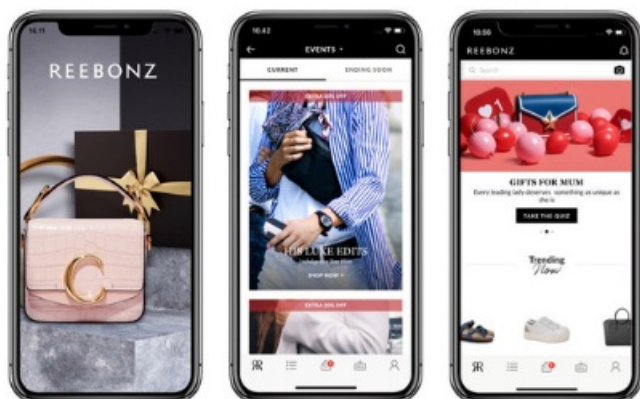


RETAIL

## Reebonz brings visual search to mobile app

August 13, 2019



*Reebonz is introducing visual search to its app. Image credit: Reebonz*

By STAFF REPORTS

Singapore-based luxury platform Reebonz is continuing to extend its digital offerings with the introduction of a visual search tool on its mobile application.

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Following in the footsteps of other luxury retailers such as Farfetch and Neiman Marcus, Reebonz now allows consumers to search for goods through images. With platforms such as Instagram and Pinterest ramping up their retail offerings, visuals are increasingly important in luxury fashion.

### On-the-go search

Users of the Reebonz app can now take or upload photos to search the retailer's more than 800,000 products. The visual search is supported by artificial intelligence and algorithms.

"We are extremely excited to launch visual search on our mobile application, across both iOS and Android," said Benjamin Han, cofounder/chief marketing officer of Reebonz, in a statement. "Enabling easier search capabilities will make it simpler and more intuitive for people to find the luxury products they want and for us to increase customer conversion."

"We have over 2 million mobile app downloads and believe that our customers will find this tool both fun and highly useful," he said.



*Reebonz is looking to reach new consumers. Image credit: Reebonz*

In addition to its own ecommerce Web site and mobile apps, Reebonz recently expanded its digital presence with the launch of an eBay store.

As part of its push to grow its base of Western clientele, Reebonz will be selling and shipping to customers in the North America, Australia and Europe.

Many of the 5,000 items available through Reebonz on eBay at launch are pre-owned luxury goods from brands such as Prada, Valentino and Fendi. Purchases will ship for free to the United States, Canada, Mexico, the United Kingdom, Australia and the European Union ([see story](#)).

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