Gensmo Secures $60M+ in Angel Funding to Reinvent Fashion E-Commerce with AI

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Gensmo, the groundbreaking AI-powered fashion agent, is changing the way people find their personal style by making fashion discovery easier, smarter, and more fun. With its innovative Try-On feature, users can see outfits on their own digital avatars in real-time?making it simple to go from idea to outfit.

Gensmo harmoniously helps users mix and match clothes, build looks, and find the right pieces that fit their budget and vibe. Whether it's a $25 thrifted find or a designer jacket, Gensmo brings it all together in one smooth experience ? no more juggling tabs or guessing sizes.

?Our goal is not to make people more productive," says Ning Hu, Founder and CEO of Gensmo. ?It?s about helping them feel good in what they wear and more sure about their own taste.?

Gensmo launched in December 2024, with a clear vision: to bring AI into fashion e-commerce in a real, useful way. The platform utilizes powerful AI models to transform your taste and inspiration into intelligent, shoppable recommendations. Whether you?re building a travel capsule wardrobe, prepping for a big day, or just browsing for fun, Gensmo helps make your choices easier and more you.

Gensmo has raised over $60 million in seed funding, a sign that investors deeply believe in the company?s mission to bring real AI innovation to the fashion e-commerce world.

Gensmo is built by a team with deep experience in both AI and fashion. The founding team comprises serial entrepreneurs and former executives from internet giants, with backgrounds at prominent companies such as Google, Alibaba, and top AI research labs. Ning Hu herself was a tech lead for Mobile Search at Google and later VP at Alibaba. She has a PhD in AI from Carnegie Mellon University. The other co-founders bring experience from the fashion industry, making sure Gensmo never loses its style sense.

With offices in New York, Los Angeles, the Bay Area, and Seattle, the team works across fashion and tech hubs to stay close to trends and talent. Gensmo remains committed to pushing the boundaries of intelligent fashion discovery and enhancing human style.

Existing at the intersection of technology and human intuition, Gensmo?s AI Features include:

Unified Interactive Flow: Gensmo seamlessly integrates fashion matching, search, virtual try-ons, and personalized vibe adjustments into one smooth session. Users can effortlessly compare, refine, and save favorite looks, blending AI-driven recommendations with their personal touch.

Hyper-Personalized Recommendations: Powered by deep learning, computer vision, and style preference algorithms, Gensmo creates personalized mood boards designed to ignite individual inspiration.

Virtual Try-on: Gensmo?s proprietary try-on model, trained on hundreds of thousands of looks, offers dynamic and realistic fashion visualizations. Extra outfit ideas after Try-On, because one look is never enough.

Vibe Imagine Feature: Harnessing advanced image-generation technology, this new feature lets users curate custom fashion aesthetics, and create fashion scenes that match their mood or trip vibe.

Integrated Shopping Experience: Seamlessly connecting users with a broad network of e-commerce platforms and independent boutiques. Buy what you love without extra steps.

AI as a Companion, Not Replacement

Gensmo is an AI-native company, built from the ground up to make fast, creative updates based on user needs.

Gensmo?s mission is rooted in a profound understanding of fashion as a profoundly human art form. While AI excels at structured tasks, fashion and beauty?shaped by culture, emotion, and personal experiences?are inherently subjective. At Gensmo, the guiding question for innovation is, "Can AI learn taste and understand beauty?" Therefore, dedicated AI models continuously evolve, learning from human choices and experiences.

"The future of fashion isn?t about AI replacing personal style. It?s about using technology to enhance individuality and empower users to express themselves confidently," Ning emphasizes. "This balance is at the heart of Gensmo."

While the company is still early, its community momentum is undeniable. In beta, it helped generate over 10 million style matches and indexed 100 million fashion products. On TikTok and Instagram, Gensmo?s community is taking off?with videos hitting over a million views, and thousands of outfit shares every day. More than buzz, users are sticking around. They?re using Gensmo to get outfit ideas, prepare for events, give thoughtful fashion gifts, and build confidence through clothing that reflects who they are.

Meet Gensmo: Your Fashion AI Agent for Every Wear, by visiting gensmo.com or downloading the app from the App Store or Google Play.

About Gensmo

Gensmo is an AI-native company with a radical belief: The future of fashion isn't about what AI can do instead?it's about what becomes possible when technology honors what only people can bring. An eye for beauty. A creative spark. A human touch. These are not inefficiencies to be optimized away. They are the soul of fashion itself.

As the first AI fashion agent, Gensmo provides hyper-personalized recommendations, virtual try-ons, and immersive visual inspiration. Connecting to major e-commerce platforms and boutique retailers, Gensmo delivers a seamless fashion journey from inspiration to purchase. Under the leadership of CEO Ning Hu, Gensmo redefines style discovery with advanced AI, market foresight, and a commitment to celebrating personal beauty.

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Gensmo

Gensmo is your AI-powered fashion BFF?here to help you discover, try on, and shop full outfits in seconds. From vacation vibes to last-minute dinner fits, Gensmo turns your ideas into styled, shoppable looks that actually match your body and mood.

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