StyleLab

AI Shopping Assistant

Create a unique omnichannel experience

Our story

We are AI experts specialising in fashion, passionate about delivering a truly personalized shopping experience to online shoppers within seconds, operated by our utterly unique machine learning algorithm combined with our image consultants expertise.

The Style Lab team is made up of image consultants and fashion experts from YOOX NET-A-PORTER GROUP, Farfetch, and top data scientists from Google and Intel.

We offer several types of services which can be tailored to your customers needs.

Our Research

Our four-year in-depth research highlights the challenges consumers have faced when shopping online.

81%

Shop online at least once a month, but struggle to make a choice and complete their purchase.

51%

Consider it important to buy clothes that align with their style.

74%

Do not know what to wear with items they have purchased previously.

64%

Would like to receive personalized recommendatins whilst shopping online.

Our Services

With various options to choose from, our services are carefully tailored to meet your customers' needs and elevate their shopping experience within seconds.

PERSONAL STYLE

START NOW

Our expert style guide reveals the perfect cuts, textures and prints tailored to every customer.

Long face

Large Long

Full Pointed

Body type

ROMANTIC | DRAMATIC | NATURAL
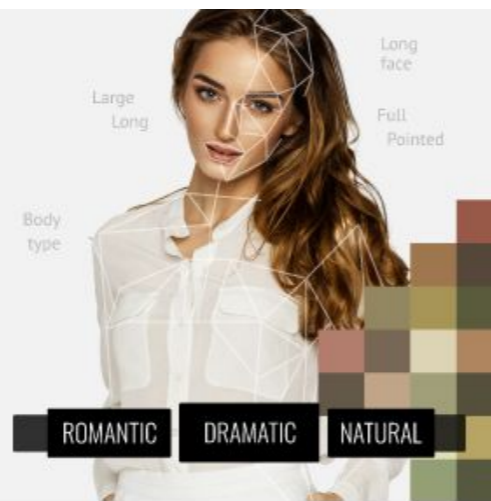
COLOR ANALYSIS

START NOW

It all starts with one selfie. Our smart science analyzes customer's skin tone to make tailored clothing recommendations that best suit them.
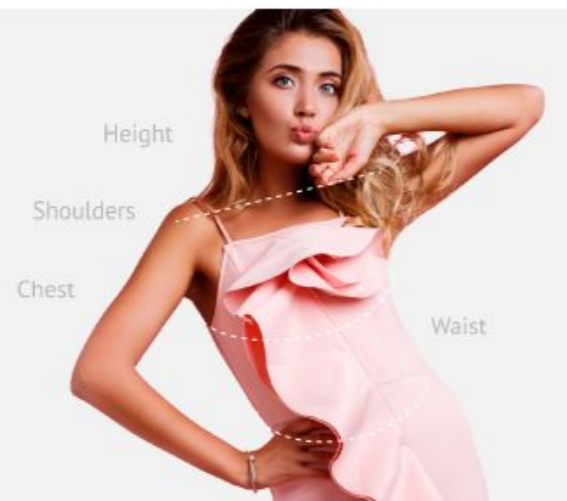
Cold Winter

Warm Spring

True Autumn
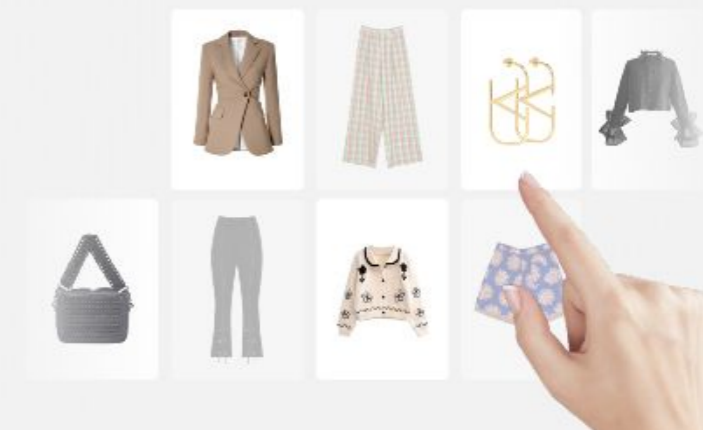
Real Winter

Soft Summer

FIGURE AND FIT

START NOW

40% of online shoppers experience difficulties with buying clothes that fit them properly. Our AI technology helps customers to celebrate their shape by curating styles, fits, fabrics and clothing suggestions that work for them.
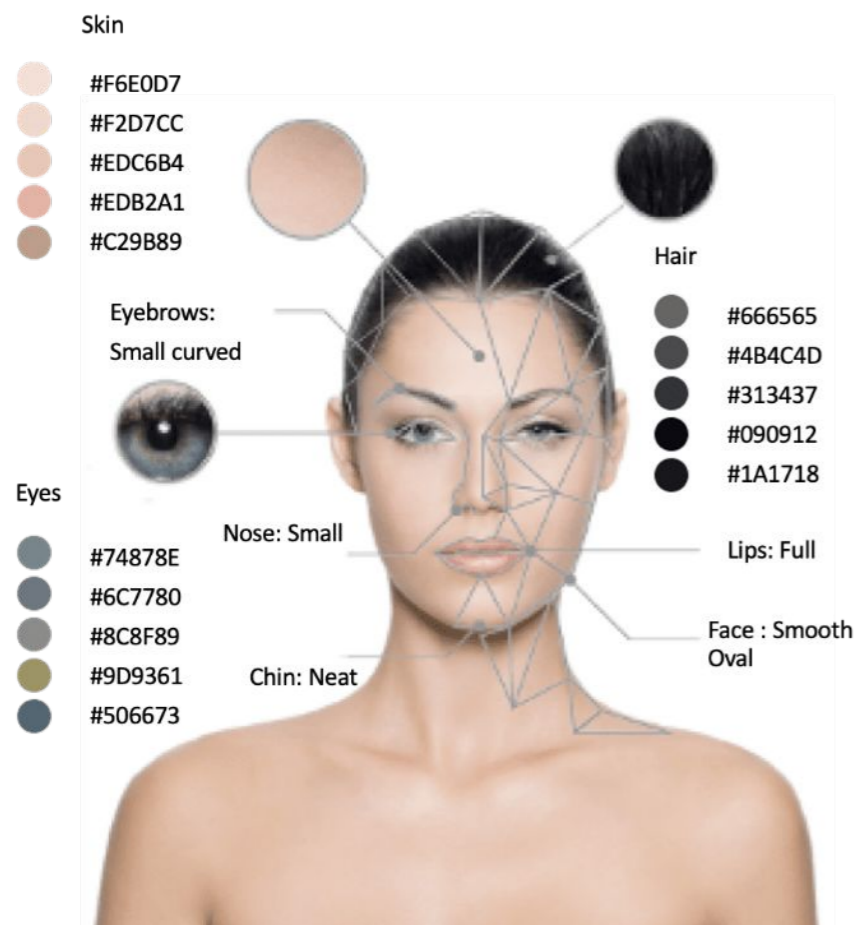
Height

Shoulders

Chest

Waist

OUTFIT BUILDER

START NOW

Customers can upload a picture of items in their wardrobe or choose an item from your catalog to unlock five fashionable ways to style it.

Our state-of-the-art technology

StyleLab

Skin
- #F6E0D7
- #F2D7CC
- #EDC6B4
- #EDB2A1
- #C29B89

Hair
- #666565
- #4B4C4D
- #313437
- #090912
- #1A1718

Eyebrows: Small curved

Eyes
- #74878E
- #6C7780
- #8C8F89
- #9D9361
- #506673

Nose: Small

Chin: Neat

Lips: Full

Face : Smooth Oval

MATCH
(1.45m options)

Hair (5)	Category (60)
Eyes (5)	Fabric (6/20)
Skin (5)	Pattern (12)
(+warm, cold/light, dark/bright/soft)	Neckline (11)
	Silhouette (2)
Chin (22)	Sleeve (3)
Nose (12)	Lengths (5*3)
Lips (16)	Symmetric (2*2)
Face (16)	Waist height (2*2)
Eyes (12)	Pant/skirts shape (12)
Brows (12)	Dress shapes (10)

Colors
- #FF888B
- #F38A8D
- #CF4F53
- #BE1317
- #DB2F34

Fabric: Wool

Pattern: No

Lenght: Midi

Hemline: Symmetrical

Neckline: Triangular

Sleeve: Long

Silhouette: Fitted

Category: Jacket

Results

Suggestions by style and color type

Outfits builder function

Clothing recommendations

+98% matching accuracy

249 attributes tagged

800K styling variations

Impact

StyleLab

Our flexible solution will:
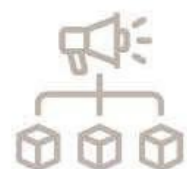
Increase AOV

Minimize returns

Promote your sustainability goals

Connect your in-store and online shopping experience

Elevate customer engagement and loyalty

Improve your marketing campaigns

+11%

CONVERSION RATE

-22%

REDUCE RETURNS

+12%

AOV

Our commitment to sustainability

StyleLab

Sustainability is at the core of our ethos. We are on a mission to help our partners unlock their sustainability goals by delivering exceptional service to their customers, without costing the Earth.

Our AI systems help consumers re-style and breathe new life into their wardrobes. By linking new items from your website with our matching service, fresh styling ideas prevent clothing going to landfill. Alongside this service, Style Lab reduces the returns tenfold. It's backed by our science.

Challenge

Anna (24) has a work Christmas party coming up and wants to feel confident, look professional yet glam.

Anna's already got an existing top in her wardrobe she wants to wear but she doesn't know how to style it.
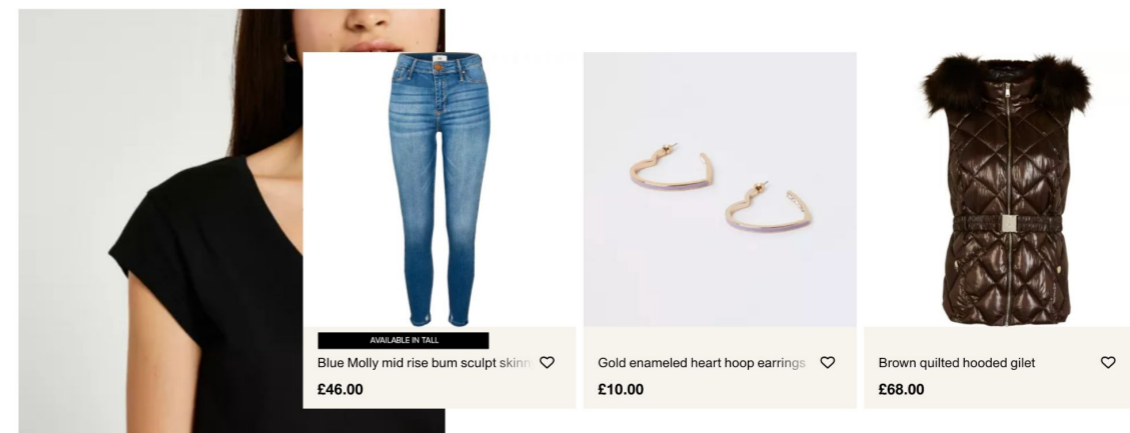
Solution

Based on Anna's previous shopping choices and appearance, our AI technology service would create numerous head-to-toe style recommendations. Our app would provide Anna with all the options on your website that would complement the item that she uploaded from her wardrobe.
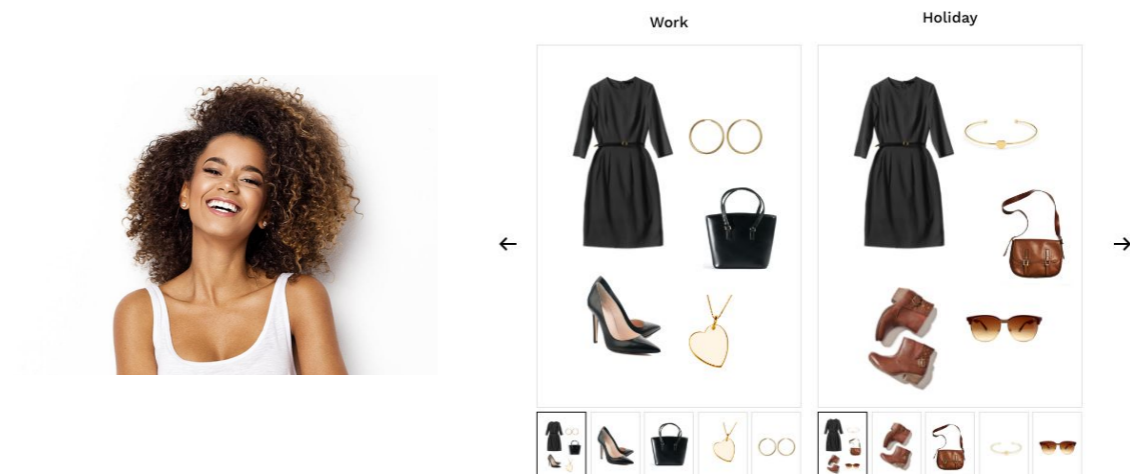
Grid

STYLE WITH

Blue Molly mid rise bum sculpt skinny
£46.00
AVAILABLE IN TALL

Gold enameled heart hoop earrings
£10.00

Brown quilted hooded gilet
£68.00

Collage

—— STYLE IT WITH ——

Work   Holiday

Challenge

Lisa (36) is a new mum and on maternity leave.

She has now hit her target post-baby weight - and wants to feel confident again - but has less time to focus on herself now.

Lisa want's to find clothing recommendations to suit her style, but doesn't know where to begin.

Solution

StyleLab

Based on Lisa's colour and personal style analysis, our AI technology would create head-to-toe style recommendations, collating your website items to give Lisa a personal shopper in-store experience within the online world.
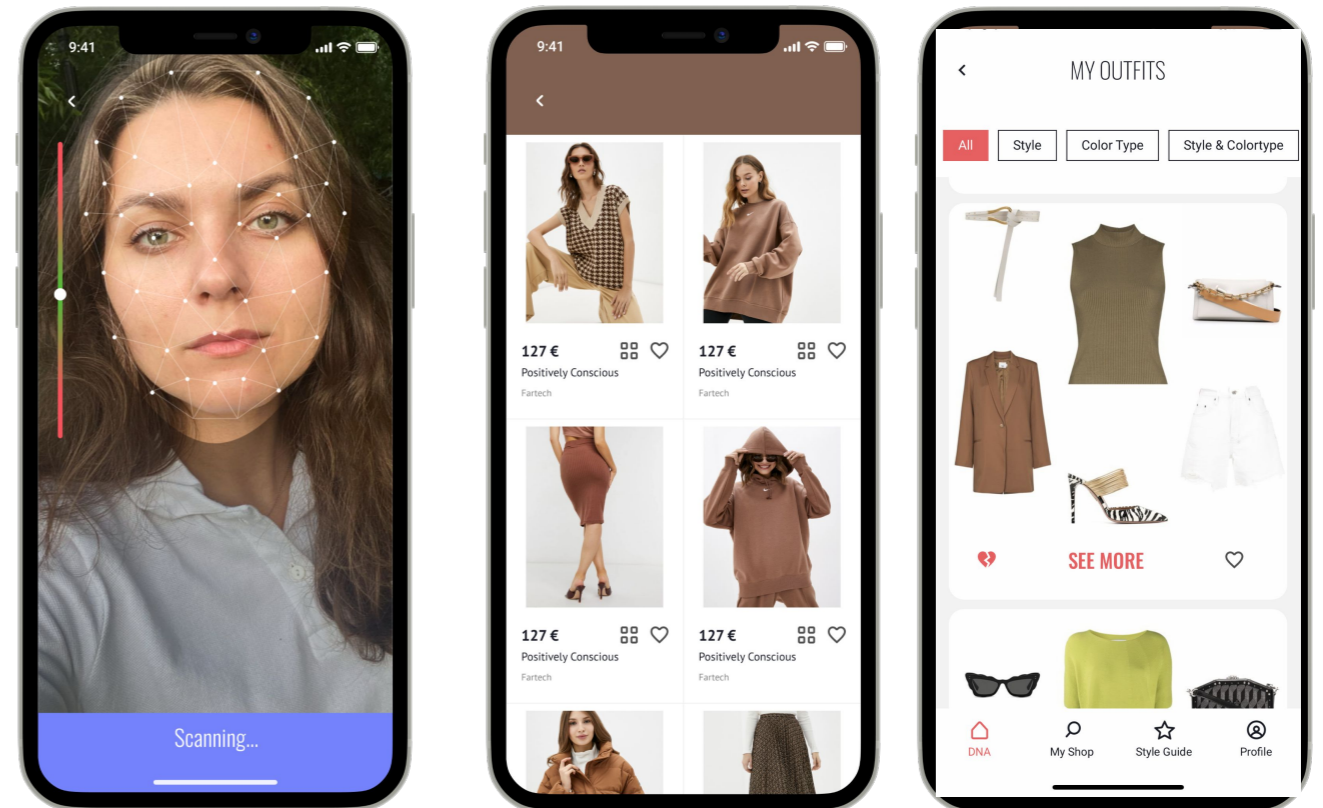
Benefits of partnering with us

We use tailor-made solutions and adjust our tech to each client's needs.

**SEAMLESS
INTEGRATION
AS LITTLE AS 1 WEEK**
Via e-commerce platforms,
social media services or e-mail &
CRM softwares

**FLEXIBILITY AND
HYPER-PERSONALIZATION**

HIGH ROI

- **We can be easily integrated at any point of your customer journey** incl. chat bot, app, website via API or widget.

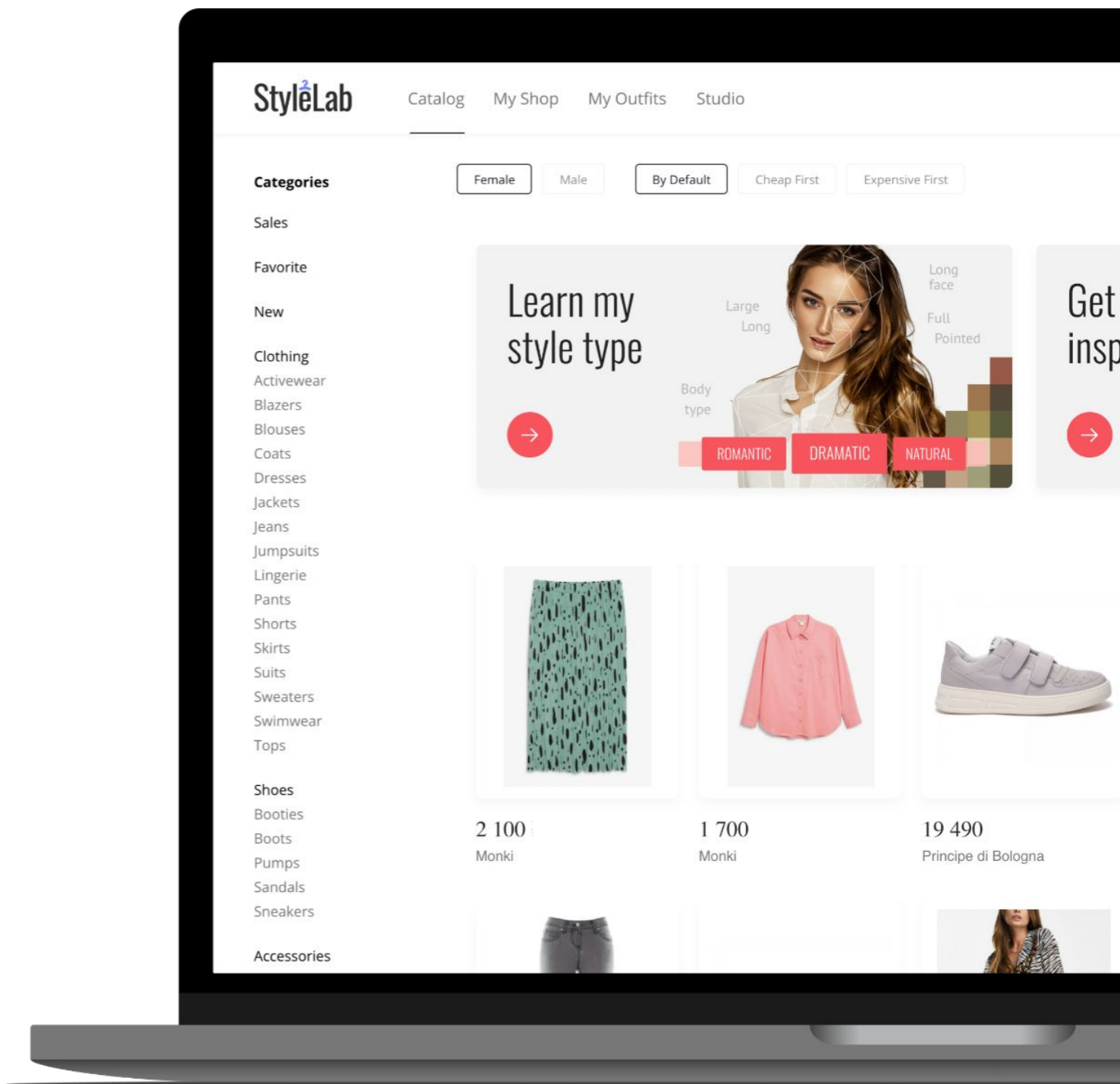shopify · Magento · WOO COMMERCE · BIGCOMMERCE

- We are offering **free trials to new onboarded customers** and flexible subscription plans available

- Increased AOV
- Minimized returns
- Improved conversion and LTV
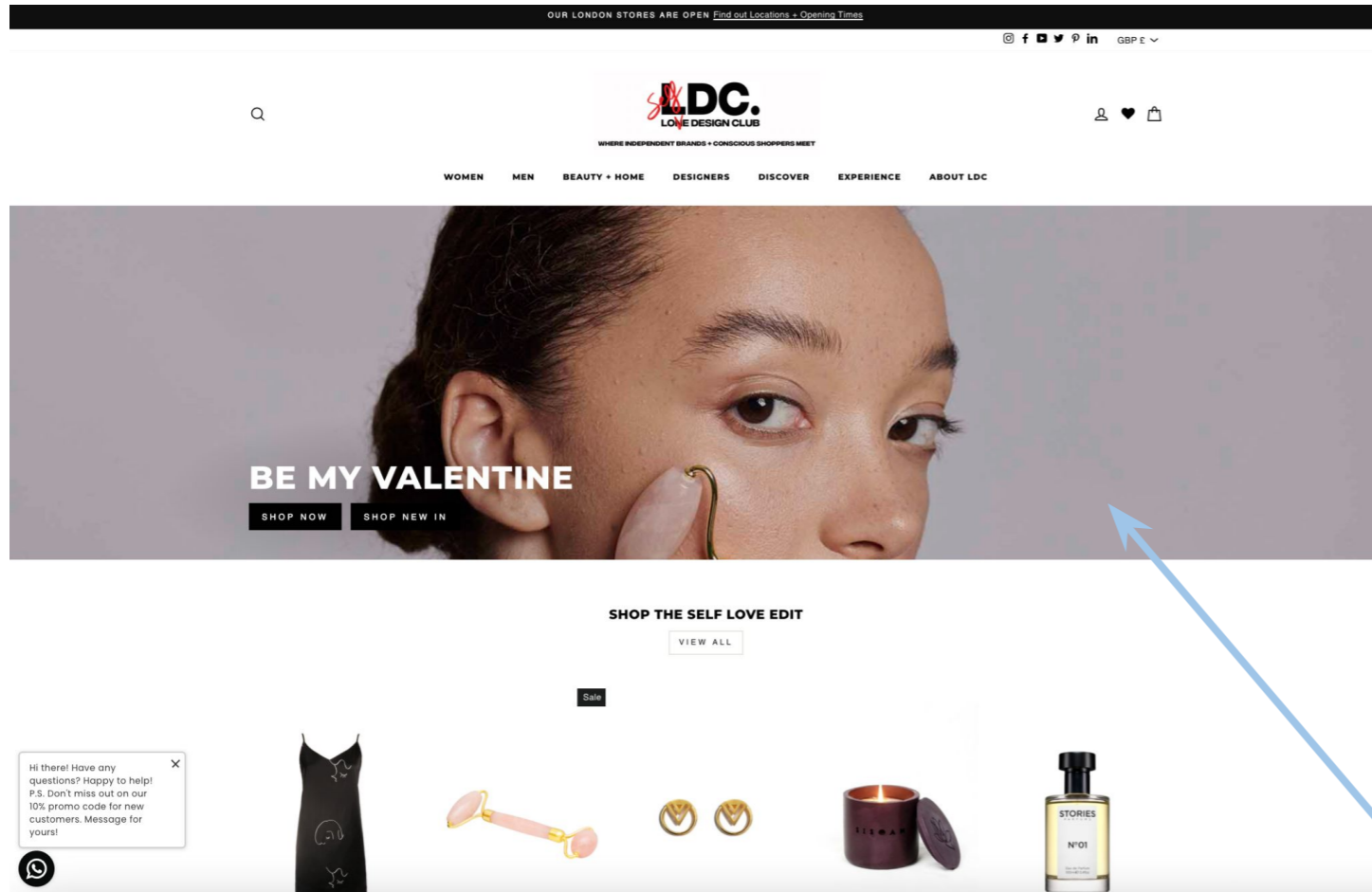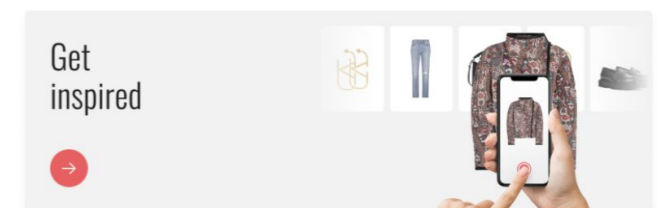- Elevated customer engagement and loyalty

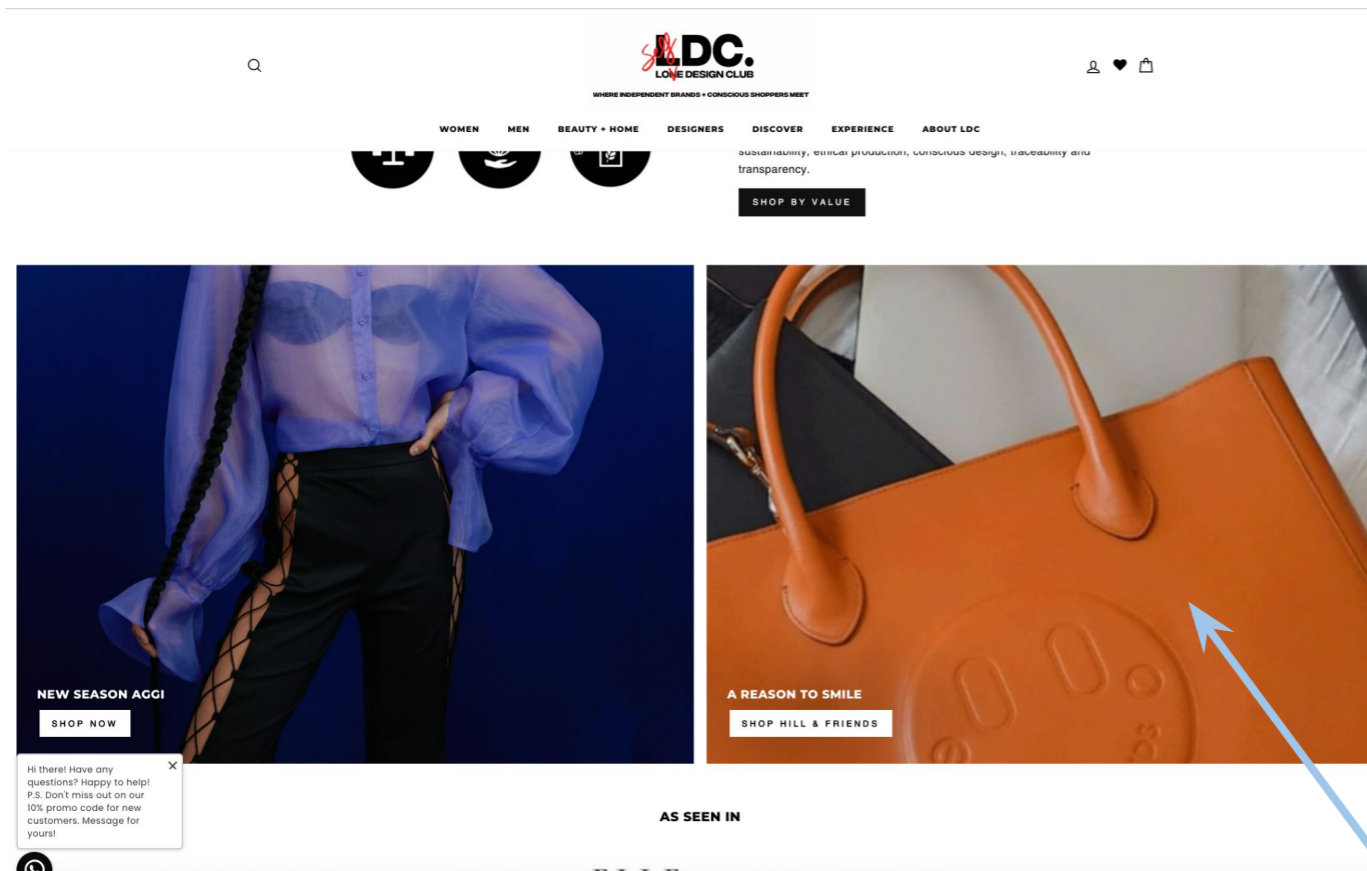# Thank You!

The shopper journey

StyleLab

Opportunity:

Add a customized banner to promote store personalization to homepage to encourage customers to shop according to their color and style type.

Add a customized banner to Outfit Builder function to support your sustainability goals. Encourage customers to complete their looks/wardrobes with items from LDC.

Opportunity:

Add a customized gif banner to promote store personalization to homepage to encourage customers to shop according to their color and style type.

Add a customized gif banner to Outfit Builder function to support your sustainability goals. Encourage customers to complete their looks/wardrobes with items from LDC.
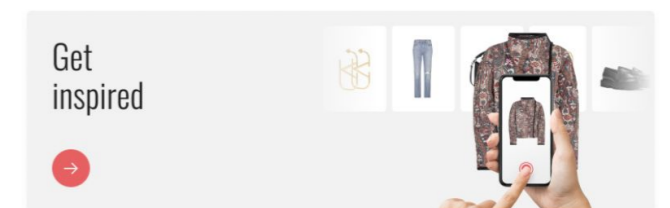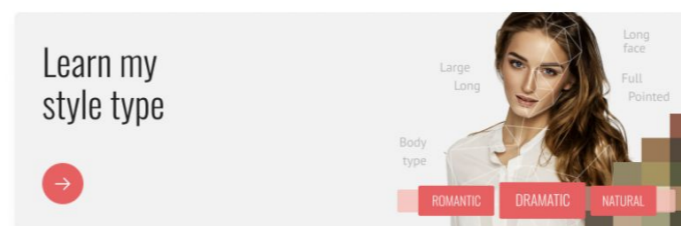
LDC.
LONE DESIGN CLUB
WHERE INDEPENDENT BRANDS + CONSCIOUS SHOPPERS MEET

WOMEN   MEN   BEAUTY + HOME   DESIGNERS   DISCOVER   EXPERIENCE   ABOUT LDC

GET PERSONAL RECOMMENDATIONS

START NOW

Long face

Large Long

Full Pointed

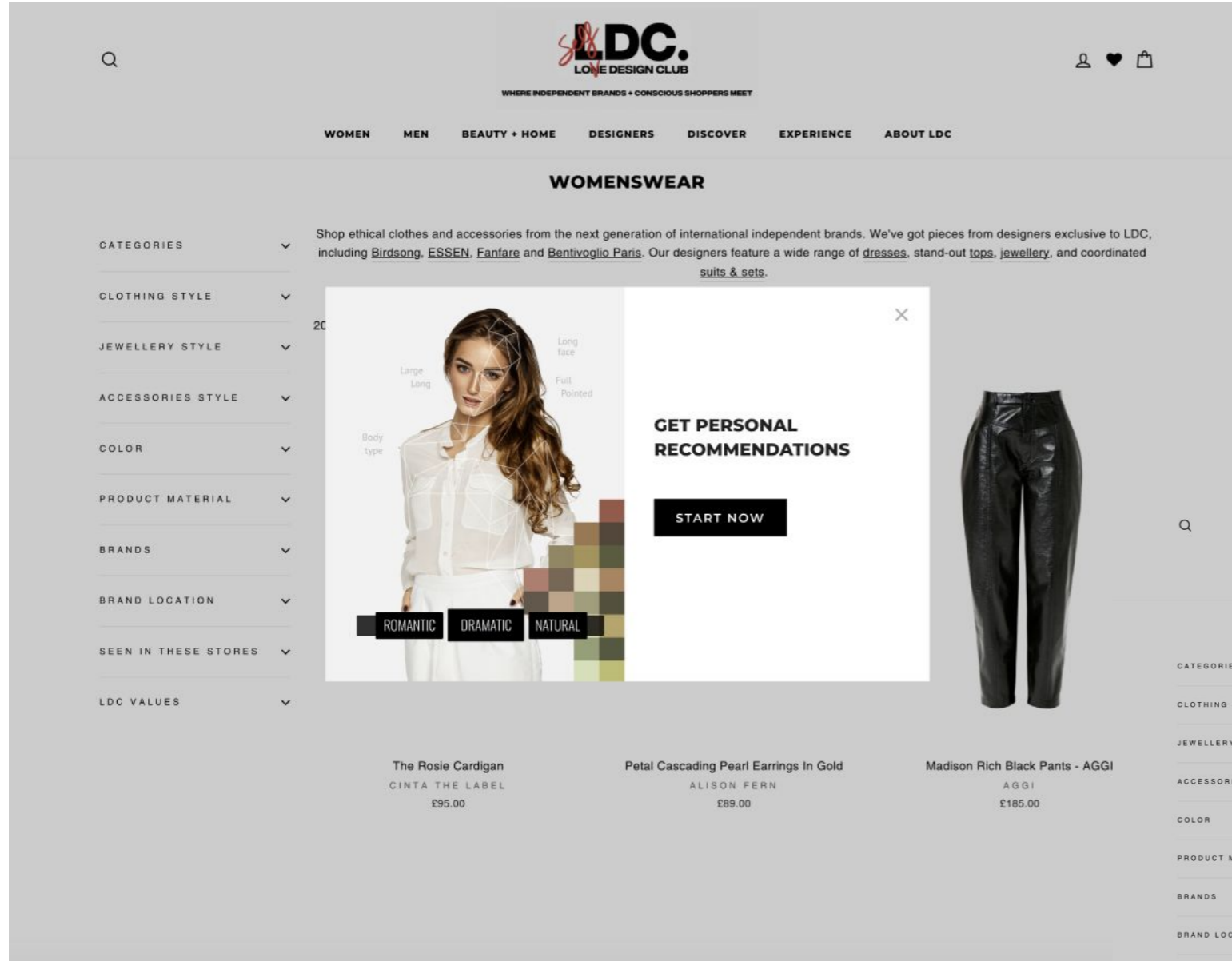Body type

ROMANTIC   DRAMATIC   NATURAL

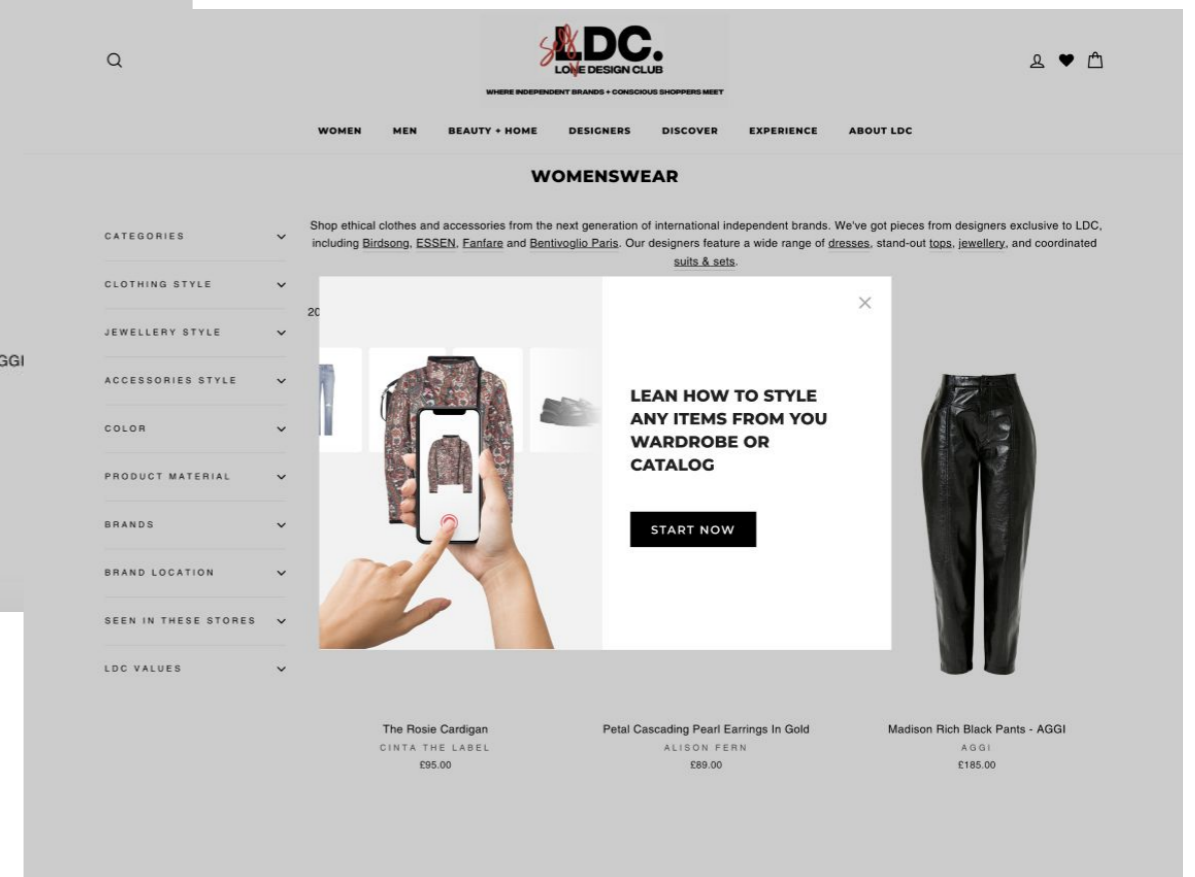## LEAN HOW TO STYLE ANY ITEMS FROM YOU WARDROBE OR CATALOG

START NOW

AS SEEN IN

Opportunity:

To introduce pop up banners with CTAs.

CINTA THE LABEL
THE GRETA CARDIGAN
£95.00
Tax included. Shipping calculated at checkout.

SIZE
M/L - UK 12 - 14 ∨

QUANTITY
− 1 +

ADD TO CART

BUY IT NOW

ADD TO WISHLIST

Elevate your seasonal staples with The Greta Cardigan by Cinta the Label. A timeless black hue with white embroidered flowers and an elegant round collar give a feminine yet stylish finish. Ideal to wear buttoned up alone or layer for a classic cardigan ensemble.

Style Notes: Round Collar, Embroidered Details, Button Up Fastening

Material Contents: 70% Recycled Wool, 30% Polyester

Made In: UK

Care Instructions: Hand wash or wash on cool. Air dry, do not tumble dry.

Size & Fit: Fits true to size

✔ **CLUB CERTIFIED**

Every year a percentage of Cinta the Labels profit is donated to children's mental health charity, Place 2 Be.
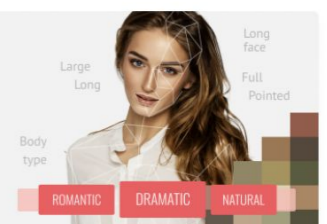
Cinta the Label works on a slow fashion model producing small runs in seasonal drops with a no waste policy.
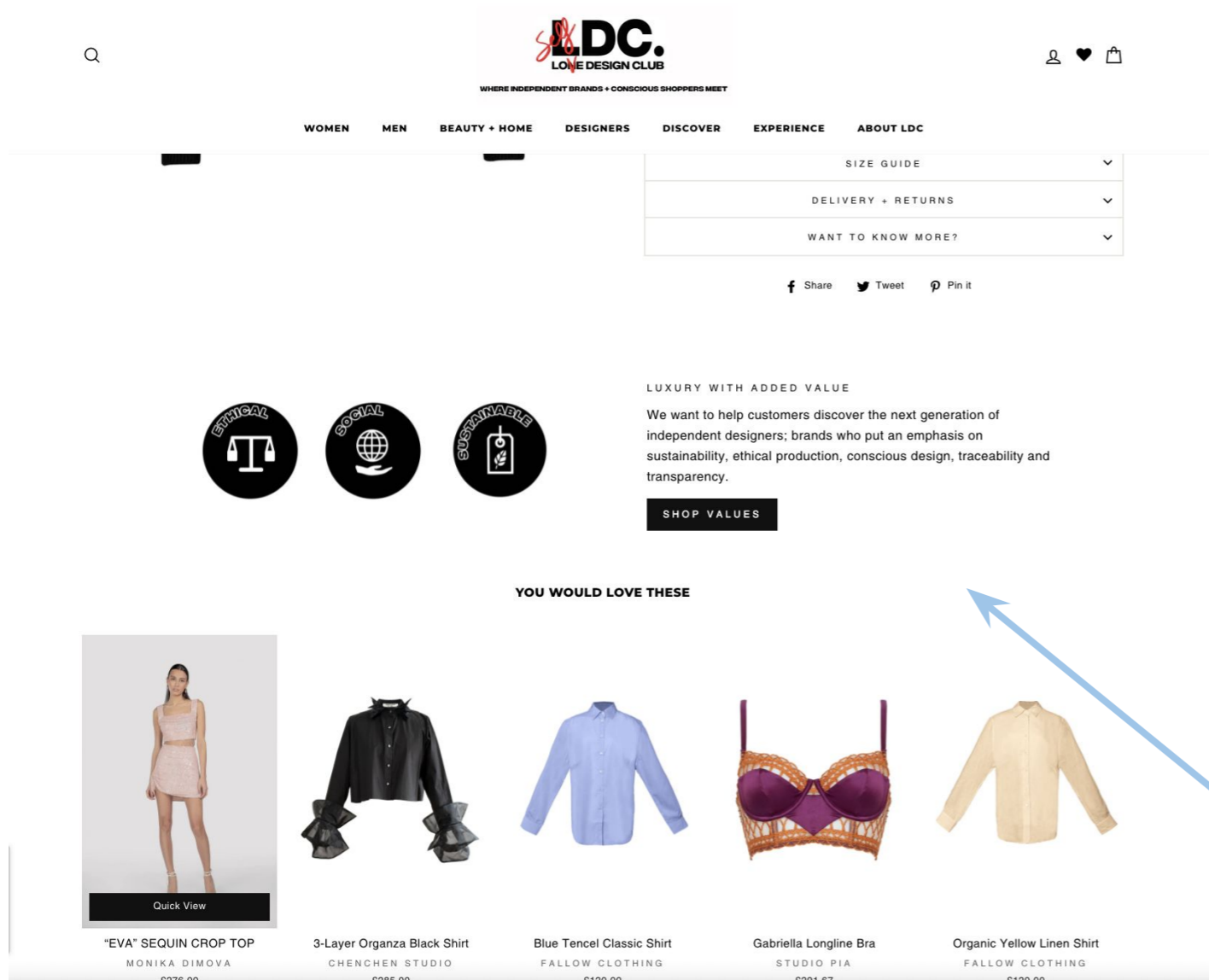
Opportunity:

Invite customers to see if the item suits their color and style type during the consideration stage on PDP by adding *'Check if it suits you'*.
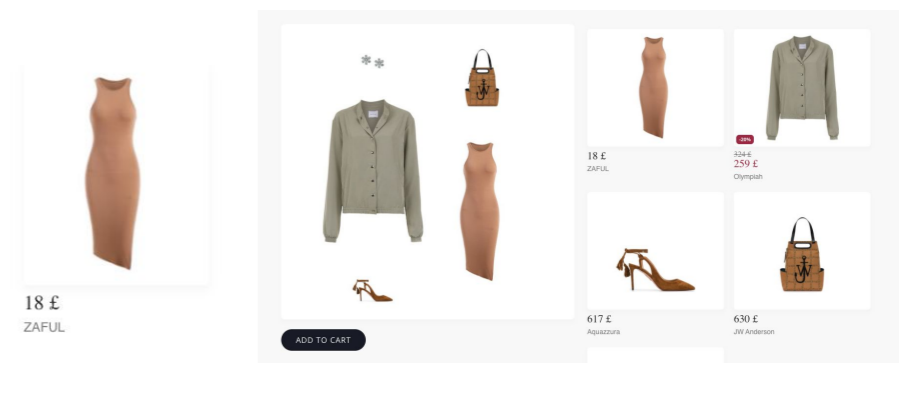
Learn my style type

→

Long face
Large Long
Full Pointed
Body type
ROMANTIC DRAMATIC NATURAL

WOMEN   MEN   BEAUTY + HOME   DESIGNERS   DISCOVER   EXPERIENCE   ABOUT LDC

SIZE GUIDE

DELIVERY + RETURNS

WANT TO KNOW MORE?

f Share   Tweet   P Pin it

LUXURY WITH ADDED VALUE

We want to help customers discover the next generation of independent designers; brands who put an emphasis on sustainability, ethical production, conscious design, traceability and transparency.

SHOP VALUES

YOU WOULD LOVE THESE

Quick View

"EVA" SEQUIN CROP TOP
MONIKA DIMOVA
£276.00

3-Layer Organza Black Shirt
CHENCHEN STUDIO
£285.00

Blue Tencel Classic Shirt
FALLOW CLOTHING
£120.00

Gabriella Longline Bra
STUDIO PIA
£291.67

Organic Yellow Linen Shirt
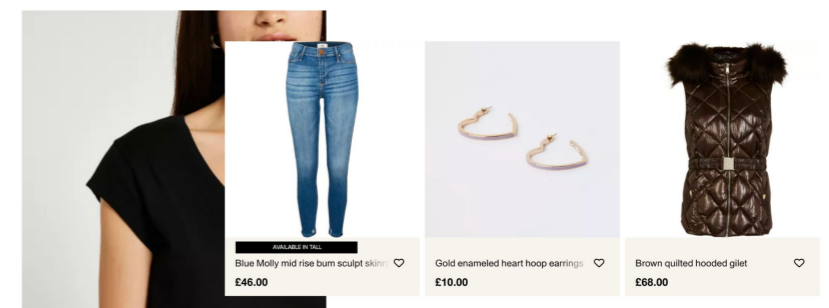FALLOW CLOTHING
£120.00

Opportunity:

Elevate your customer experience by providing customers with curated styling recommendations. Inspire customers with outfit recommendations by enabling the feature *'Style it with'*.

18 £
ZAFUL
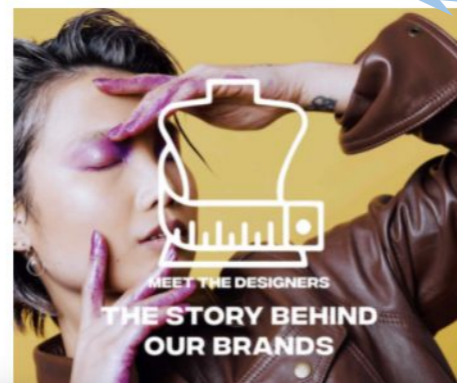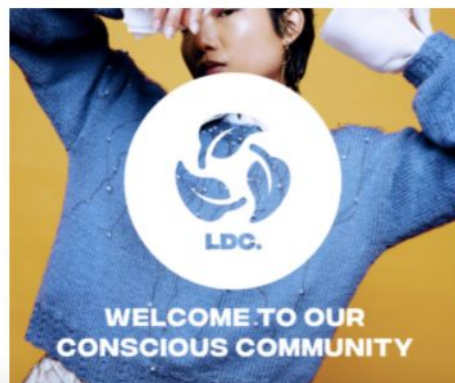
ADD TO CART

18 £
ZAFUL

259 £
Olympiah

617 £
Aquazzura

630 £
JW Anderson

STYLE WITH

AVAILABLE IN TALL
Blue Molly mid rise bum sculpt skinn...
£46.00

Gold enameled heart hoop earrings
£10.00

Brown quilted hooded gilet
£68.00

LDC.
LONE DESIGN CLUB

WOMENS I MENS I ACCESSORIES I BEAUTY I LIFESTYLE

WELCOME TO THE CLUB!

WELCOME TO OUR
CONSCIOUS COMMUNITY

MEET THE DESIGNERS
THE STORY BEHIND
OUR BRANDS

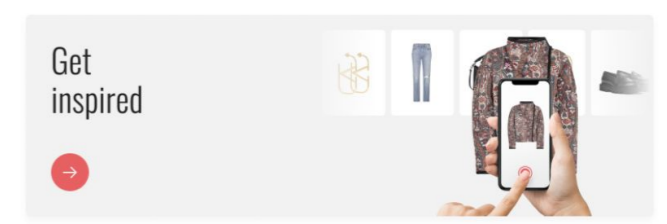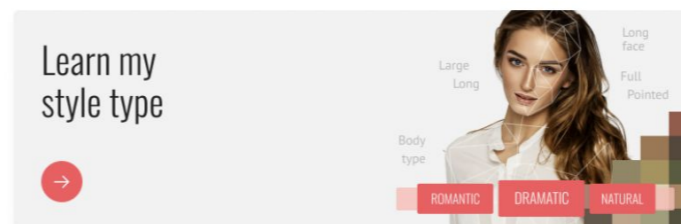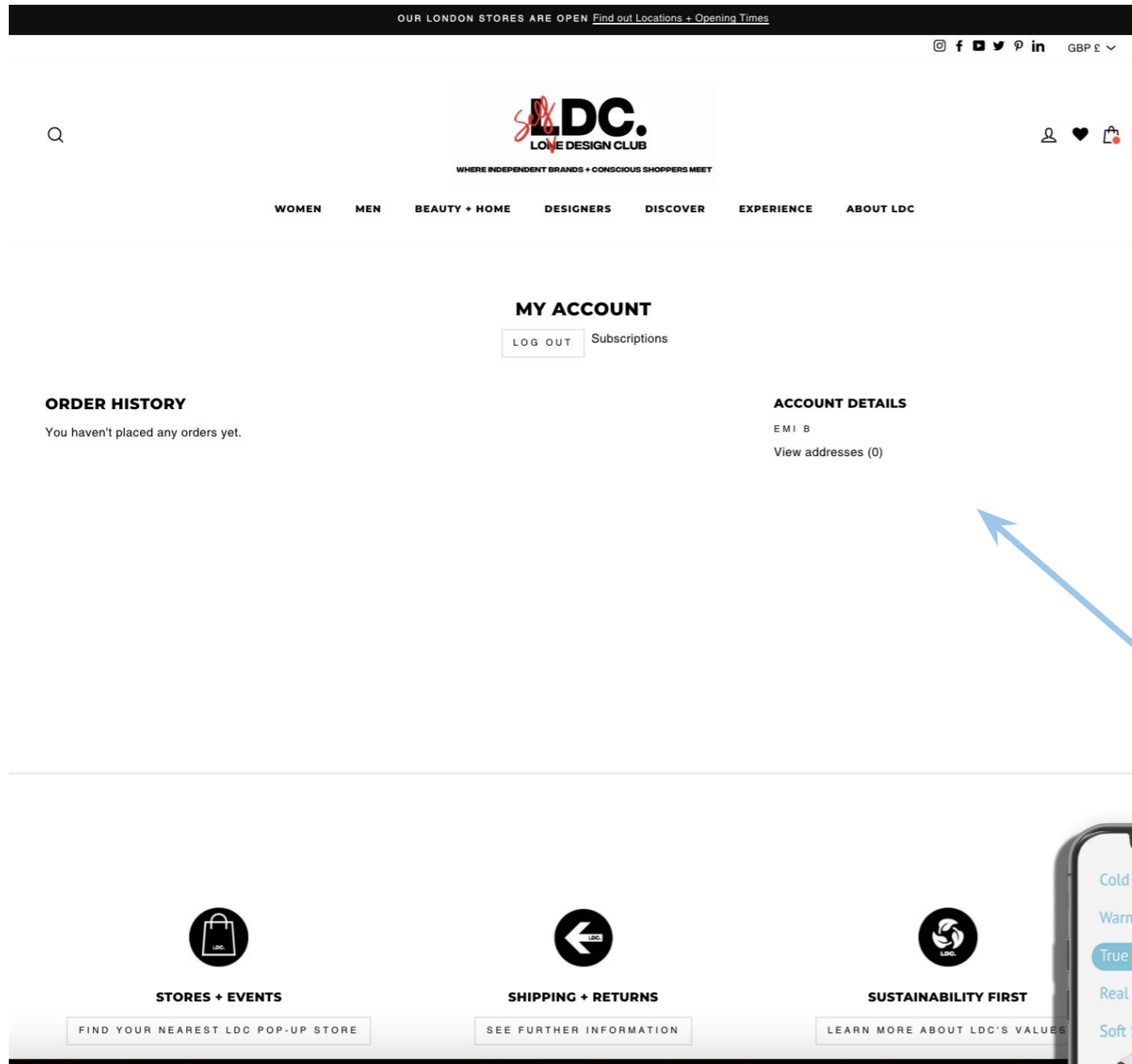**Opportunity:**

Encourage customers via newsletter and social media content to try new features to benefit from the in-store experience at home and shop with confidence.

Suggestion to send newsletters to clients post-purchase with 5 ideas on how to style their new purchases.
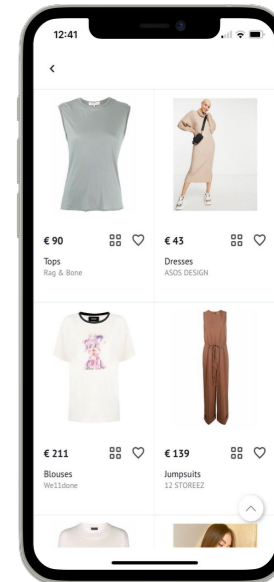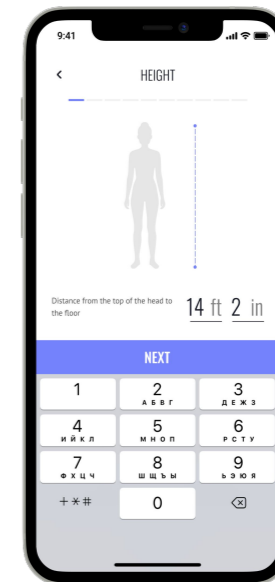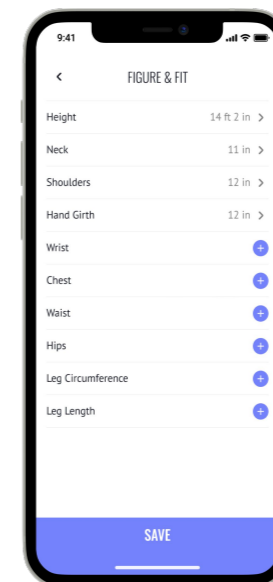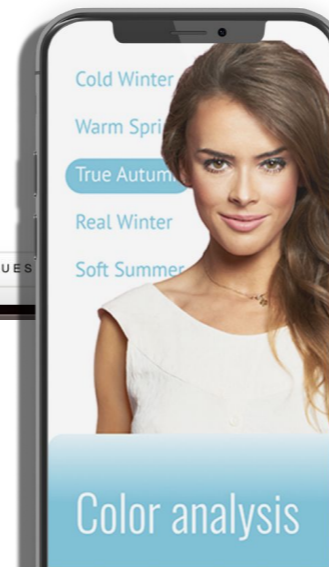
Learn my
style type

Get
inspired

Long
face

Large
Long

Full
Pointed

Body
type

ROMANTIC   DRAMATIC   NATURAL

Opportunity:

Elevate your members area with unique exclusive features available only to members of LDC. Be that *Studio*, *Style Profile* information, saved looks or *Figure & Fit*.

OUR LONDON STORES ARE OPEN Find out Locations + Opening Times

GBP £ ∨

LDC.
LOVE DESIGN CLUB
WHERE INDEPENDENT BRANDS + CONSCIOUS SHOPPERS MEET

WOMEN   MEN   BEAUTY + HOME   DESIGNERS   DISCOVER   EXPERIENCE   ABOUT LDC

MY ACCOUNT

LOG OUT   Subscriptions

ORDER HISTORY
You haven't placed any orders yet.

ACCOUNT DETAILS
EMI B
View addresses (0)

STORES + EVENTS
FIND YOUR NEAREST LDC POP-UP STORE

SHIPPING + RETURNS
SEE FURTHER INFORMATION

SUSTAINABILITY FIRST
LEARN MORE ABOUT LDC'S VALUES

Cold Winter
Warm Spri
True Autum
Real Winter
Soft Summer

Color analysis

FIGURE & FIT

Height	14 ft 2 in >
Neck	11 in >
Shoulders	12 in >
Hand Girth	12 in >
Wrist	+
Chest	+
Waist	+
Hips	+
Leg Circumference	+
Leg Length	+

SAVE

HEIGHT

Distance from the top of the head to the floor

14 ft 2 in

NEXT

1   2   3
4   5   6
7   8   9
0

€ 90   € 43
Tops   Dresses
Rag & Bone   ASOS DESIGN

€ 211   € 139
Blouses   Jumpsuits
We11done   12 STOREEZ

PERSONAL SHOPPING WITH LONE DESIGN CLUB

Shop The Club with the help of our very own LDC Brand Curators

If you are looking to revamp your wardrobe, find the perfect fit for an upcoming event or want to find sustainable alternatives to your favourite looks, LDC's Personal Shopping is here to help. LDC offers a personal shopping service for one on one styling sessions or personal shopping parties for larger groups looking to indulge in some retail therapy.

Join us in-store or virtually for a personal shopping session with a member of the LDC Brand Curation team. After filling out our quick personal style questionnaire, the team will curate a collection full of products by up and coming independent designers tailored specifically to your style and needs. Additionally, to a perfectly curated selection of fashion, you'll receive a complimentary bottle of sustainable Sea Change Prosecco!

CLICK HERE TO FILL OUT THE PERSONAL STYLE QUESTIONNAIRE ▶

After filling out the personal style questionnaire, choose either the one on one shopping session or group personal shopping party below to book your appointment

ONE - ONE PERSONAL SHOPPING SESSION | **GROUP PERSONAL SHOPPING PARTY**

JOIN THE CLUB

GET FIRST ACCESS TO NEW DROPS, MEET THE DESIGNERS + CHAT LIVE, EXCLUSIVE ONE OFFS, ON THE SPOT DISCOUNTS + MORE.

Opportunity:

Enable chatbot on homepage to offer a more personalized service and pre-screen clients before they reach personal shoppers.

The chatbot journey can include logic to suggest a personal shopping session with a live stylist in order to promote the service.
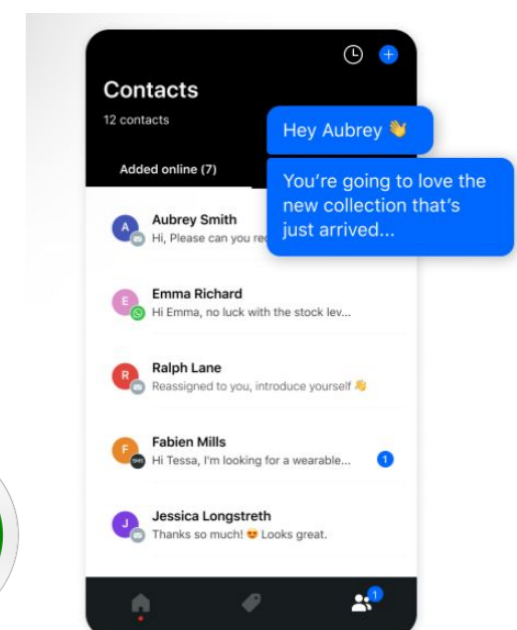
Services
Style & Color Type

With various options to choose from, our service is carefully tailored to meet your customers' needs and elevate their shopping experience.
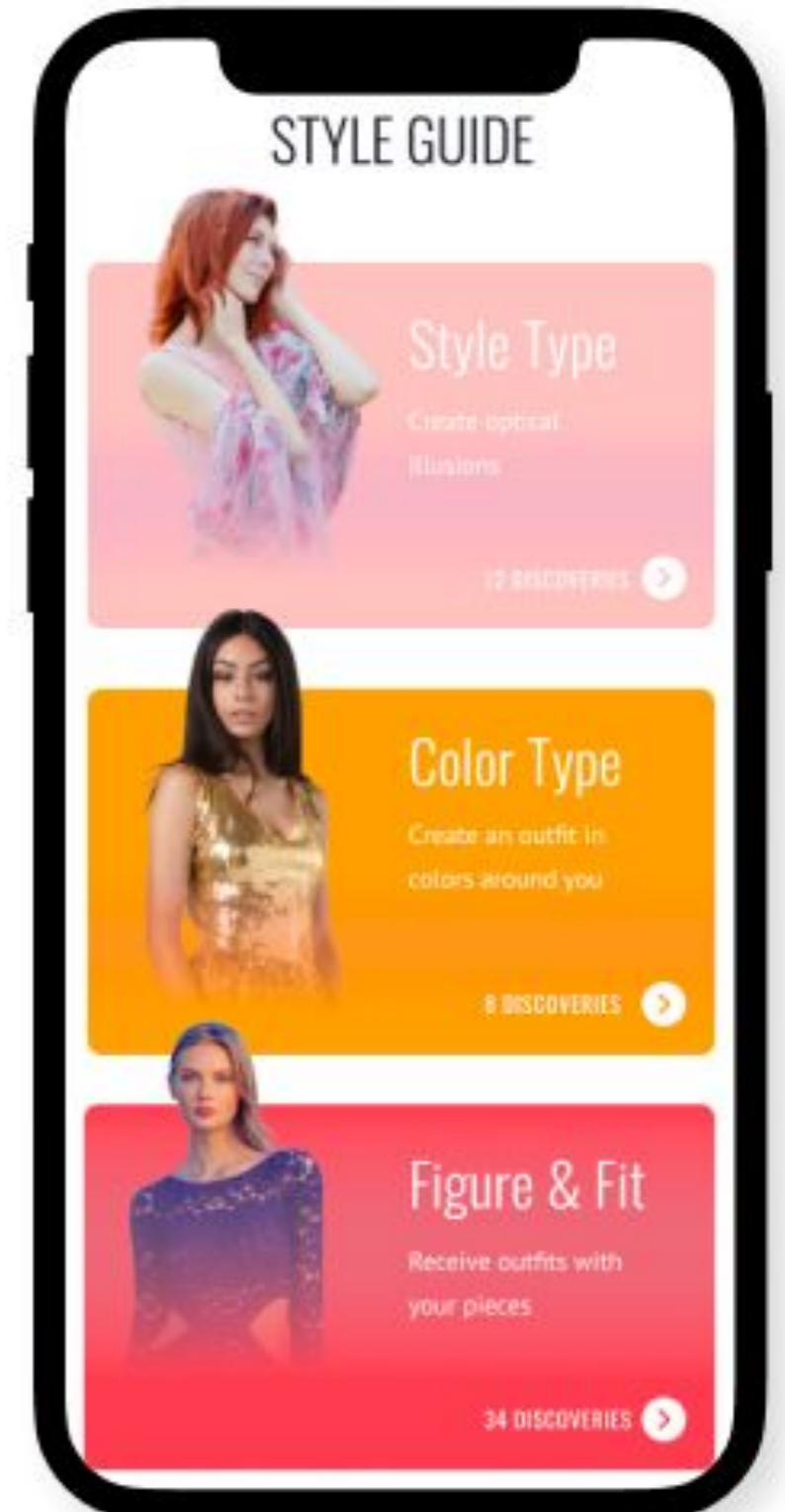
STYLE PROFILE

Our AI identifies colors, shapes, fabrics and patterns that match your customer's complexion and facial features.

PERSONALIZED EXPERIENCE

DNA Style users appreciate the efficiency and convenience of the service, as we lessen the time they spend searching for looks that may not work for them.

CURATION

We provide personal recommendations based on the customer's style profile, curating outfits that are uniquely tailored to the individual.

STYLE GUIDE

Style Type
Create optical illusions

12 DISCOVERIES

Color Type
Create an outfit in colors around you

8 DISCOVERIES

Figure & Fit
Receive outfits with your pieces

34 DISCOVERIES

Services
Figure & Fit

Based on the customer's body type, **our algorithm suggests the most flattering items in terms of figure and fit.**

We have mastered personalization at scale and designed a seamless shopping experience by **bridging the gap between the online and in-store.**

Our personal styling solution delivers exceptional experience and value for your customers, **enabling them to make informed choices** and learn as they shop.
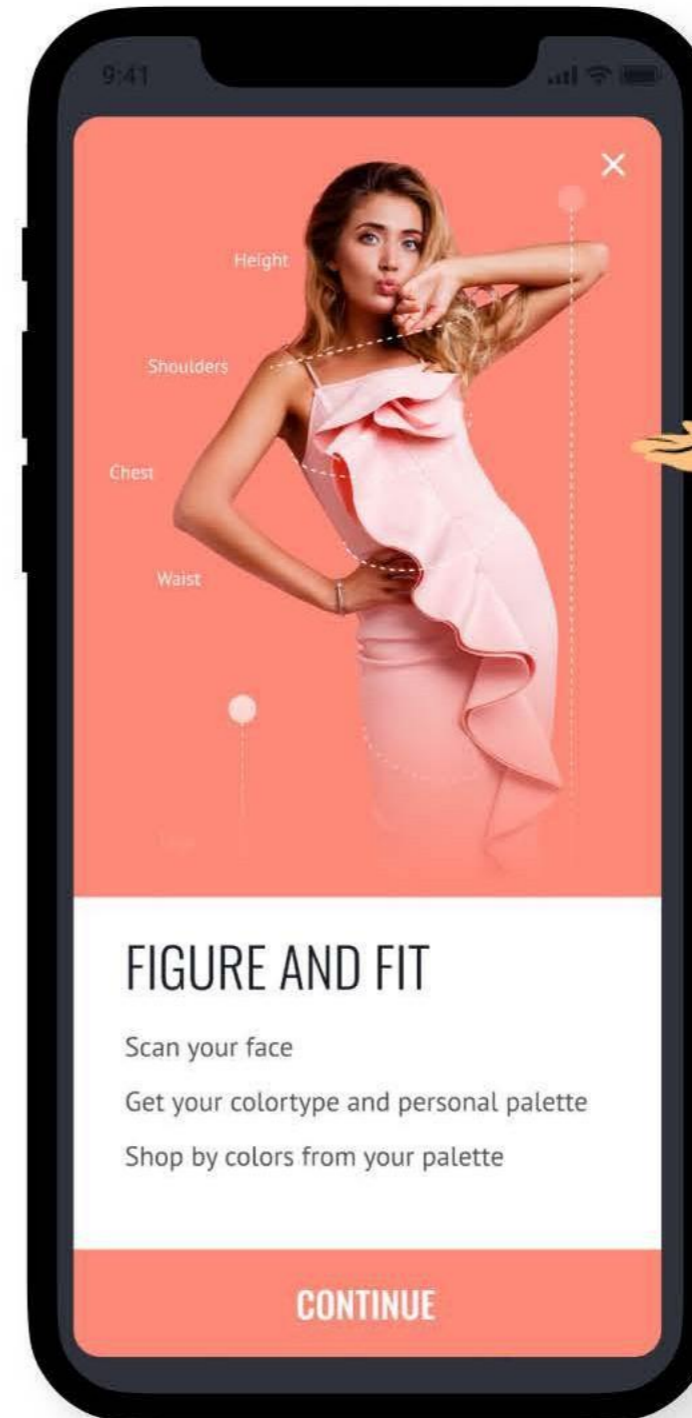
Services
Outfit Builder

Customers can upload an image from their own closet or choose any item from your shopping catalog to receive advice on how to style it.

Our AI will combine up to 5 head-to-toe outfits with any items that they upload.

This gamified experience will help you increase customer loyalty and engagement, as well as achieve your sustainability goals.
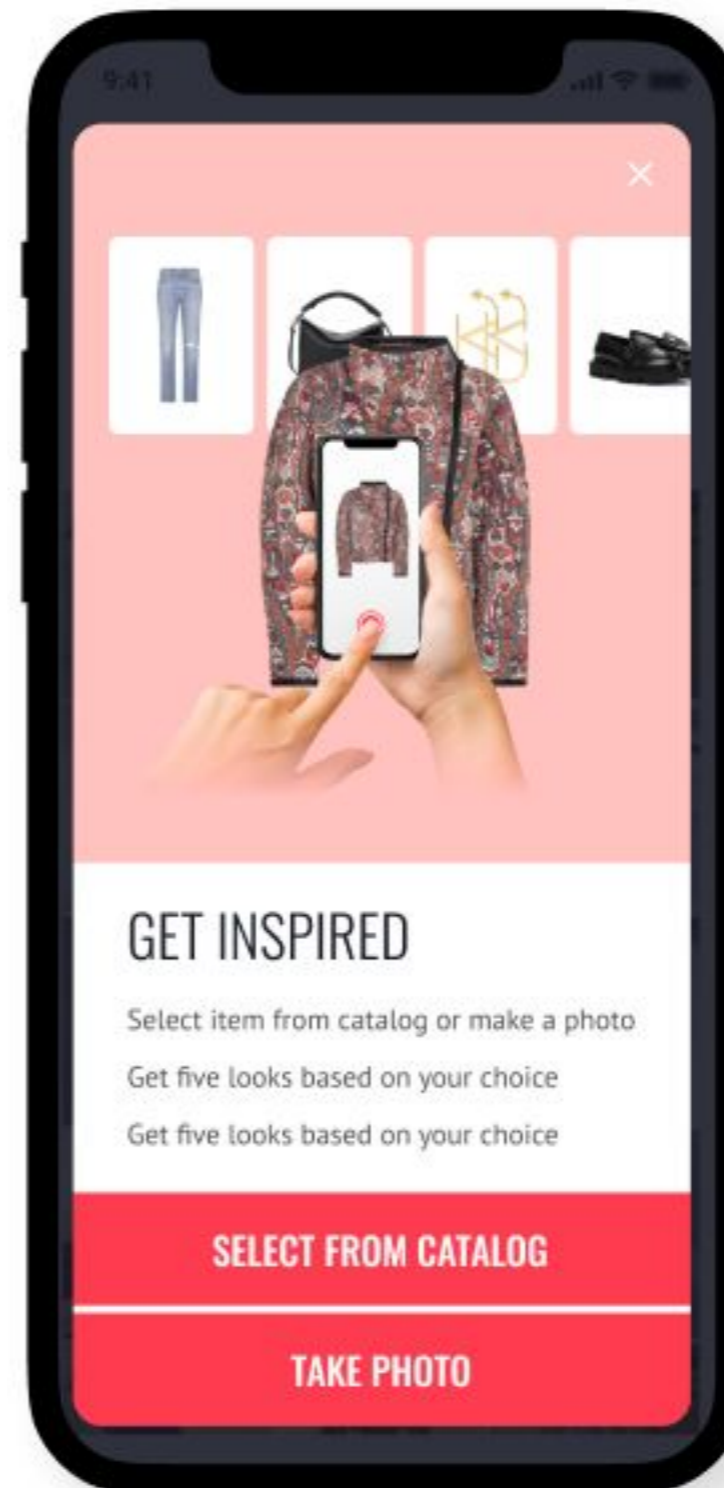
Benefits of working with us

We use tailor-made solutions and adjust our tech to each client's needs.
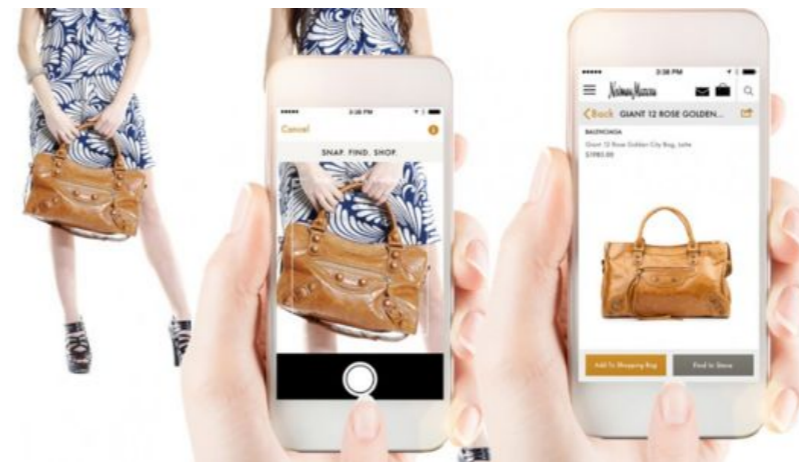
SEAMLESS INTEGRATION

We offer the best suite of solutions to **drive your business objectives**, whether you are interested in an API implementation, front-end implementation, or a combination of the two.

FLEXIBILITY AND HYPER-PERSONALIZATION

- One-month **free trial**
- Subscription plans available
- Commission based on monthly transactions
- **You can choose one or several services to suit you**.

HIGH ROI

- Increased AOV
- Minimized returns
- Improved conversion and LTV
- Elevated customer engagement and loyalty

STYLE WITH

STONE QUILTED POPPER FASTENING GILET ♡
£38.00

BLACK WASHED TAPERED FIT JEANS ♡
£30.00

BLACK SPORT RUNNER TRAINERS ♡
£45.00