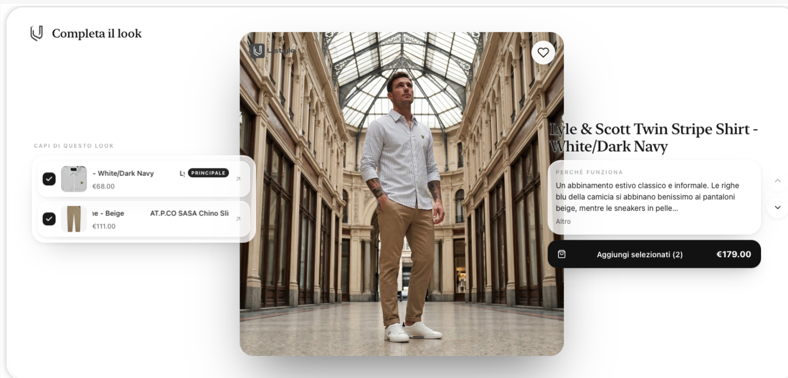
Ustyle Moves In-Store Styling to E-Commerce, Building Millions of Personalized Outfits From a Single Catalog

Ustyle scales personalized in-store styling for e-commerce, with early clients reporting sharp gains in conversion and average order value.



Ustyle's AI outfit engine creates personalized, shoppable looks for fashion e-commerce.

TURIN, TURIN, ITALY, August 19, 2026 /EINPresswire.com/ -- Complete, personalized outfits have long driven sales on the shop floor. A Turin startup has made them scalable for e-commerce, with early clients reporting sharp gains in conversion and order value.

Ustyle, an artificial intelligence company based in Turin, has developed an engine that generates millions of shoppable, personalized outfits from a single product catalog. The technology addresses a problem that has persisted in fashion e-commerce for years: presenting each shopper with the complete outfit they are actually looking for.

Inside a physical store, a shop assistant suggests the pieces that finish a customer's look, and complete outfits are widely understood to lift both conversion and average order value. Replicating that online at scale has proven difficult for brands. Converting every product into a complete, personalized outfit for every shopper would demand an unworkable volume of photoshoots and an impossible number of combinations. As a result, most storefronts continue to sell one product at a time, and the styling that closes sales in store disappears entirely online.

Ustyle alters the economics behind that constraint. Instead of re-shooting outfits, the engine processes each garment a single time, then layers real garment assets onto a consistent model to compose limitless, correctly-fitted looks from a catalog the brand already holds. Static product pages become interactive styling sessions in which shoppers explore full outfits, personalized to them, much as they would in a store.

The effect is measurable. At one early client, an established Italian fashion retailer, Ustyle raised online conversion by 52% and average order value by 35% year over year, with revenue per visitor increasing 28%. By tracking which purchases originated in the styling experience, the company determined that roughly one third of that store's online revenue was attributable to Ustyle. The results have remained consistent across the company's live clients.

Ustyle currently serves a growing base of merchants across Italy, reaching shoppers in more than 25 countries. The platform has delivered over 1.27 million outfit views, holds a 5.0 rating on the Shopify App Store, and is growing revenue roughly 40% month over month.

"We help brands sell style instead of stuff," said Amirreza Pourassadi, CEO and co-founder of Ustyle. "We are looking forward to working with fashion businesses that want to increase their income, and with investors active in this domain who want to collaborate."

Ustyle is supported by Accelera Portugal, Flywheel Fund, CTE Next, and the Innovative Enterprises Incubator of the Politecnico di Torino. The company recently placed second in the pitch competition at Expo Riva Schuh & Retail Hub.

About Ustyle
Ustyle is the AI outfit engine for fashion e-commerce. From a brand's existing product catalog, the platform generates limitless, shoppable, personalized outfits, converting static product pages into interactive styling experiences that increase conversion and revenue. The company was founded in Turin, Italy.

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