

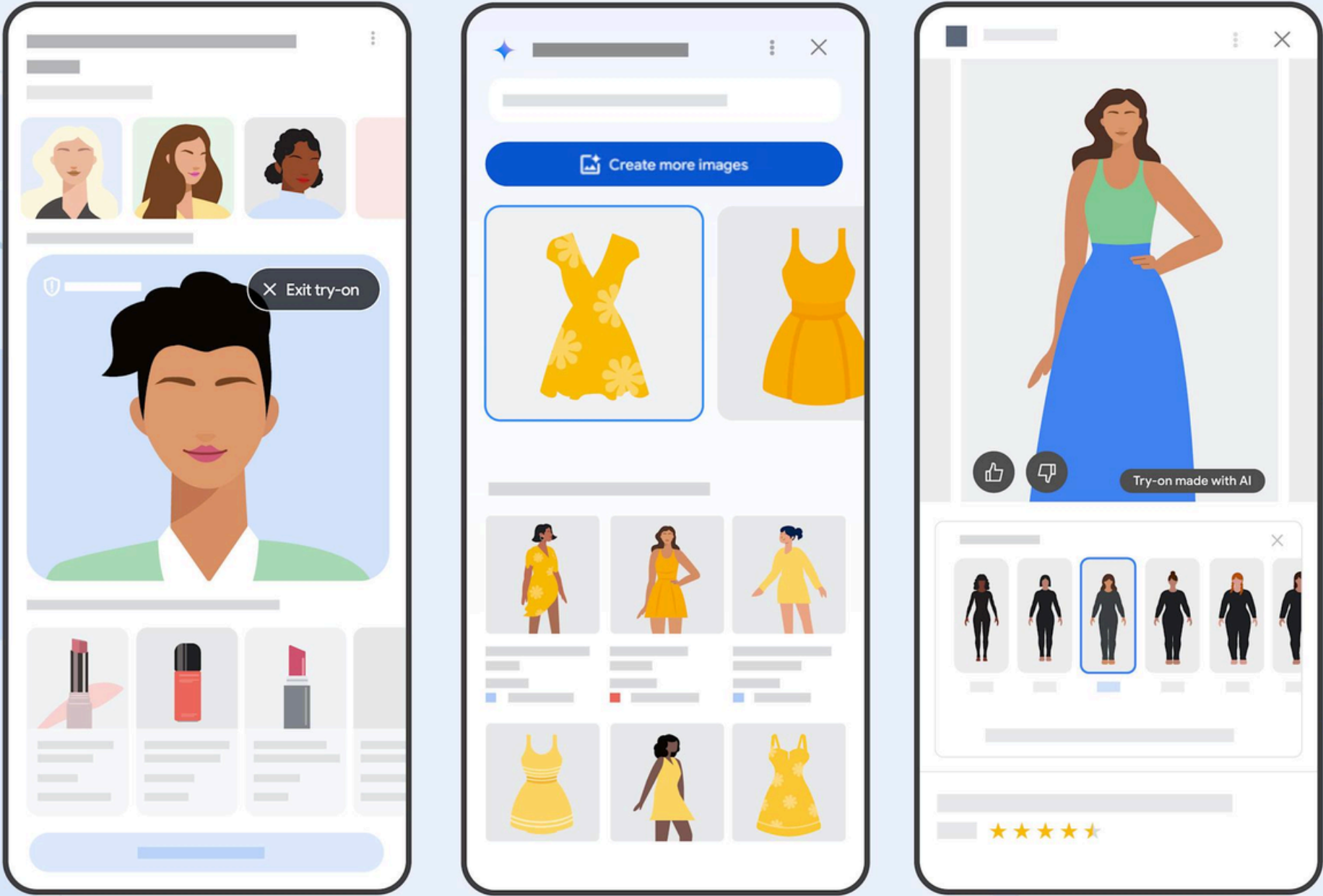
DID YOU KNOW?

in partnership with



Google Shopping's new AI-powered try on tools

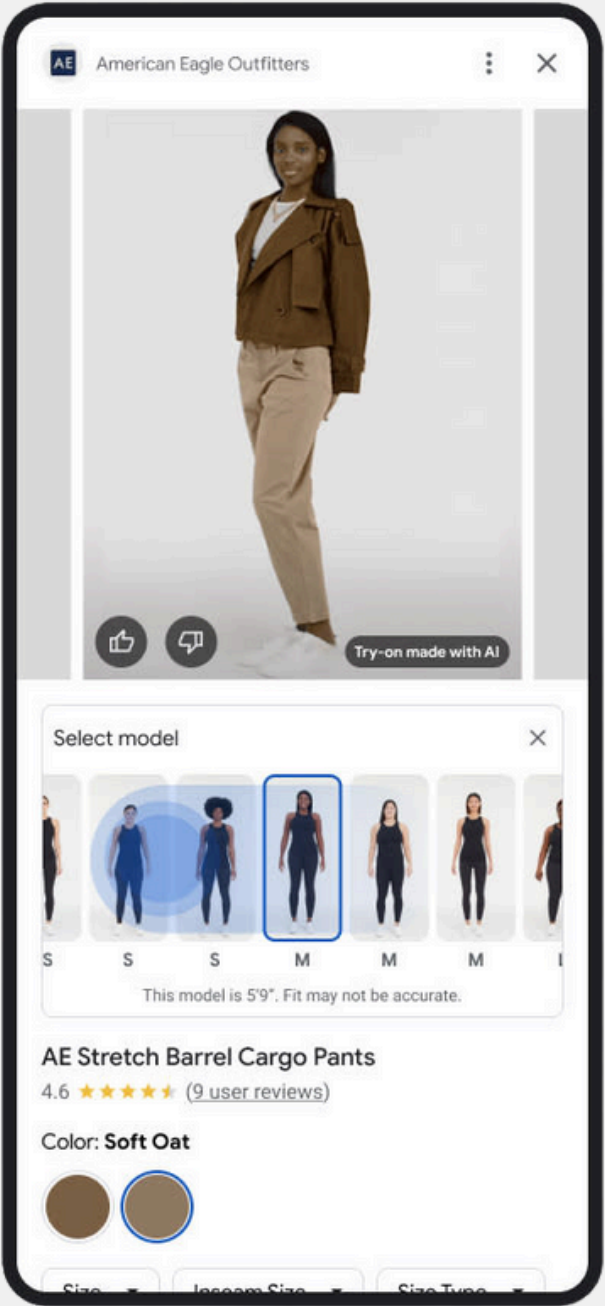
are making online shopping
smarter, easier and more
personalised than ever
before.



By combining Google's AI models with their **Shopping Graph**, shopping for fashion and beauty has never been easier, helping you turn your style visions into reality while making more informed purchasing decisions.

AI-Powered Virtual Try-On

Building on its 2023 launch with tops, virtual try-on now utilises Gemini to showcase dresses, trousers and skirts on a diverse range of body types, from sizes XXS to XXL.



Screenshot of Google virtual try-on

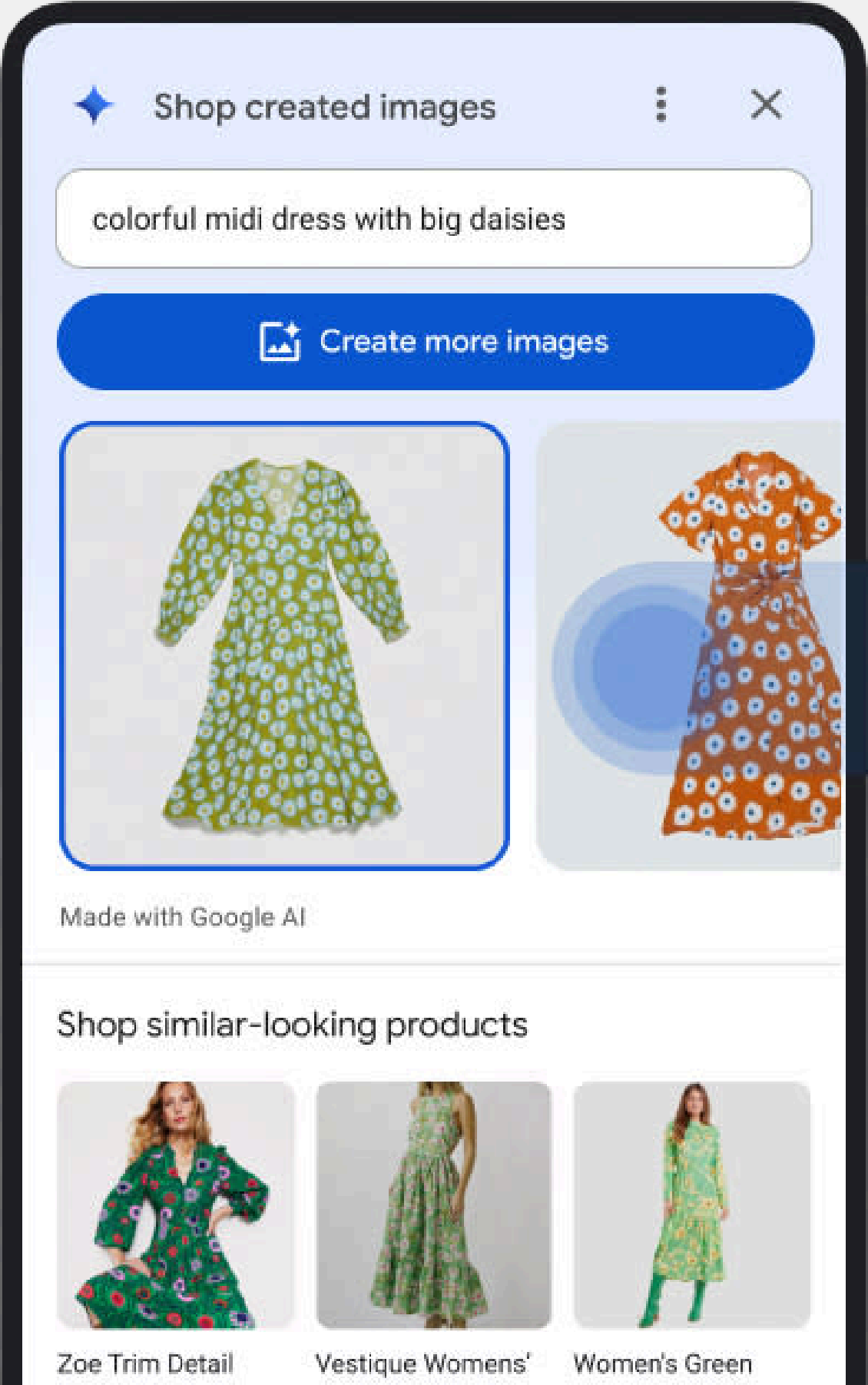
Source: Google

AR Beauty Try-On

Google's AR beauty try-on lets you test lipsticks, foundations and more in real-time directly on consumers' faces. The AR and AI systems accurately match skin tones.

Vision Macth

Vision Match, powered by Gemini, lets you describe your dream garment and generates images to find shoppable matches, bridging the gap between your words and the perfect product.



Screenshot of the Google Vision Match AI tool

Source: Google

Key takeaways

- ✓ **Smoother shopping experience** – See how products look on different body types and test beauty products in real time before making a purchase
- ✓ **More personalisation** – AI tailors recommendations to your preferences, helping you find the perfect fit, shade, or style
- ✓ **Faster & more efficient** – With over a billion shopping searches on Google each day, AI helps you find what you need instantly

The future of
search isn't coming.

—

It's already here.
Are you ready?

Imagine better.