About us

Heuritech is the only technology solution that analyzes the precise details of social media images for a comprehensive understanding of your product, customers and market

Working together with clients

⟨ **havaianas**® ⟩

BUILT FOR FASHION BRANDS, POWERED BY STATE-OF-THE-ART ARTIFICIAL INTELLIGENCE

Pronunciation: hjʊ(ə)ˈrɪtek
Definition: the art of making discoveries by finding the most optimal solution in the unknown
Origin: our name, Heuritech, is a combination of the words Heuristic and Technology.
Heuristic comes from "Eurisko", the greek word for "find", which led to the famous expression "Eureka".

Heuritech is a cutting-edge fashion technology company that offers brands predictive analytics on trends and products.

Using advanced artificial intelligence (AI) to translate real-world images shared on social media into meaningful insights, Heuritech empowers fashion brands to forecast demand and trends more accurately, produce more sustainably, and achieve unprecedented competitive advantage.

The company was founded by PhDs in 2013 with one goal in mind: to bridge the gap between artificial intelligence and business, two worlds often set apart. Several years later, Heuritech continues to apply the latest scientific research in the fashion industry.

ARTIFICIAL INTELLIGENCE RESEARCH IS IN OUR DNA

Research is at the heart of Heuritech, as its 2 founders hold a PhD in Machine Learning. We remain at the forefront of Deep Learning and Computer Vision by publishing papers at top conferences (CVPR, ICCV, …), and organizing conferences in Paris.

WHAT IS ARTIFICIAL INTELLIGENCE ?

We define Artificial Intelligence as intelligent programs that achieve tasks typically tackled by humans. The specific domain we focus on is deep learning, a breakthrough that has been revolutionizing artificial intelligence since 2010. We apply deep learning techniques to image recognition, allowing this technology to autonomously learn to recognize concepts that make sense for us humans, such as fashion details like colors, shapes, or materials.

8	7	90%	6
PhDs in Artificial Intelligence	scientific papers published at international conferences	precision of our forecasting model	years of historical data

| Step 1 | Step 2 | Step 3 | Step 4 |

Define representative panels

From hand-picked fashion-forward influencers to AI-built mainstream segments for each geography.

**Apply our computer vision technology**

To millions of social media images stemming from these panels to give you an unbiased quantifiable overview of the market behavior. More than 3000 fashion details can be spotted like shapes or fabrics.
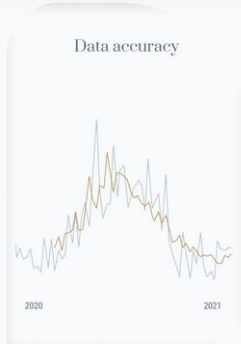
Use our machine learning forecasting algorithms

To predict what is coming next up to one year in advance with 90% accuracy. Our forecasting toolkit includes a master algorithm that uses optimal ensembling based on a combination of 7 forecasting algorithms.
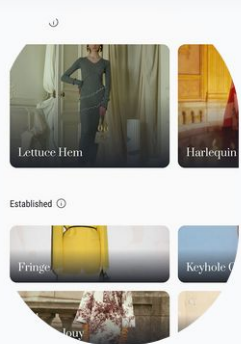
Insert Heuritech's data into our market intelligence platform

We produce actionable insights for our clients within our personalized platform. Creative and analytical profiles can access images, analysis, and market forecasts to stay in tune with the market and optimize decision making

OUR R&D

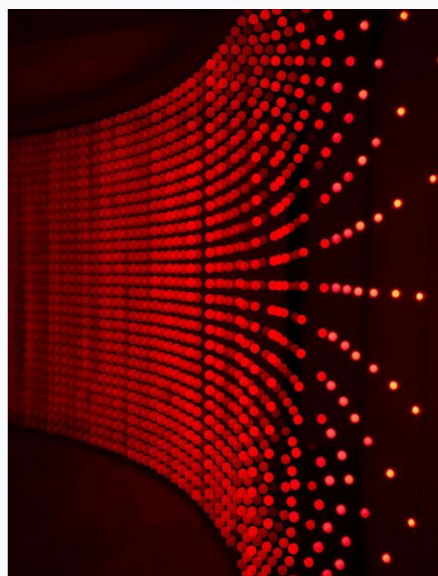OUR MANIFESTO

RESEARCH PROJECT

OUR RESEARCH PAPERS

MEETUP

THE LAB BLOG

BUILT FOR FASHION BRANDS, POWERED BY STATE-OF-THE-ART ARTIFICIAL INTELLIGENCE

Our R&D team is an interesting combination of research and engineering. The research aspect consists of staying at the forefront of Deep Learning and Computer Vision by publishing papers at top conferences. Additionally, we work toward viable engineering solutions where we aim to use our latest developments to build a Computer Vision pipeline that can analyze all clothing very precisely, at scale, from millions of images each day.

OUR R&D

OUR MANIFESTO

RESEARCH PROJECT

OUR RESEARCH PAPERS

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OUR RESEARCH PAPERS ON IMAGE ANALYSIS & DEEP LEARNING

ECCV 2020	PODNet: Small-Tasks Incremental Learning	⊙
CVPR 2019	MUREL: Multimodal Relational Reasoning for Visual Question Answering	⊙
AAA 2019	BLOCK: Bilinear Superdiagonal Fusion for Visual Question Answering and Visual Relationship Detection	⊙
ArXiv 2018	OMNIA Faster R-CNN: Detection in the wild through dataset merging and soft distillation	⊙
ICCV Fashion Workshop 2017	Leveraging Weakly Annotated Data for Fashion Image Retrieval and Label Prediction	⊙
ICCV 2017	MUTAN: Multimodal Tucker Fusion for Visual Question Answering	⊙
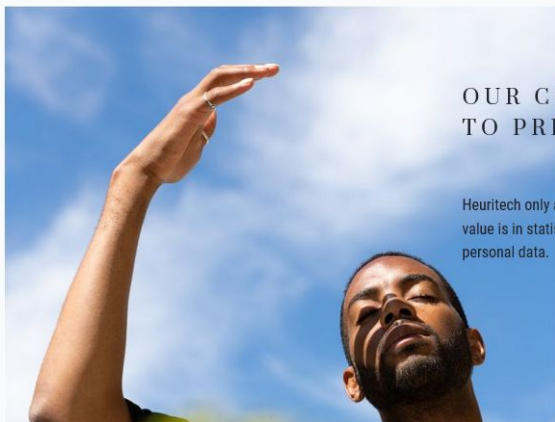
OUR COMMITMENT TO PRIVACY

Heuritech only analyzes public social media content. Our added value is in statistical aggregated data, therefore we never sell personal data.

2013

2013
2014
2015
2016
2017
2018
2019
2020
2021

2013 — Company founded by 2 PhDs in Machine Learning at Sorbonne University and subsequent development of the technology

2014

2013
2014
2015
2016
2017
2018
2019
2020
2021

2014 — ✍️ First clients signed throughout various industries

Heuritech's first Deep Learning Meetup in Paris

WATCH IN REPLAY →

2015

2013
2014
2015
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2017
2018
2019
2020
2021

2015 — 🎓 Team of 10 employees, including 8 PhDs in Machine Learning

DISCOVER OUR TEAM →

2016

2013
2014
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2016
2017
2018
2019
2020
2021

2016 — 🍾 €1,1 million fundraising round

Shift towards the fashion industry with proprietary computer vision to detect fashion attribute

✨ Creation of our first platform: Product Insights

SEE THE PLATFORM →

2017

2013	
2014	
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2019	
2020	
2021	

2017 🏆 Winner of the LVMH Innovation Award as a solution dedicated to luxury

WATCH IN REPLAY →

2018

2013	
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2017	
2018	
2019	
2020	
2021	

2018 🏃 Solution scaled to sports and mass-market industries
First fashion weeks report

2019

2013	
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2018	
2019	
2020	
2021	
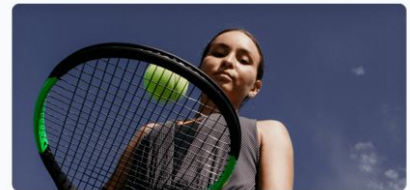
2019 💡 Creation of our second platform, Market Insight, with a trend forecasting algorithm

💰 €4 million fundraising round

Team of 45 employees

SEE THE PLATFORM →

2020

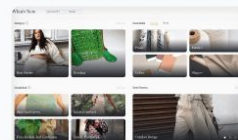|	
2013	
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2017	
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2020	
2021	

2020 👗 Creation of New Data for Fashion, a community providing fashion brands with free information during Covid

Launch of the second version of our Market Insights platform

FROM THE ARTIFICIAL INTELLIGENCE LAB TO BUSINESS

Heuritech was founded in 2013 by Tony Pinville and Charles Ollion, after completing their PhDs in deep learning at the Pierre and Marie Curie University in Paris. The founders were dedicated to research and developed a state-of-the-art visual recognition technology to capture the power of fashion images shared each day online.

The team has a good balance of fashion and tech professionals. It's comprised of PhDs in machine learning, data scientists, and fashion experts.

After meeting with Louis Vuitton in 2015, the team decided to build an all-in-one solution, designed for the collection development process, which delivers the most significant business impact for fashion brand's merchandising, product, and marketing departments.

Heuritech empowers fashion brands to fuel creativity, produce more sustainably, and improve profitability with cutting-edge artificial intelligence and comprehensive data.

Sean McDowell

VP Design & Development at Sperry

Our success stories

Hear from the best: our clients

havaianas®   Dior   adidas   LOUIS VUITTON   paco rabanne

WOLVERINE   RENNER   MONCLER   LANDMARK GROUP   JOE FRESH

---

new balance

BRAD LACEY
GLOBAL DESIGN DIRECTOR - LIFESTYLE FOOTWEAR AT NEW BALANCE

"With machine learning you can predictably know where to take up to 80% of your collection. You're left with 20% of the collection to know what you can innovate. There's now so much more white space for the design team to be more creative."

Dior

DAMIEN BERTRAND
FORMER GENERAL MANAGER AT DIOR

"We had some intuitions that we wanted to test and Heuritech helped us to validate those intuitions."
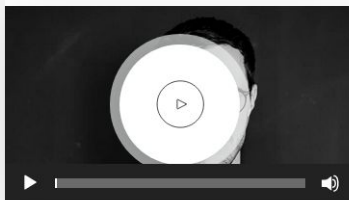

WOLVERINE

BARRY MCGEOUGH
GLOBAL VP OF INNOVATION AT WOLVERINE WORLDWIDE

"What we like about the ability to use social media is that it's pure consumer intention. We are able to find what people say they actually want so we can start to design into statistical intention."

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paco rabanne

BASTIEN DAGUZAN
CEO AT PACO RABANNE

"The collaboration with Heuritech brought a vision of the product not only in the fashion system but also with the real customer."
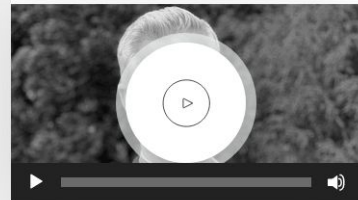

LOUIS VUITTON

IAN ROGERS - FORMER CHIEF DIGITAL OFFICER OF LVMH

"Not only can we see our products in these images, but we can identify trends, with people posting, and understand more about how our products are appearing in the wild and how people are using them to build their own identities"

SPERRY

SEAN MCDOWELL - VP DESIGN & DEVELOPMENT AT SPERRY

"What Heuritech is so good at is scanning a huge swath of information on social media, and then consolidating it into digestible chunks."

Heuritech suite

Our platforms offer market insights for fashion brands with consultative support.
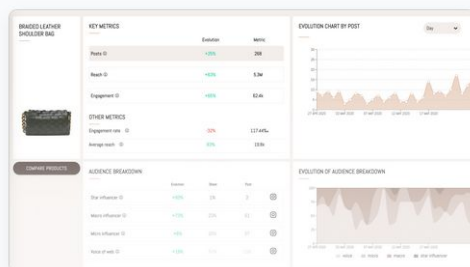
We are helping companies from the following markets:

Mass Market, Luxury, Sports, Retail, E-commerce, Masstige, DNVB, Diffusion, Premium, Bridge, and Value Brands

MARKET INSIGHT

A QUANTITATIVE APPROACH OF THE MARKET

- We analyze millions of images to give brands unbiased quantitative data on the evolutions of consumer preferences. Using our platform, brands can analyze the predicted visibility growth of shapes, colors, prints, and fabrics and their forecasted market share. They're backed with quantitative evolutions and associated trends so you can easily visualize colors, prints, fabrics, and shapes according to their predicted growth.

PLANNERS   MERCHANDISERS   BUYERS

DESIGNERS

PRODUCT INSIGHT

CONSUMER ADOPTION OF SPECIFIC PRODUCTS

- For each product, you can access audience data in order to understand which consumer types are adopting your products. This allows you to visualize your brand adoption and target audience to back future collection decisions.

DESIGNERS   PLANNERS   MERCHANDISERS

BUYERS   COMMUNICATION

Discover our platforms

Market insight →

Product insight →
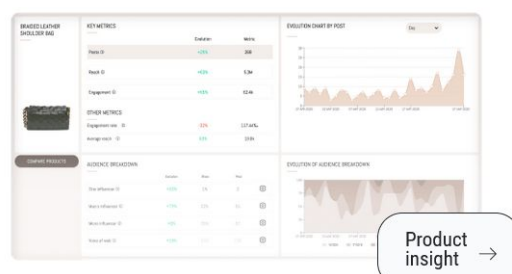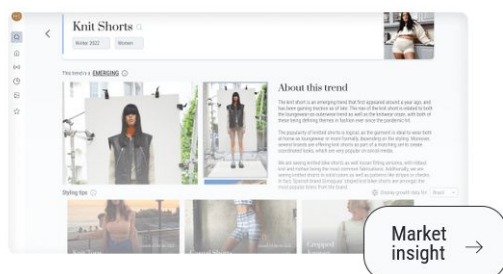
heuritech

Get contacted by one of our consultants

SEND

Lab

Machine Learning

The Vision Transformers

Transformers about to dethrone convolutions for Computer Vision?

Arthur Douillard
May 19, 2021 · 10 min read

The artificial intelligence dictionary for beginners

Many concepts are associated to artificial intelligence, but they are often misused. Improve your understanding with Heuritech glossary.

Heuritech
Jan 22, 2020 · 7 min read

Learning Deep Neural Networks Incrementally

Humans learn continuously through their life. How could Deep Neural Networks do the same?
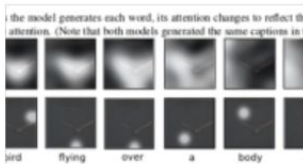
Arthur Douillard
Dec 11, 2019 · 10 min read ★

Began: State of the art generation of faces with generative adversarial…

This post describes the theory behind the newly introduced BEGAN.

Heuritech
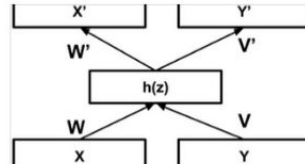Dec 17, 2019 · 15 min read

Attention mechanism

Many researchers are interested in « Attention Mechanism » in neural networks. This post aims at giving a high level explanation of what…
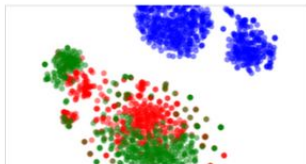
Heuritech
Dec 5, 2019 · 11 min read

From text unlabelled data to multilingual representations

This post reviews some scientific papers on which Heuritech's R&D department put its focus on. It may be a brand new model, an improvement…

Heuritech
Nov 21, 2019 · 5 min read

Learning to link images with their descriptions

In this blog post, we will present an introduction to recent advances in multimodal information retrieval and conditional language models…

Heuritech
Nov 15, 2019 · 12 min read ★

Mutan: Multimodal Tucker Fusion for visual question answering

Foreword: The author is Hedi Ben Younes, former PhD student at LIP6 / Heuritech. Multimodal fusion of text and image information is an…
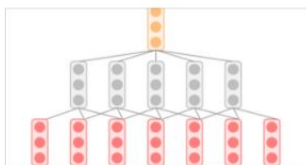
Heuritech
Nov 15, 2019 · 8 min read ★

Online Course: Deep Learning Lectures at Paris-Saclay, Data Science Master

Download the slides of Deep Learning Lectures

Heuritech
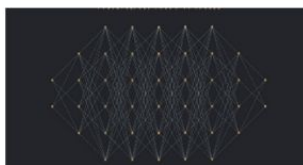Oct 25, 2019 · 1 min read

Knowledge extraction from unstructured texts

There is an unreasonable amount of information that can be extracted from what people publicly say on the internet. Learn how to do it.

Heuritech
Oct 25, 2019 · 11 min read ★

How To Be Confident In Your Neural Network Confidence

Very large and deep models, as ResNet, are far more accurate than their older counterparts, as LeNet, on computer vision datasets.

Heuritech
Oct 17, 2019 · 5 min read

The Artificial Intelligence dictionary for beginners

Everything you have always wanted to understand about Artificial Intelligence, by Heuritech

Heuritech
Sep 4, 2018 · 7 min read

Heuritech, 1ère startup accompagnée par Start'inPost, l'accélérateur de La Poste

in ▢ f ◍ **PARTAGER**

`ERROR` **SIGNALER UNE ERREUR**

🖨 **ENREGISTRER PDF / EXPORTER**

En mai 2014, le groupe La Poste annonçait le lancement d'un nouveau dispositif venant compléter son offre d'accompagnement des jeunes pousses innovantes. Baptisé Start'inPost, cet accélérateur corporate a pour ambition de provoquer la mise en relation avec des business units du Groupe et la facilitation de partenariats business. Aujourd'hui, Maddyness présente le fonctionnement de l'accompagnement réalisé par Start'inPost auprès de la startup Heuritech.

Heuritech est une jeune pousse fondée en 2013 par 4 chercheurs en informatique sur le domaine du Big Data, notamment sur les questions d'exploitation et valorisation des données. Après avoir intégré l'accélérateur Start'inPost en juillet dernier, suite à un processus de sélection, l'entreprise innovante vient d'accéder au niveau 2 du programme. En effet, au cours des 9 prochains mois, Start'inPost va accompagner Heuritech sur son développement commercial, notamment via la mise en relation avec les clients du groupe La Poste.

[quote]*« Notre Startup Heuritech étant composée de profils très techniques, nous étions à la recherche de conseils pour le développement des aspects business, marketing et communication. L'intégration dans Start'inPost nous permet une forte progression et un cadrage dans ces domaines. L'équipe responsable de l'accélérateur est dynamique, très ouverte d'esprit, et n'hésite pas à nous challenger, ce qui rend nos échanges très productifs. Nous avons également été attirés par les possibilités de partenariats avec les membres du groupe La Poste, qui se sont déjà concrétisés avec Cabestan »,* témoigne Tony Pinville, CEO d'Heuritech.[/quote]

Un sponsor interne

Si Heuritech semble aussi bien accompagné, c'est surtout grâce à l'action d'un sponsor interne, qui mise sur le développement de nouveaux modèles pour accroître les actions de partenariats stratégiques ou commerciaux. Dans le cas de la startup, elle est suivie et conseillée sur les aspects business par Lionel Hubschwerlin (CTO et co-fondateur de Cabestan, filiale du Groupe La Poste). Elle est également coachée par un entrepreneur externe, en la personne de Guillaume Crouigneau, directeur général de Canal TP (société qu'il a fondée et qui est aujourd'hui une filiale de Keolis).

Pour augmenter les chances de développement de la jeune pousse, Start'inPost joue la carte de la proximité, puisque que les équipes d'Heuritech viennent de rejoindre les bureaux de Cabestan dans le 15ème arrondissement de la capitale.

[quote]*« Ils ont été brillants dans la réalisation du pilote dans le cadre de Start'inPost en alliant qualité technique et rapidité d'exécution »* raconte Lionel Hubschwerlin, CTO de Cabestan et sponsor d'Heuritech [/quote]

Une des valeurs ajoutées de la startup est de mettre à disposition des entreprises, des technologies de pointes directement issues de la recherche (machine learning, deep learning...) autrefois uniquement réservées aux géants du net tels que Google, Facebook ou Yahoo. Une technologie que souhaite exploiter Start'inPost pour disposer en interne de services d'analyse et de traitement de larges volumes de données. C'est par ailleurs déjà le cas avec Cabestan (filiale du groupe La Poste), qui travaille en étroite relation avec Heuritech pour développer des synergies de traitement de l'information.

Start'inPost, un programme pour 24 startups par an

Au-delà de ce cas concret, Start'inPost voit plus loin en annonçant sa capacité d'accompagner 24 jeunes pousses par an. Actuellement, 4 startups viennent de rejoindre le dispositif au niveau 1 du programme (phase de business test) et de multiples contacts sont en train d'être noués, notamment dans le cadre d'un cycle d'événements organisés par l'accélérateur, baptisé Open Breakfast. La première édition a eu lieu le 28 octobre dernier et a provoqué de nombreuses synergies business.

L'ambition de Start'inPost pour l'écosystème startup français ne s'arrête pas uniquement à l'accompagnement. En effet, la marque souhaite marquer de son empreinte les différents événements dédiés aux jeunes entrepreneurs innovants, grâce à du sponsoring ciblé. Une première opération a déjà commencé pour les 3 prochaines éditions de Start In Paris et en province, Start'inPost pourrait déployer sa marque dans diverses manifestations telles que dernièrement 360 Possibles à Rennes ou Innovation Responsable le 20 Novembre 2014 à Nancy.

https://www.maddyness.com/2014/10/31/startinpost-heuritech/