

# Popular AI Stylist Offers to Guide Fashion Hunters Through Black Friday

*Style DNA, an AI-driven personal styling platform, offers to make this Black Friday “green”, providing shoppers with assistance in making smart fashion choices.*

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EINPresswire.com/ -- At the precipice of the Black Friday/Cyber Monday (BFCM) shopping boom, [Style DNA](#), a UK-based AI stylist platform, is calling for a “Green” Black Friday and offering a helping hand in smart fashion investments. As [80% of purchases made during this period are quickly discarded](#), Style DNA is providing free access to the premium version of its AI Stylist to help shoppers navigate the frenzy of discounts and only purchase new items that truly complement them.



Black Friday Shopping

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We want to help shoppers make decisions that go beyond the thrill of a sale, fostering a conscious approach to fashion that endures long after Black Friday and Cyber Monday.”

*Elena Volkova, CEO and co-founder of Style DNA*

Driven by special offers, bargain-hunting shoppers often opt for quantity over quality. The AI stylist provides assistance in online and offline shopping, helping users make informed fashion choices that reduce returns and waste. Style DNA believes that the key to a sustainable future lies in changing customer behavior, and strives to reduce the negative environmental impact of the fashion industry by providing personal style advice that addresses users’ sartorial challenges.

A great opportunity for shoppers who want to make sure Black Friday purchases will be compatible with their wardrobes, this offer is available to all new users of Style DNA, as well as existing free-version users. With the promo

code BF2024, individuals will gain access to the premium version of the Style DNA app from

November 20 to December 4. This gives users the chance to discover their style type, get new outfit ideas that they can create with their own clothes and search for their dream fashion items in the run-up to Black Friday, meaning they'll be prepared and mindful once the big day arrives.

"Fifty-six percent of Style DNA users confirmed that personalised styling assistance helped them to understand the importance of mindful purchasing," said Elena Volkova, CEO and co-founder of Style DNA. "We want to help shoppers make decisions that go beyond the thrill of a sale, fostering a conscious approach to fashion that endures long after the Black Friday and Cyber Monday."

By encouraging people to unlock their personal style, combine existing clothes into trendy outfits, and ensure new purchases will complement their wardrobe, Style DNA promotes mindful shopping for a more stylish, confident, and sustainable society.

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