# STYLESAGE

## StyleSage Releases Image Recognition, Search, and Social Data Capability to Forecast Trends

September 25, 2017 - This week, StyleSage released two Trend features, Social Media Image Recognition and Search data, to enable more accurate and data-driven trend forecasting. Retailers can remove the guesswork and de-risk their decisions on what to bring to market, by pairing design details of influencer posts against consumer search behavior.

Brands and retailers lose millions of dollars every year due to over-investing in trends or waiting too long to bring product to market. So how can brands get smarter about they identify the right products to develop and ensure it aligns with their target audience needs and interests?

The Social Media Image Recognition feature enables you to pinpoint and quantify, via cutting edge image recognition and machine learning technology, which garments, colors, and design attributes are emerging on social media. With influencer data that is also geo-segmented, you are able to see precisely where and when trends are rising in popularity and get the right product to market sooner.

This image recognition-based technology is paired with search data which tells you what stage a trend is at and whether you should buy into it. StyleSage's tool connects the dots by combining search data, geographic mapping of peak interest, and social media and editorial visualizations, to enable profitable product development and design decision-making.

Key Product Features:

1. Image recognition which extracts garment type, color, and design attributes at the individual post and aggregated level

2. Geo-targeted influencer data

3. Search and filter by brand and keyword tags

4. Historic search data

5. Pairing of search data with influencer posts to highlight a trends' various applications

6. Editorial visualizations for product development and design inspiration

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StyleSage is a data analytics platform designed for the fashion industry, built off of image recognition and machine learning technology. We capture real-time e-commerce, influencer, search, email, and promotions data to help brands identify and develop the right trends, build out competitive product assortments, and price and promote according to the market. Faster and more data-driven decision-making has never been more critical amidst the ongoing retail tumult, and our platform is an integral tool for preserving market share and maximizing margins. Learn more at https://stylesage.co.

## Media Contacts

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