Fashion
Superintelligence
Outfitter Product

Streamoid

New York. London. Barcelona. Bangalore

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What is the Industry doing?

All retailers have an outfit recommendation on their product pages, it represents a great opportunity for cross selling.

However these are usually curated **manually** by teams of stylists.

Some companies are trialing RFID tagged outfits in stores, however this is only on a small concept boutique with limited stock, and is impractical for large stores and impossible in e-commerce.

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Why is this flawed?

Unable to Refresh

If stock changes, it's impossible to change the outfits

Only 1 Outfit Created

It's usually what the model is wearing in the image

Efficiency

At its core is this a cost and time efficient way to do this?

Workload

How many people are working on this task, for a site with 10s of thousands of products?

Quality

If AI is used the style is only taken from a small sample

Introducing…

Streamoid Outfitter

What is Outfitter?

Outfitter generates outfits from a retailer's product feed automatically without any human interaction or tagging, **it is all completed by vision.**

Which makes it one of a kind, globally…

A hybrid between a fully customizable expert system and a fully automated machine learned one. It combines a proprietary fashion rules set with data science, computer vision and machine learning.

The key lies in its ability to extract features from images and run them through a rules engine, providing appropriate recommendations in under 0.5 seconds. This self learning system is highly scalable and can be integrated very easily.

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Super Intelligent Knowledge

Our AI developers and data scientists work hand in hand with stylists to ensure that our products are at the forefront of fashion AND tech.

Combining these three factors, and that AI can have knowledge of millions of items at a time, makes this system super intelligent.

10K + Rules

Ontology

Colour Model
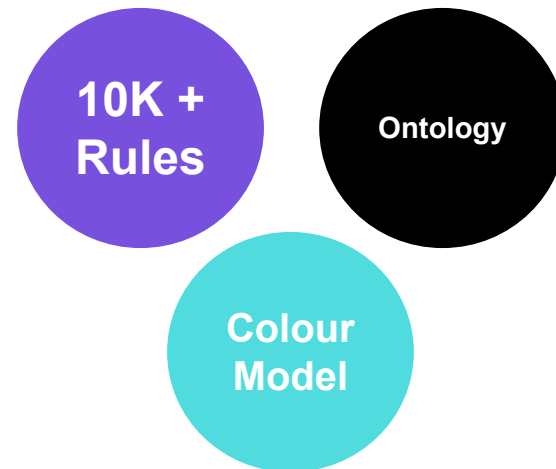
And very soon… smarter than any human stylist

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As the number of rules increases so does the quality of outfit

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6 reasons why this is revolutionary

1 Automatically adapts to changes in stock

4 Enhanced personalisation

2 Multiple outfits generated for different occasions

5 Automatically adapts to new products added

3 Reduce time to market for each product

6 Increased cross selling

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So what does this mean?

6x
Conversion

31%
Increase in basket size

38%
More revenue

http://streamoid.com/resources/CS_Outfitter_web.pdf
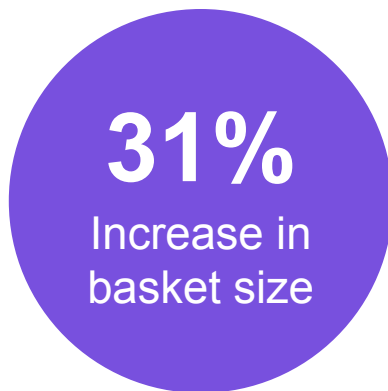
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Who are Streamoid?

We're a team of stylists, engineers, and designers with a passion for creating intelligence that helps make smarter decisions within fashion.

Incorporated in 2013, we now employ more than 30 engineers and AI learning specialists plus industry stylists and expert consultants.

Our core team has more than 40 years' experience of building and scaling technologies.

Partnered with:
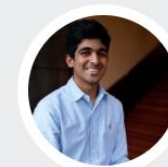
accenture

Microsoft

Sridhar Manthani
Co-Founder

Sarah Eapen
Head Fashion

Rajesh Kumar SA
Co-Founder

Rohan Manthani
VP Products