Artificial intelligence powered face shape finder

FaceShape, which aims to be your virtual stylist, started out as a simple face shape detector where people upload a single image and they get back information such as their face shape, face length, jaw types, celebrity lookalikes, etc. This information is useful for many purposes such as finding the hairstyle, glasses or makeup that would work best for you.

In addition to that, we have many other tools which let you try on hairstyles, glasses and many other face editing capabilities. We do offer most of these capabilities in our API as well.

What are the possible face shapes?

There are 8 possible face shapes that our face shape app recognizes: oval, round, square, oblong, rectangle, heart, triangle and diamond. In addition to recognizing the shape, there are informational pages that advise on which hairstyles and glasses would work best for that specific shape. The links to these information pages will be included in the results.

In case you're not happy with the results, you can confirm your shape by creating a community post where other people will vote on what they think is accurate. We have many knowledgeable people in the community that we call tastemakers who are usually accurate and helpful.

How does it work?

FaceShape is made possible thanks to the latest advances in computer vision technologies. We have machine learning models capable of recognizing faces in pictures, identifying the attributes of a specific faces and comparing it against any other person. We have large datasets with high quality labels that power our ML training pipelines and we constantly improve them.

I'm interested in using this for my salon, business, etc.

Awesome! We're more than happy to help. We hope that by integrating our tools, you'll be able to increase your conversions and have happier customers. You can reach us at info@faceshape.com where you can expect an answer in less than a working day.