

STYLESAGE

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StyleSage Unveils a New Look and Trend Dashboard

March 01, 2017 - This week, StyleSage, a fashion data analytics company, launched a double feature: a revamped website and Trend Dashboard tool. The new look of the website is the by-product of a full rebranding the company has undergone in the past two months, under new marketing leadership.

The second element of last week's launch was the Trend Dashboard, built off of machine learning and image recognition. Enabling fashion brands to spot trends as they emerge on Instagram, the dashboard utilizes a proprietary, geo-targeted 'World of Influencers,' so that brands can understand: which products need to be fast-tracked into development, where particular trends are going to have the strongest market response, and, ultimately, the context to craft and deliver impactful marketing messages.

This feature was designed after many clients working with StyleSage wanted to build off the existing suite of e-commerce data that its platform provides, in order to gain first insight into how trends evolve and emerge at the point-of-sale. According to one StyleSage client, "The need to understand, earlier, which trends are going to make an impact on our top- and bottom-line has never been more critical in today's incredibly difficult retail operating environment."

Key product features include:

1. A proprietary and bespoke list of influencers that can be searched by location to enable a clearer understanding of how trends are adopted by geography and subsequently how inventory should be allocated
2. Quick insight into the most utilized hashtags and mentions on Instagram
3. Direct linking to the Instagram platform powering seamless data collection
4. Curated weekly report surfacing the top five trends collected from Instagram influencers

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StyleSage is a data analytics company that was built by and for the fashion industry. Supported by best-in-class image recognition and machine learning technology, its platform enables fashion brands to make proactive and profit-maximizing e-commerce decisions, by monitoring competitor's assortment, pricing, and promotion movements, daily collection of millions of social media and e-commerce data points. Learn more at <https://stylesage.co/>.

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