



Style-X
AI personal stylist

Hacksoul 2025

Intro

Meet your AI stylist

People spend hours shopping online, only to buy clothes that don't actually suit them.

We built **StylerX** – your **AI-powered fashion assistant** that finds what fits *you* best, instantly.





Virtual Try-On Complete!



The problem

- Most shoppers are **unhappy with how clothes fit or look** when bought online.
- Common issues:
 - **Color undertone mismatch:** clothes don't match undertones (warm/ cool /neutral)
 - **Wrong style:** body type mismatch
 - **Unrealistic photos:** Expectation ≠ reality
 - **Wasted spend:** \$150B+ in annual apparel returns globally

The problem – Underneath the Surface

- ❖ According to **Contentsquare**, **only 15% of users** are fully satisfied with their online purchases. How about **the rest 85%**?
- ❖ **No affordable personal styling or accurate try-on tools** to guide them.
- ❖  “*We waste money on clothes that don't match our tone or style*”



Solution

StylerX uses **AI color analysis + virtual try-on** to help you discover what fits your skin tone, mood and body.

AI that understands your colors, body, and your face shape.

Output: Generate image of the user showing after color match



Solution: how it works

01

Upload a selfie

02

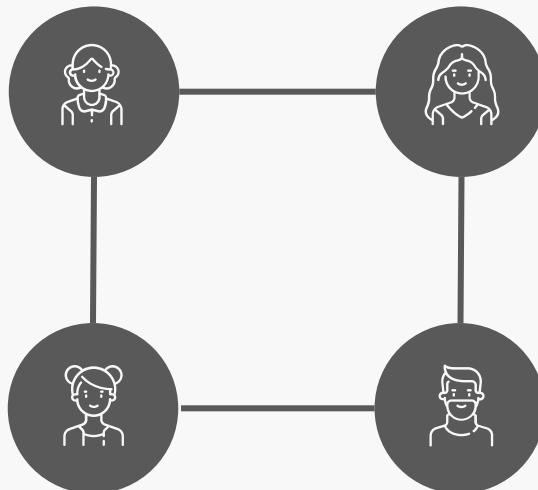
Gemini analyzes your
color palette

04

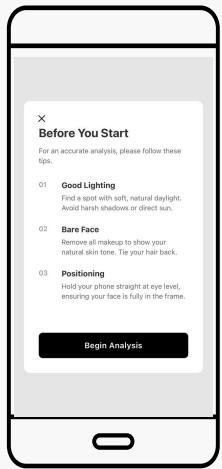
Nano Banana shows
virtual try-on preview

03

Suggests real outfits
from Zara, Uniqlo,
Musinsa

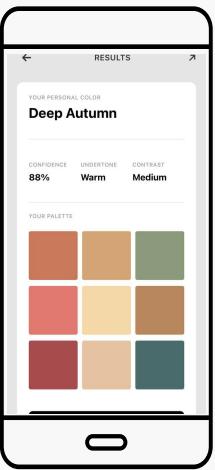


Tech Flow / System Architecture



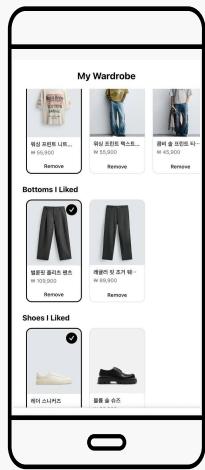
Selfie Upload

User uploads their own selfie



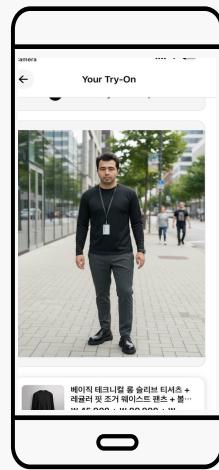
Season type detector

Analyse the undertone and
Season type: al color detection:
Spring / Summer / Autumn /
Winter +
cold / neutral / warm



Outfit Generator

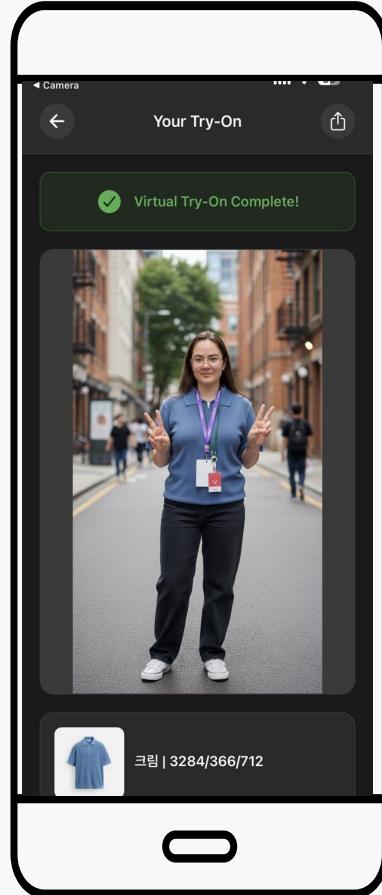
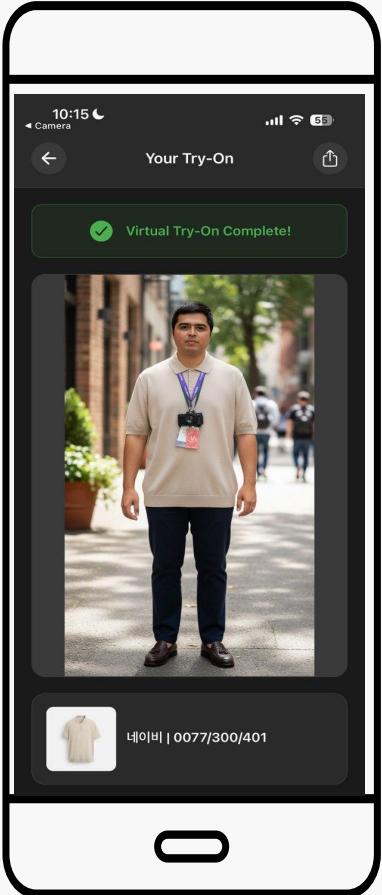
Find the real outfits that fit the
palette from brands like Zara,
Uniqlo



Try on

The user can try on the
outfit virtually to see
how it fits

Visual Output Results



Market Opportunity

\$1,058,000,000,000

Fashion E-Commerce Market Size in 2025

\$ 1.8 billion

AI driven personal styling sub market currently

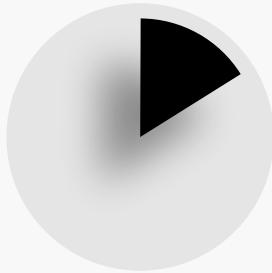
\$ 13 billion

AI driven personal styling sub market by 2033

71% growth

Consumers expecting personalized experiences

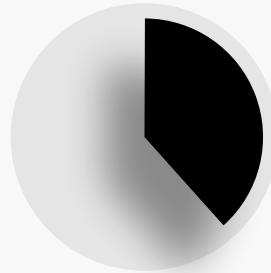
MARKET GROWTH HIGHLIGHTS



10-11%

CAGR of Fashion e-commerce

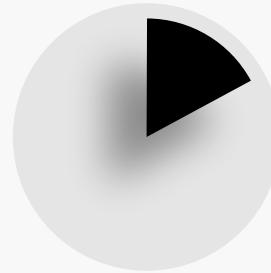
Global fashion e-commerce market from 2024 to 2029
+145% growth



39%

CAGR of AI in Fashion Market

AI in Fashion Market
+2,600% growth



21%

CAGR of AI Personal Styling

AI-driven personal styling
+620% growth from 2024 to 2033

Market Opportunity

A trillion-dollar industry waiting for personalization

Market	2024/2025	2033/2034	CAGR	Growth
Fashion E-Commerce	\$951 B	\$2.33 T	10–11 %	+145 %
AI in Fashion	\$2.23 B	\$60.57 B	39 %	+2,600 %
AI Personal Styling	\$1.8 B	\$13.1 B	21.7 %	+620 %

BUSINESS MODEL AND GROWTH PLAN

B2C (Direct to users)

Help users find clothes that match their undertone, body, and season



Free Plan

- AI color and season analysis
- Basic outfit suggestions



Premium Plan

- Full body try-on
- Outfit history
- Brand integrations

BUSINESS MODEL AND GROWTH PLAN



B2B (Business clients)

Provide brands with AI styling & insights

- **Styling API:** Allow e-commerce brands to integrate StylerX color/palette matching into their websites
- **Data Dashboard:** Sell anonymized datasets (trends by tone, area, age, body type)
- **Collaboration Model:** Partner with local & global marketplaces (Coupang, Zara) for co-brand campaigns
- **Revenue Stream 2:** API licensing + Data analytics sales

Step-By-Step Growth Plan



1. Launch

Publish MVP -> collect user color/season data



2.

Recommend

Build recommendation system for store & outfits



3. Monetize

Introduce premium tier + affiliate links



4. Scale B2B

Sell insights & integrate API s with fashion retailers

Future Opportunities

Partnerships with beauty &
lifestyle brands

Partnerships

O1



O2

AI Body Measurement System

Recommend outfits by
body type

Expand the idea to cosmetics
sphere

AI tone-based cosmetics

O3



O4

Market expansion

Expand the sales into SEA &
Japan (via Line ecosystem)

CONCLUSIONS

StylerX starts with users - grows
through personalization - and
scales through global fashion
partnerships