



The Complete AI-Stylist for Fashion Retail

hypsh turns shoppers' intent into shoppable looks.

hypsh.ai



The Big Picture

AI is changing how shoppers discover and decide

50%

of users want AI to search across retailers, social & search and recommend what to buy.

Capgemini

20%

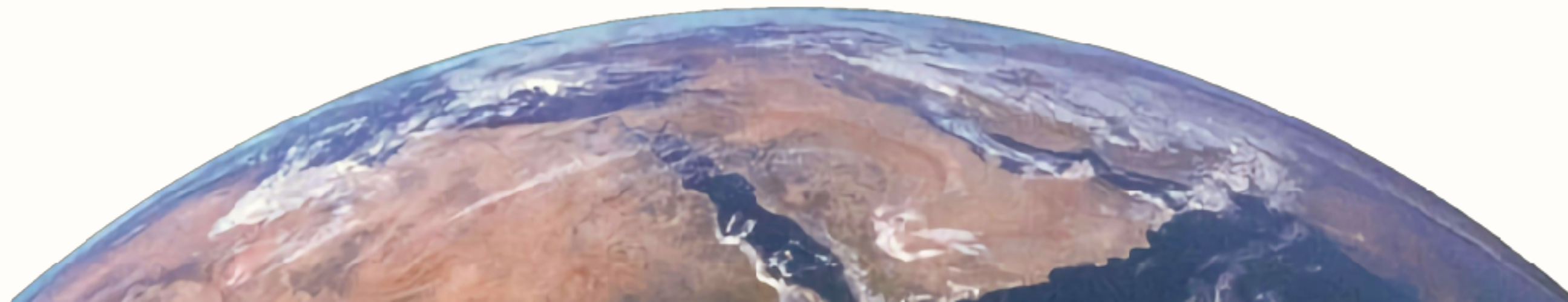
of e-commerce spending will be influenced by AI shopping agents by 2030

McKinsey BoF

50%

of fashion executives rank product discovery & search as GenAI's #1 opportunity

McKinsey BoF





Shops sell items.
People want outfits.



Shoppers struggle in webstores



No context awareness

Typical product search in webstores misses users' specific situation, occasion and personal style.



Generic recommendations

Current systems only recommend statistically and item-based.



Choice overload

74% of users abandon purchases because there's too much choice. Building a great look feels tedious.

McKinsey BoF

hypsh matches the shoppers' intent
with a retailer's catalog



Intent

»I want something to hang out with my friends here in Berlin, eco-friendly, a bit colorful.«



Build Outfit

... hang out with my friends ...



*Built from real items,
curated by our AI stylist.*

Visualize

*Visualized with AI
on a model or the
shopper*



 **Buy**



One Fashion Intelligence. Many Applications.



Data Enrichment for AI Readiness

50+ fashion attributes make every item understandable to AI agents.

- Boost feed quality and AI visibility
- Add rich attributes without manual tagging
- Make catalogs ready for AI agents



Natural Search & Style Discovery

Shoppers describe what they want, and the engine returns the right products

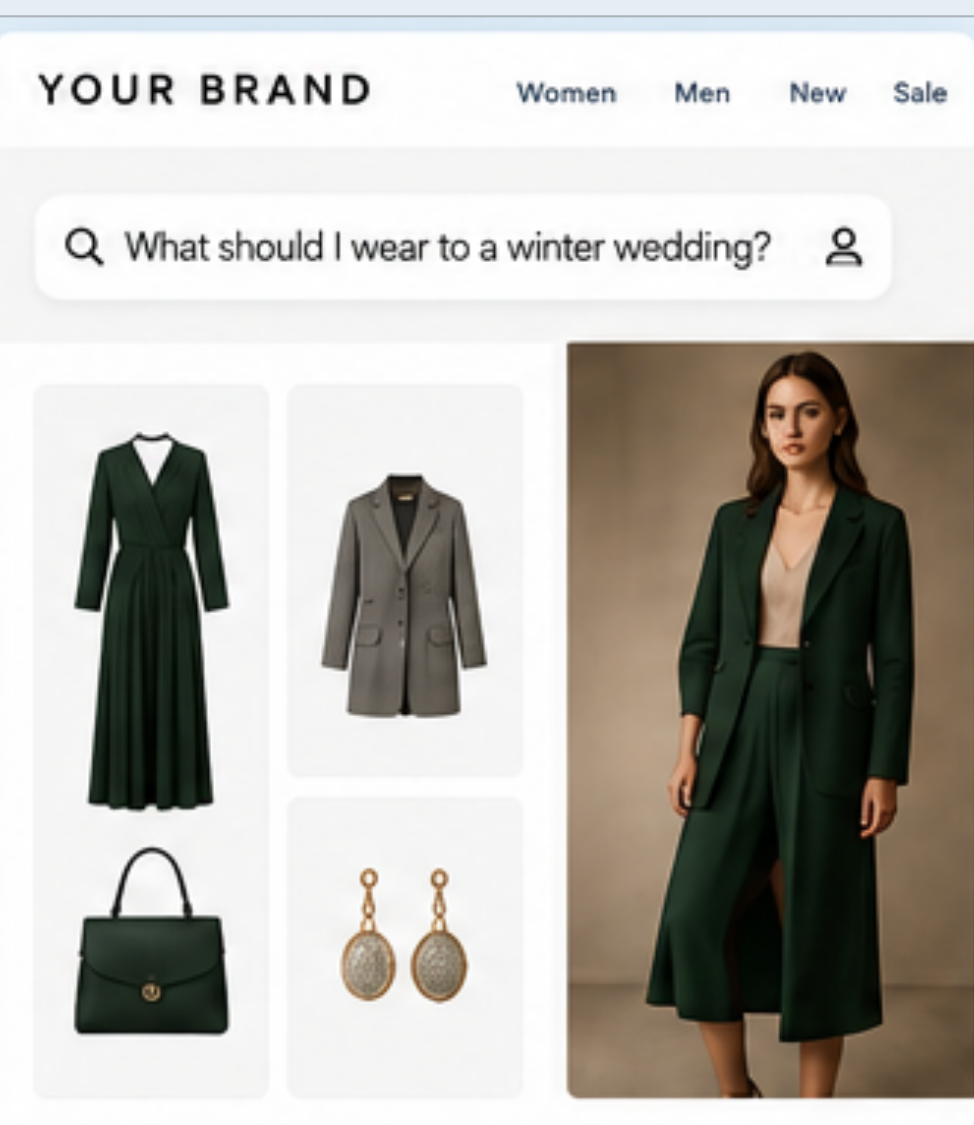
- Search catalogs in 40+ languages
- Browse by occasion, style and mood
- Turn any find into a complete outfit



AI Outfit Builder & Virtual Try-on

The AI stylist composes complete looks.

- Build & buy full looks based on user intent
- Virtual try-on with a personal Style Pass
- Shareable looks create organic reach
- Retailers curate outfits for engagement



Retailer Webshops

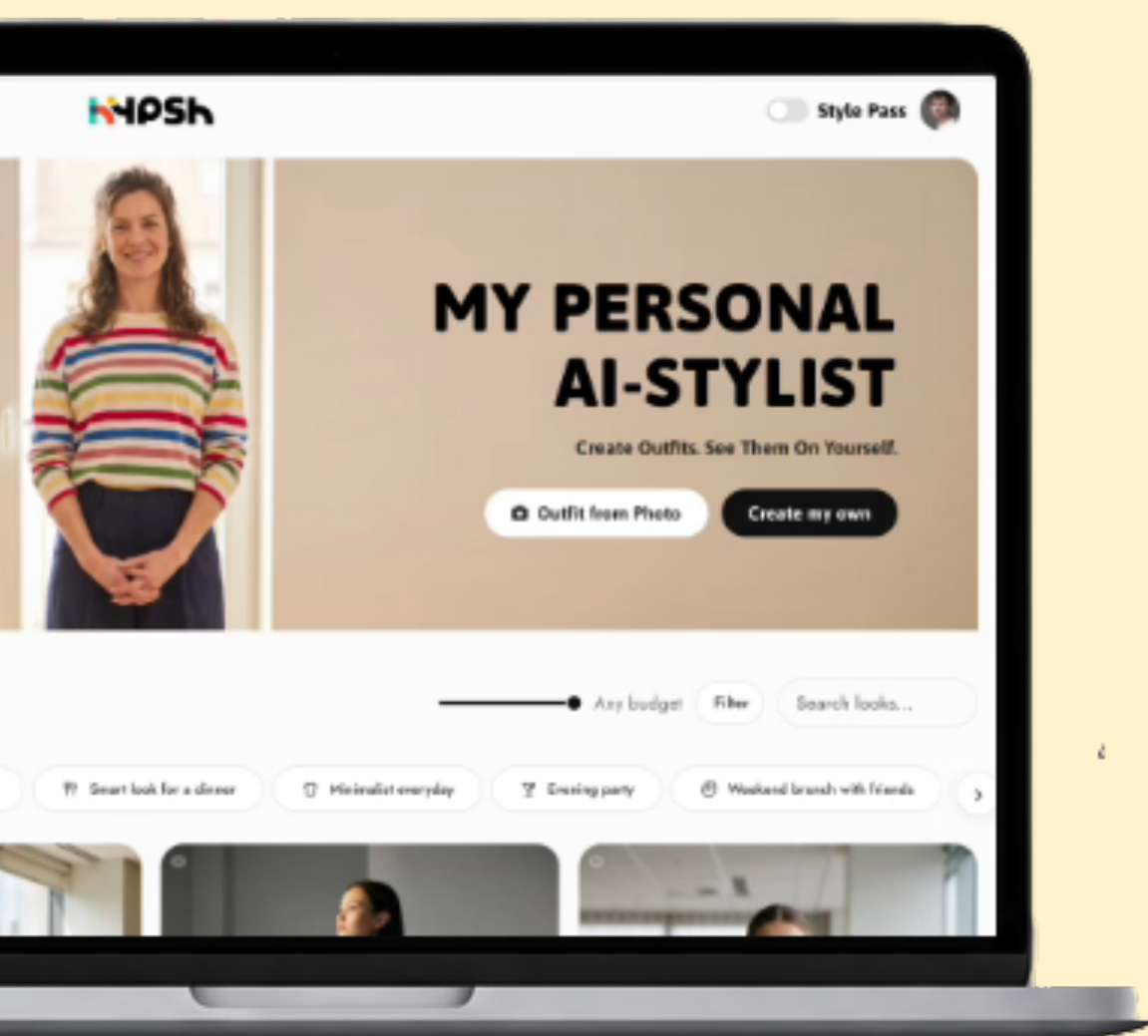
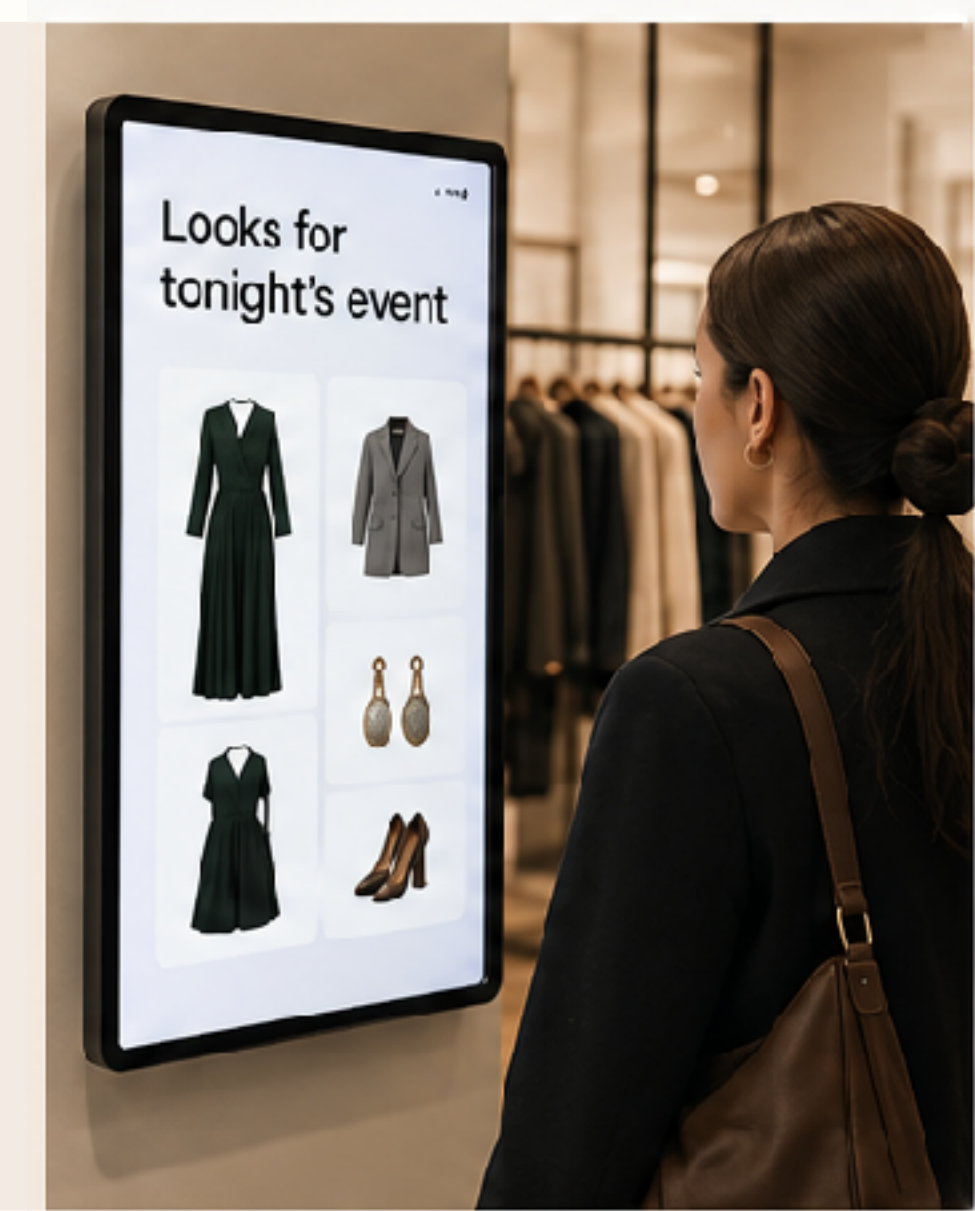
Build & buy full outfits in web stores

Bring hypsh search, outfit builder, Style Pass & virtual try-on to webshops using the retailer inventory

Physical Stores

Style what's available here and now

In-store recommendations based on local inventory. Help customers find the right look, right here.



hypsh.com

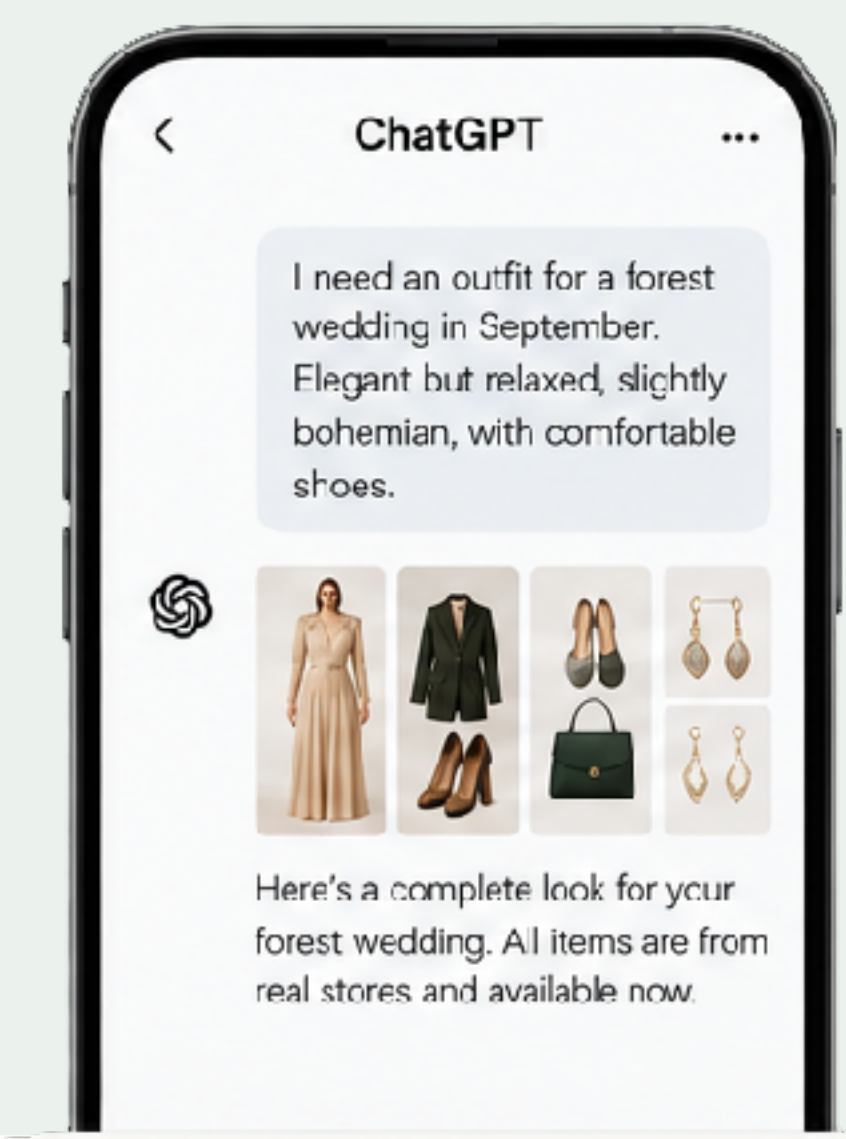
Multi-brand fashion discovery

Users search, style and shop outfits across 100s of brands and shops all in one place. Get new traffic and shoppers by listing your products here.

ChatGPT Plugin

Conversational commerce integration

Shop complete looks from real inventory. Retailers get their own ChatGPT Plugin powered by hypsh





Stores win big with



Bigger Baskets
via full outfit
creation



Fewer Returns
via AI styling +
virtual try-on



More Conversions
via personalized
discovery



More Reach
with shareable
outfits

More that comes in the box



Curate brand identity

Promote your outfits and how to style them to keep control of your brand identity.



Smart recommender

No user history needed.
No cold start. Privacy-first.



Multimodal Search

Search by photo, text, voice or visual inspiration — and combine them.
“Like this, but in green.”



Plug in, don't replace

Works with existing PIM, commerce and storefront stacks.



Getting started is easy

1

Provide a product feed

A clean product feed with multiple images per item.

2

Integration

Use our APIs or ready-to-use widgets.
We support your team throughout the integration.
If you need another widget, we'll build it.

3

Test hypsh for 3 months

Measure usage and customer response.
Then decide which features you want to keep.

The Founders



Benjamin Dageroth

*Built hypsh core tech & system architecture
20 years in AI, technology & product
Expert recommender systems, esp. fashion
Experienced founder*



Stephan Pfob

*UX, brand narrative & merchant adoption
10 years experience as CEO of Berlin Alley
12 years experience in information design
Author & speaker*

Ready when you are.

Contact

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hypsh.ai (B2B)

hypsh.com (B2C)

See it in action!