

APPAREL AND ACCESSORIES

Google uses artificial intelligence to style users

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Epytom launches StyleHacks on mobile devices for Google. Image credit: Epytom

By STAFF REPORTS

Google's virtual assistant is furthering its competition with Amazon's Alexa though a fashion style feature.

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Amazon's Echo Look recently hoped to disrupt the fashion sector with a virtual stylist. Google Assistant has launched its own virtual stylist tapping artificial intelligence to determine appropriate fashion advice.

Artificial stylist

Weather, personal taste and trending styles will all go into an algorithm on Google Assistant to help provide fashion advice to users.

The product, backed by Google and produced by Epytom, is named StyleHacks and was first launched on Google Home Hub in December. But now the service is launching to all devices operated by Google Assistant, meaning it is now portable.

"StyleHacks is the fashion assistant you can simply speak with to get the right fashion inspiration at the right time," said Anastasia Sartan, founder and CEO of Epytom, in a statement to *Women's Wear Daily*. "Our mission is to empower users to take back control of their styles and wardrobes and we are excited to see the number of conversations with StyleHacks doubling every other day."

Epytom plans to roll out new features such as conversational commerce in the spring.

While many consumers are using their Google devices to check the weather at the start of their day to help them plan their outfits, Google and Epytom are connecting the dots and taking this one step further.

Epytom's StyleHacks can only be downloaded on Android devices.

StyleHacks from StyleHacks

This kind of use of technology is likely to revolutionize the fashion industry or at least the consumer styling and buying sector.

In another digital endeavor to fashion styling, Stylists to a T is aiming to make personal shopping more accessible to consumers regardless of physical location through a content-driven virtual approach.

Founded by husband and wife team Alex and Michael Toccin in 2016, Stylists to a T delivers fashion advice to women through its Web site and social media channels, acting as an influencer and curator for a digital audience. Following collaborations with a number of luxury brands, the duo recently kicked off a partnership with Saks Fifth Avenue, featuring pieces from the retailer's offerings as well as highlighting the store's own personal styling services ([see story](#)).

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