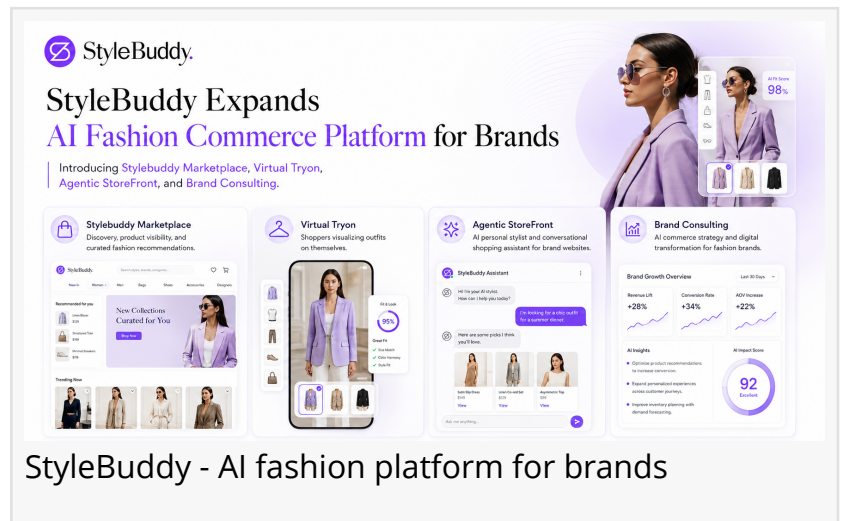


StyleBuddy Launches Expanded AI Fashion Commerce Platform for Fashion Brands

New StyleBuddy Marketplace, Virtual Try-On, Agentic Storefront and Brand Consulting offerings help fashion brands rethink CX and AI-powered e-commerce.

NEW YORK, NY, UNITED STATES, August 23, 2026 /EINPresswire.com/ -- StyleBuddy, an [AI-powered fashion commerce platform](#), today announced the expansion of its platform for fashion brands with four complementary offerings designed to address how consumers discover, evaluate, visualize and purchase fashion online: StyleBuddy Marketplace, Virtual Try-On, Agentic Storefront and Brand Consulting.



StyleBuddy - AI fashion platform for brands

“

Our vision at StyleBuddy is to make every fashion shopping journey intelligent, personal and visual; helping brands use AI to move from simply selling products to truly styling every customer.”

Siddharth Pandit

The expanded platform reflects a broader shift in fashion e-commerce from static product catalogues and conventional search toward more personalized, visual and conversational shopping experiences. StyleBuddy's objective is to give fashion and apparel brands a unified way to participate in that shift, whether they want to reach new shoppers through an AI-led marketplace, introduce virtual try-on to their own e-commerce store, deploy an AI personal stylist on their website, or develop a broader strategy for AI and digital commerce.

StyleBuddy enters this next phase of expansion with meaningful market traction already established across its fashion ecosystem. The platform has engaged with more than 100 fashion brands and has built a community of over 100,000 users, creating a growing foundation for AI-powered fashion discovery, styling and commerce. StyleBuddy has also launched the StyleBuddy app, extending its consumer experience into a more accessible mobile-first environment and creating additional opportunities for participating brands to reach, engage and convert fashion shoppers. This growing combination of brand

participation, consumer adoption and new product launches provides StyleBuddy with a strong base from which to scale its Marketplace, Virtual Try-On, Agentic Storefront and Brand Consulting offerings across India and international markets.

“Fashion shopping is fundamentally a decision-making problem,” said Siddharth Pandit, Founder and CEO of StyleBuddy. “A shopper may like a product but still have questions about whether it suits them, what to pair it with, how it may look on them or whether it is right for a particular occasion. We are building StyleBuddy around that moment between product discovery and purchase, using AI to help brands make the experience more personalized, visual and useful.”

Over the next 12 months, StyleBuddy is targeting a significant acceleration in scale, with an ambition to grow its ecosystem to more than 2 million users and 500+ participating fashion brands, while expanding its presence across key international fashion and e-commerce markets. The company plans to support this growth through the rollout of the StyleBuddy Consumer App to drive deeper adoption of its AI-powered commerce solutions, strategic brand and platform partnerships, and a new gamification layer for fashion designed to make styling, discovery, virtual try-on and shopping more interactive, social and habit-forming. By combining consumer scale, brand participation, proprietary fashion-AI capabilities and multiple monetization opportunities across commerce, software and services, StyleBuddy aims to evolve from a fashion-tech platform into a globally relevant AI-powered fashion ecosystem.

Through the StyleBuddy Marketplace, fashion brands can make their products discoverable within StyleBuddy's consumer shopping and styling ecosystem. Instead of relying only on conventional search results or advertising feeds, products can appear within AI-generated styling recommendations, curated looks and fashion discovery journeys.

The model is designed to place products in context, including outfit combinations, occasions, individual style preferences and other complementary fashion items, thereby creating another

StyleBuddy Agentic Storefront Solutions for Fashion Brands

The Agentic Storefront interface is designed to provide a personalized shopping experience. It features a 'NEW COLLECTION' section with the theme 'Elevated Style. Every Occasion.' and a 'Shop Now' button. Below this, there's a 'Shop by Category' section with icons for Dresses, Tops, Blouses, Bags, and Shorts. A 'StyleBuddy Assistant' chatbot is visible on the right, offering personalized recommendations. The interface also includes a 'Recommended for you' section with various clothing items and their prices.

StyleBuddy Brand Consulting Solutions for Fashion Brands

The Brand Consulting interface provides a comprehensive AI Commerce Roadmap. It includes a 'Discover' phase (Audit, data analysis & opportunity mapping), a 'Strategize' phase (AI-powered strategy & roadmap planning), a 'Transform' phase (Implementation & capability building), and a 'Scale' phase (Optimize, scale & drive sustainable growth). The 'Growth Overview' section shows key metrics: Revenue Growth (+28%), Conversion Rate (+34%), and AOV Increase (+22%). The 'AI Impact Score' is 92, labeled as 'Excellent'. The 'Strategic Focus Areas' include AI-Powered Personalization, Product Discovery & Merchandising, Customer Experience Optimization, Data & Analytics Enablement, Marketing Automation, and Technology & Platform Modernization. The 'Transformation Framework' outlines steps: Assess (Understand your brand, data, and customer journey), Align (Define priorities, KPIs, and resource strategy), Activate (Implement AI solutions and operational excellence), and Accelerate (Optimize performance and scale for long-term growth).

discovery channel for emerging labels, direct-to-consumer brands and established fashion retailers.

StyleBuddy's Virtual Try-On technology enables shoppers to upload a photograph and visualize fashion products on themselves before purchasing. For Shopify merchants, the capability can be integrated through the StyleBuddy Shopify application, which includes product catalogue synchronization and a storefront try-on interface. The platform is intended to reduce the gap between seeing a product image and understanding how that product could look when worn. The technology also supports brands seeking more interactive product pages without requiring shoppers to leave their existing e-commerce environment.

StyleBuddy's Agentic Storefront introduces conversational AI directly into a fashion brand's existing online store. The AI stylist can interact with shoppers, understand what they are looking for and recommend products and complete outfits using the brand's own catalogue. Rather than replacing a retailer's website or checkout infrastructure, the technology is designed to operate as an intelligent layer within the existing commerce experience.

The approach represents StyleBuddy's move into the emerging field of agentic commerce, where AI systems do more than answer questions and instead actively assist consumers through product discovery and purchase decisions.

Alongside its technology products, StyleBuddy has introduced [Brand Consulting for fashion companies](#) evaluating AI, e-commerce technology and digital customer experience. Consulting engagements can address AI strategy, e-commerce strategy, personalization, virtual try-on, AI shopping assistants, agentic commerce, catalogue intelligence and build-versus-buy technology decisions.

The consulting practice is intended for fashion leadership teams that want to understand where AI can create measurable business value before committing significant investment to new technologies.

"AI will create lasting value in retail when it is connected to real commercial problems rather than implemented simply because the technology is available," said Sanjay Pandit, Group CEO of Nirji Ventures, the parent company of StyleBuddy. "StyleBuddy is combining domain expertise in fashion with applied AI and commerce technology. The larger opportunity is to help fashion companies move from experimenting with isolated AI tools toward building intelligent customer journeys that can influence discovery, engagement and conversion."

StyleBuddy's commerce offerings are built around a common AI styling and fashion intelligence ecosystem, allowing brands to adopt individual capabilities or combine multiple solutions depending on their business requirements.

The platform is designed for D2C fashion companies, apparel brands, marketplaces, multi-brand

retailers and other fashion businesses seeking to modernize their digital commerce experience.

About StyleBuddy

StyleBuddy is an AI-powered fashion and fashion-commerce platform serving consumers, fashion brands and retailers. Its technology brings together AI styling, fashion product discovery, virtual try-on, [agentic shopping experiences](#), fashion content tools and e-commerce solutions designed specifically for the fashion industry.

StyleBuddy is part of the Nirji Ventures group.

Siddharth Pandit

StyleBuddy

+65 86957136

sid@stylebuddy.fashion

Visit us on social media:

[LinkedIn](#)

[Instagram](#)

[Facebook](#)

[YouTube](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/936372593>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.