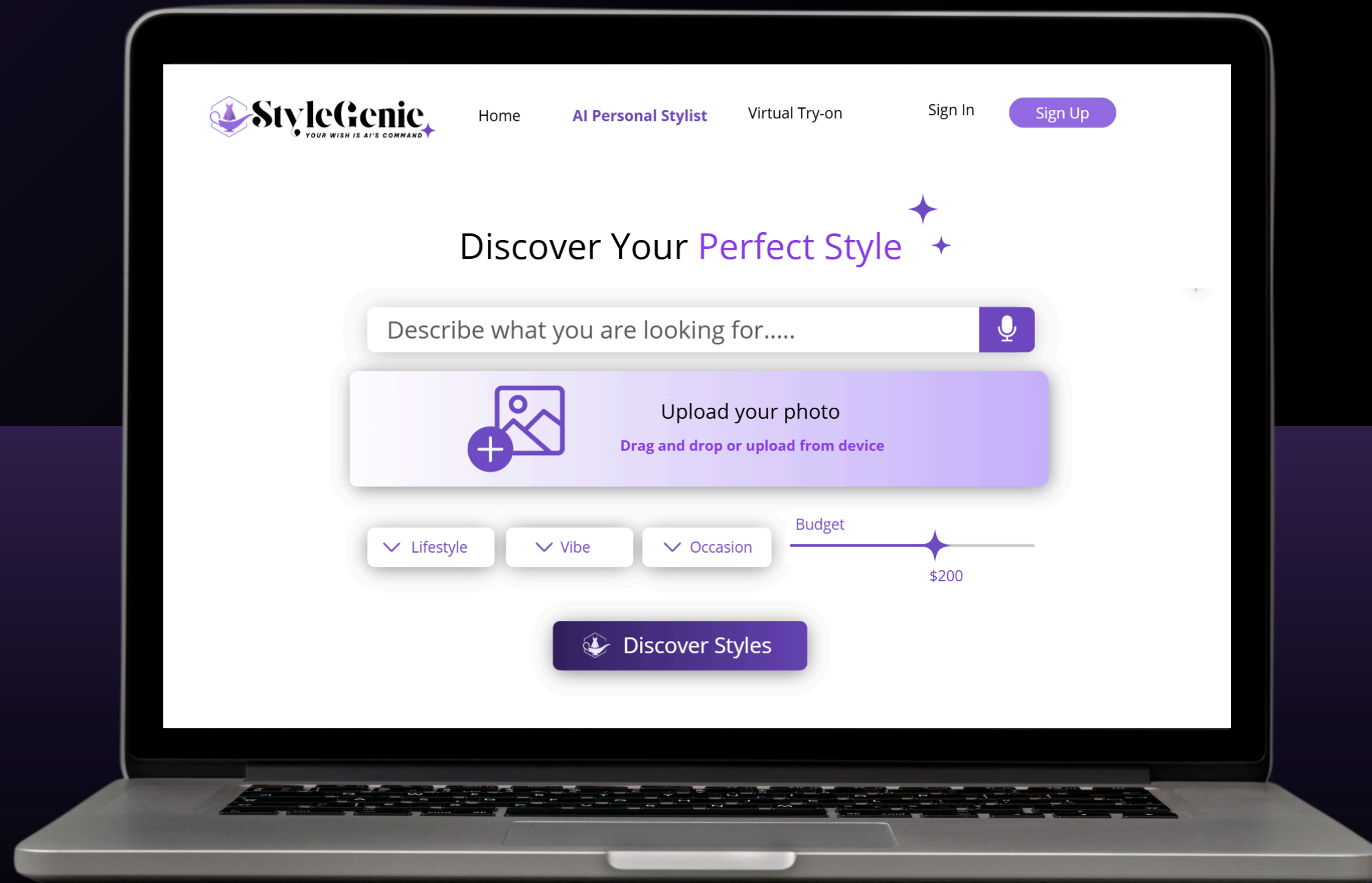


**Romantic - Date Night**





# HOW IT WORKS





# START WITH A PROMPT

The screenshot displays the StyleGenie website interface. At the top left is the logo with the tagline "YOUR WISH IS AI'S COMMAND". The navigation bar includes "Home", "AI Personal Stylist", "Virtual Try-on", "Sign In", and a "Sign Up" button. The main heading is "Discover Your Perfect Style". Below this is a text input field containing the prompt "In need a party look for a night out" with a microphone icon for voice input. Underneath is a large purple box for photo upload, featuring a camera icon and the text "Upload your photo" and "Drag and drop or upload from device". Below the photo box are three filter buttons: "Lifestyle", "Vibe", and "Occasion". To the right of these is a "Budget" slider set to "\$200". At the bottom is a large "Discover Styles" button with a magic wand icon and a cursor pointing at it.

StyleGenie  
YOUR WISH IS AI'S COMMAND

Home AI Personal Stylist Virtual Try-on Sign In Sign Up

## Discover Your Perfect Style

In need a party look for a night out

Upload your photo  
Drag and drop or upload from device

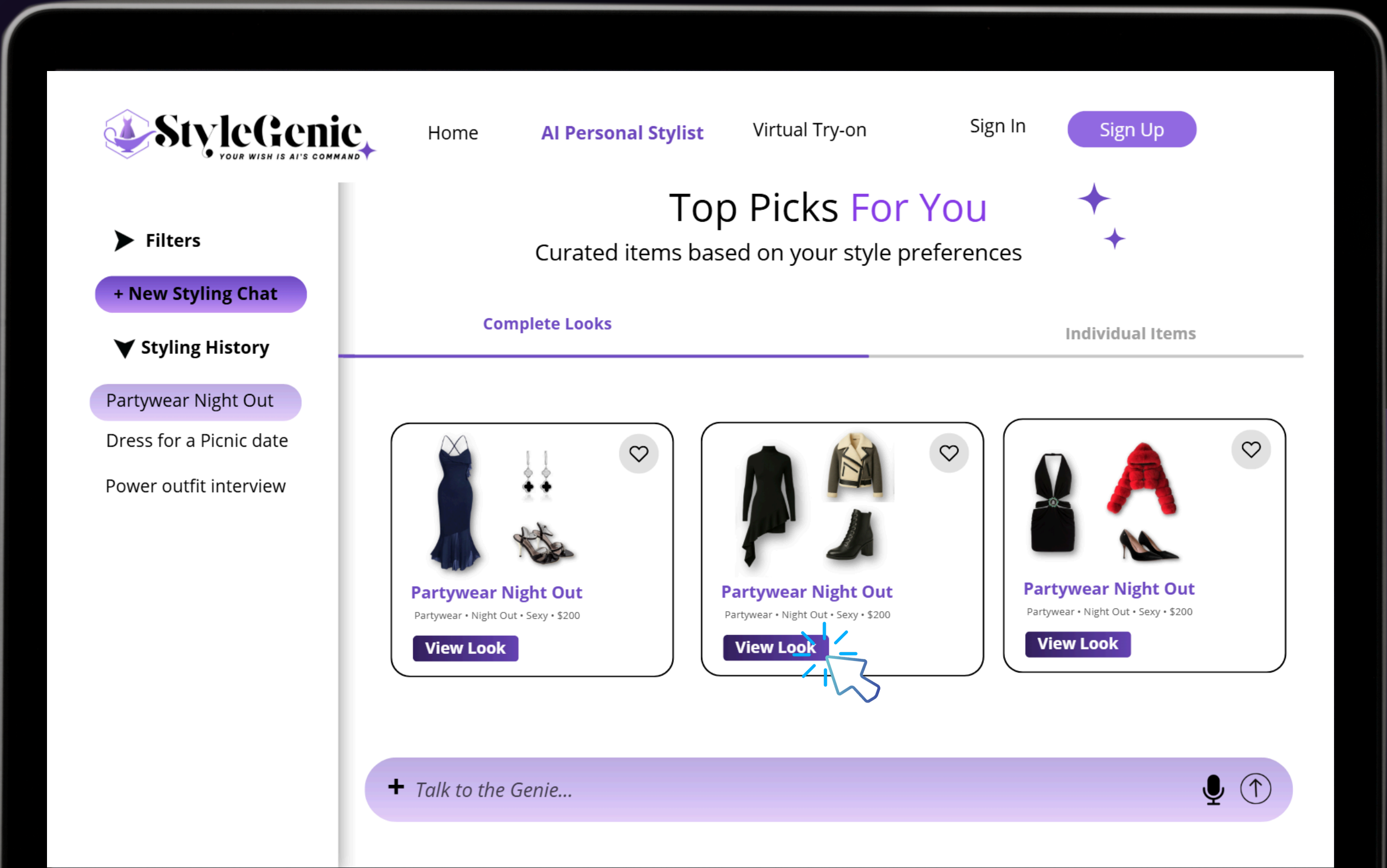
▼ Lifestyle ▼ Vibe ▼ Occasion

Budget \$200

Discover Styles

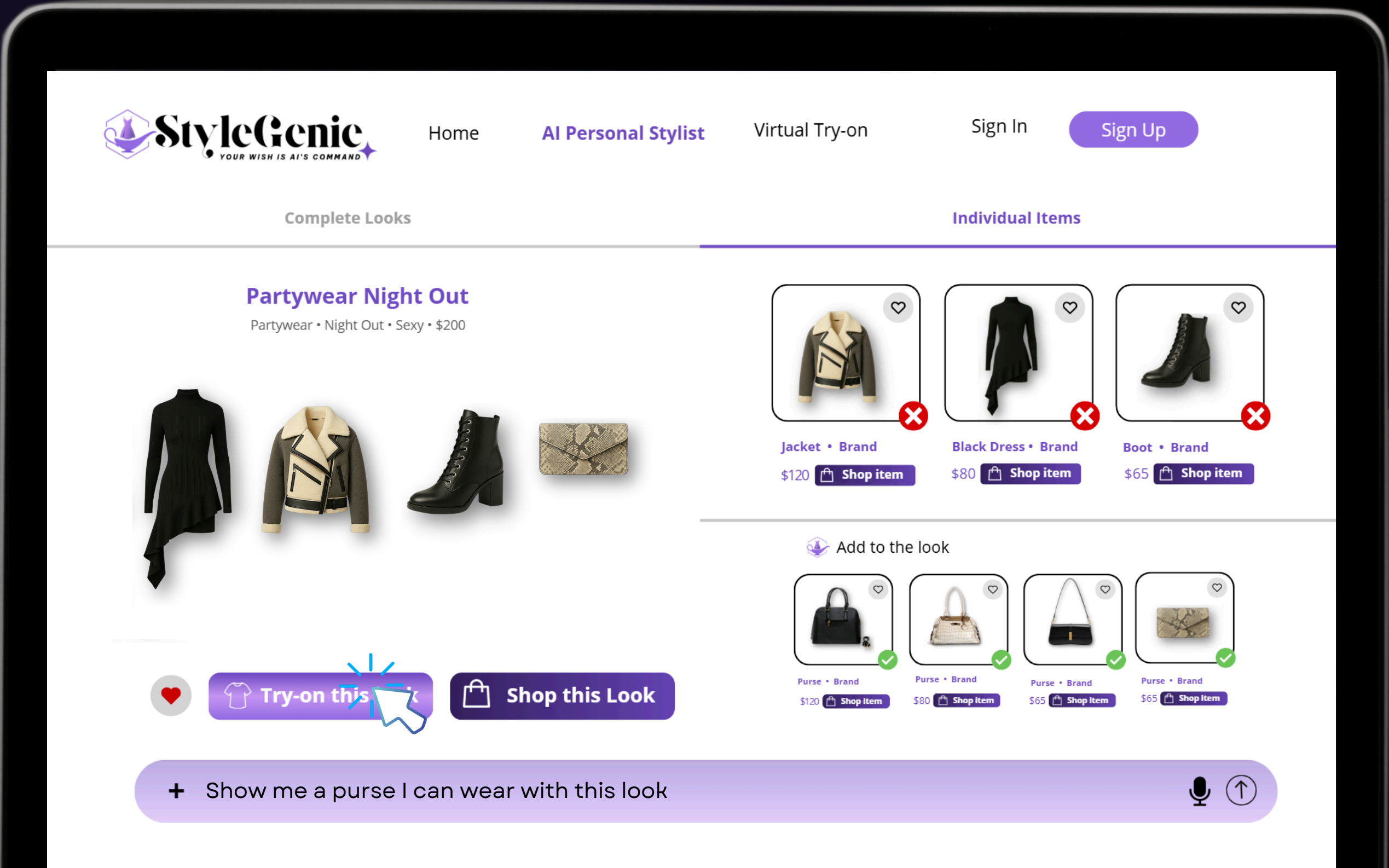


# GENIE'S LOOKBOOK



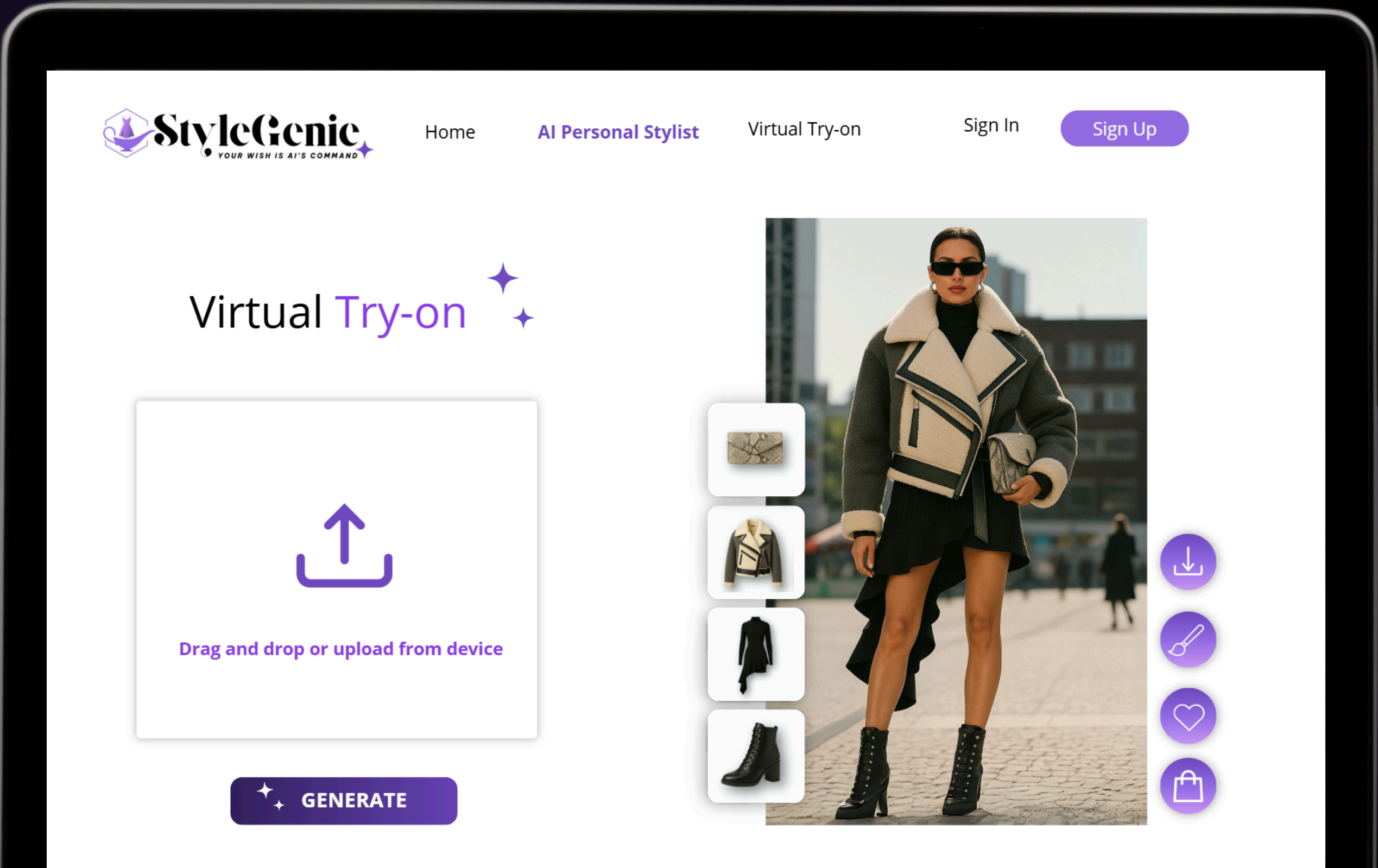


# CUSTOMISE THE LOOK





# VIRTUAL TRY-ON





# VULTR TRACK!

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TO BUILD OUR WEB-BASED AI AGENT, WE PARTNERED WITH  
VULTR TO DEPLOY OUR CORE STYLING PIPELINE

DESIGNED FOR AGENTIC WORKFLOWS AND ROBUST  
ENTERPRISE-READY SOLUTIONS.





# BACKEND PIPELINE

## TOOLS THAT POWERED OUR PIPELINE

fetch.ai

AUTONOMOUS AI AGENTS

groq

ULTRA-FAST LLM INFERENCE

Meta

LLAMA-3.1-8B-INSTANT

Pinecone

VECTOR DATABASE

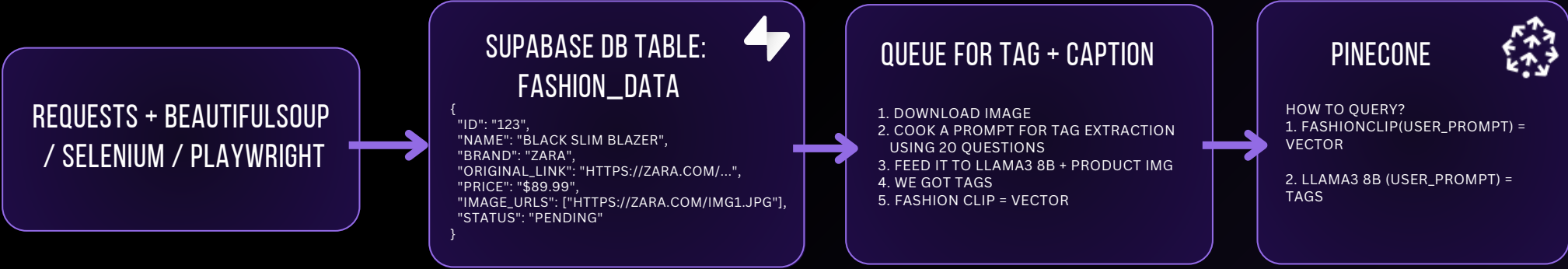
VULTR

FASTAPI DEPLOYMENT

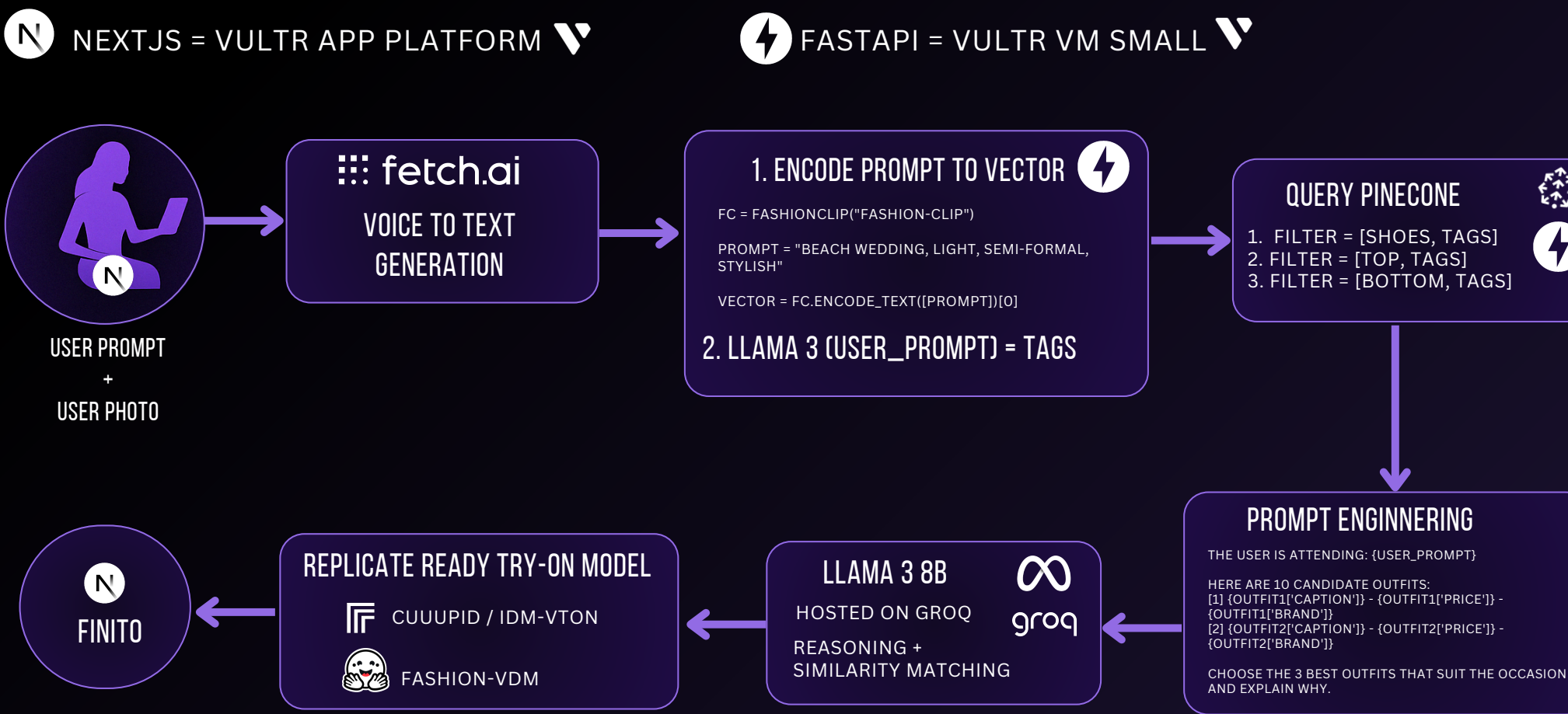


## 1. SCRAPE FASHION BRANDS

HOSTED ON VULTR GPU VM RTX 4000



## 2. MAIN WORKFLOW



# ENTERPRISE-READY



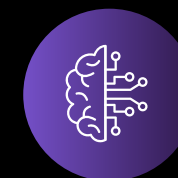
## Analytics Dashboard

Track engagement, conversions, styling performance, and optimise in real time.



## AI-Powered Personalization at Scale

Tailor every interaction based on your customer's body type, style, and behavior — no manual tagging needed.



## Reduce Return Rates

Customers try on before they buy and see complete outfits that fit — increasing purchase confidence and reducing returns



## Boost Conversion & Engagement

Make the store feel curated for each visitor. More time spent, more cart adds, more purchases.



## Plug & Play Integration

Seamlessly integrate with brand's existing e-commerce stack.



# FUTURE-OF-WORK FOCUSED

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## BUILT FOR FASHION TEAMS

**Designed to deliver value across entire organisations!**



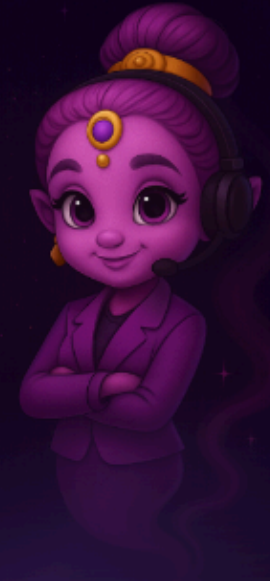
### **Merch Teams**

Discover what customers want styled — not just what sells.



### **E-Commerce Teams**

Turn static catalogs into dynamic outfit journeys that convert and monitor performance with real-time dashboards.



### **Marketing Teams**

Run smarter campaigns with look-based targeting and try-on insights.



### **Tech Teams**

Launch AI styling instantly — no in-house dev needed.

# MARKET SCOPE

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## TAM – TOTAL ADDRESSABLE MARKET



**\$46.8B**

**Focused Segment  
AI Styling & Try-On**

Growth driven by AI-powered styling  
and e-commerce intelligence.

(Zion Market Research, Vogue Business,  
2024)



**\$239B**

**Global Fashion Tech Market  
(Grand View Research, 2024)**

Including design, AI styling, virtual  
try-on, smart apparel etc.

(Grand View Research - Fashion Tech  
Market Size Report, 2024)

**Our market focus is clear: StyleGenie taps into a \$46.8B AI styling and try-on opportunity, one of the fastest-growing segments within the \$239B fashion tech industry.**



# MARKET SCOPE

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## SAM

**Serviceable Addressable Market**

 **€10B**

**E-commerce sector  
companies**

Total market size of e-commerce sector companies that could benefit from AI-powered fashion personalization tools like StyleGenie.

## SOM

**Serviceable Obtainable Market**

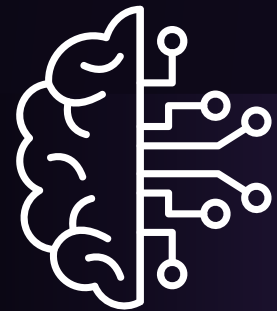
 **€100–200M**

 **In 5 years**

We aim to capture 5–10% of this market within 5 years by partnering with mid-to-large fashion retailers and e-commerce platforms.

# REVENUE STREAMS

## SaaS for Fashion Enterprises



### SUBSCRIPTION-BASED API ACCESS (SAAS)

Brands subscribe to StyleGenie's AI engine via monthly or annual plans, accessing personalized outfit generation and styling intelligence.



### ANALYTICS DASHBOARDS (DATA MONETIZATION)

Merchandising and marketing teams pay for access to dashboards and performance insights — via usage-based or tiered pricing.



### WHITE-LABEL LICENSING & ENTERPRISE PACKAGES

Custom integrations, visual styling alignment, and on-prem options offered to large fashion brands under enterprise contracts.



### CIRCULAR FASHION PARTNERSHIPS

Fashion brands can license StyleGenie's AI engine to enable styling and recommendation flows for resale, rental, and other circular business models



# COMPETITOR ANALYSIS

## MARKET OVERVIEW

### Recommendation engines

Great for single-item discovery, but lack full outfit generation.

### AI stylists

Often rule-based or chatbot-like, lacking generative intelligence or feedback loops.

### Virtual try-on

Focused on visualization but disconnected from styling logic or personalization.

| Platform   | Outfit Bundling     | Virtual Try-On      | Deep Personalization             | Chat Interface | Real-Time Interaction | Generative AI |
|------------|---------------------|---------------------|----------------------------------|----------------|-----------------------|---------------|
| YesPlz     | ✔ (Basic ML logic)  | ✗                   | ✔ (Visual filters + NLP)         | ✔              | ✔                     | ✗             |
| EPAM       | ✔                   | ✔                   | ✔ (Based on uploaded images)     | ✔              | ✗                     | ✔             |
| Aiuta      | ✔                   | ✔                   | ✔ (Outfit + image based)         | ✗              | ✗                     | ✔             |
| Gensmo     | ✔                   | ✔                   | ✔ (Image-based + preferences)    | ✔              | ✗                     | ✔             |
| Try On Hub | ✔                   | ✔                   | Medium (Image + accessories)     | ✗              | ✗                     | ✔             |
| Doji AI    | ✗ (Suggestive only) | ✔ (3D avatar based) | ✔ (Retail data + fit simulation) | ✗              | ✗                     | ✔             |
| StyleGenie | ✔ (Agent-driven)    | ✔ (In progress)     | ✔ (Prompt, body type, budget)    | ✔              | ✔ (Feedback loop)     | ✔             |

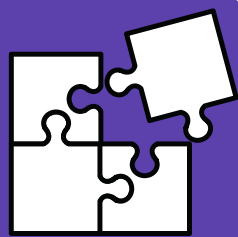
# WHAT MAKES STYLEGENIE UNIQUE?

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## **Adaptive Styling Intelligence**

The genie learns from user mood, style preferences, and fit feedback to refine full outfit suggestions in real time.



## **Generative bundling**

Our AI agent curates complete looks, not just single pieces, tailored to each customer's body type, style and budget.



## **Virtual try-on**

Allow users to preview complete looks and try combinations in real time



# FUTURE IMPACT

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## DESIGNED FOR CIRCULAR FASHION



BY IMPROVING DISCOVERABILITY



AND REDUCING RETURNS

WE HELP BRANDS LOWER  
UNSOLD STOCK AND WASTE,



POWERING A MORE SUSTAINABLE  
FASHION INDUSTRY

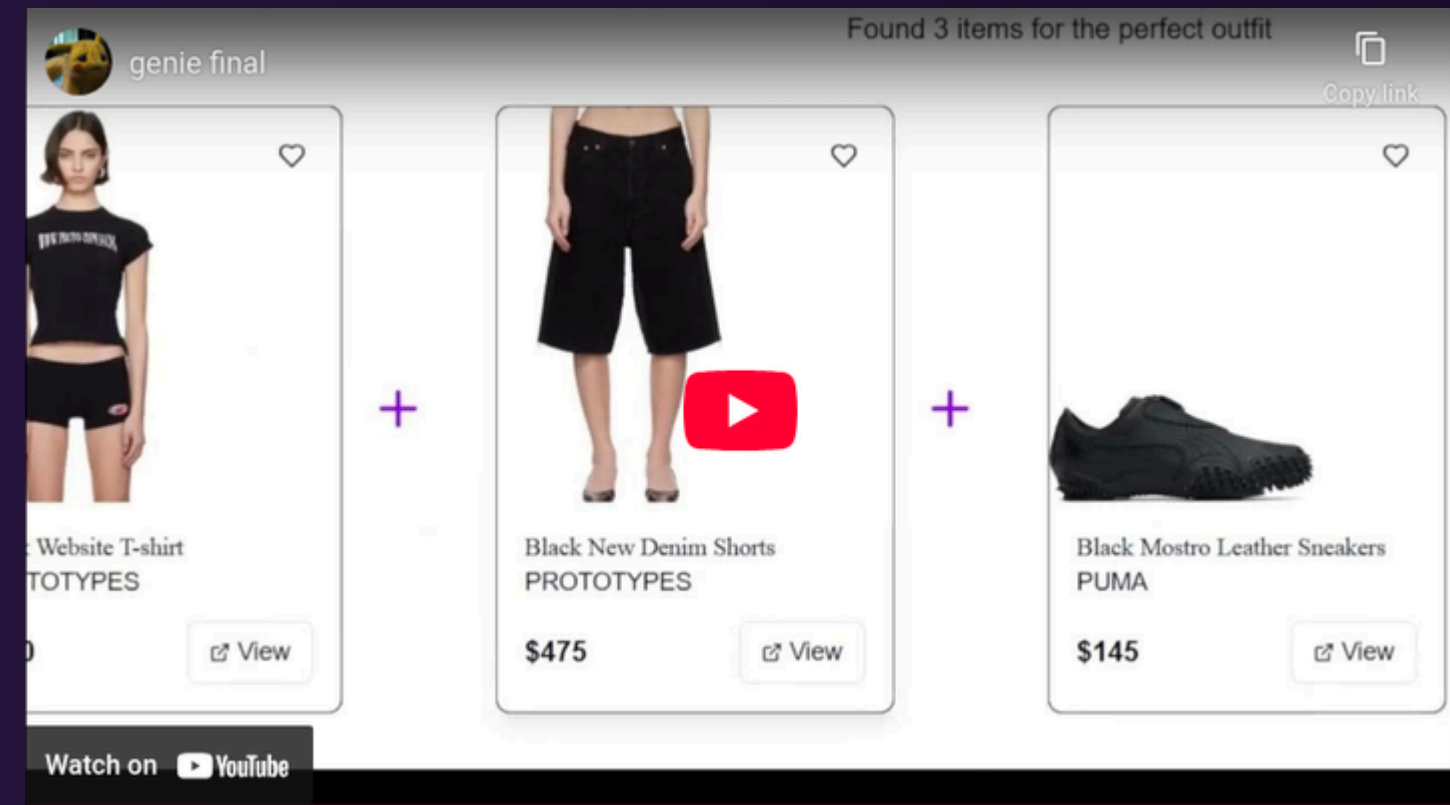
# STYLE-GENIE.COM

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**Start your styling  
journey today!**



Check out the demo here!



<https://www.youtube.com/watch?v=Hg24F2vayWY>



# StyleGenie

YOUR WISH IS AI'S COMMAND



**THANK YOU!**