BeyondStyle Launches AI Image Search for Shopping to Transform How Consumers Find Top Deals

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Sunnyvale, CA - October 29, 2025 -
BeyondStyle, the AI-powered shopping platform developed by BorderX Lab, today announced the launch of its AI Image Search for Shopping feature. This visual search capability enables shoppers to find celebrity-inspired fashion items and compare prices on similar products by uploading a photo, bridging the gap between fashion inspiration and purchase.

The AI Image Search for Shopping feature addresses a challenge facing modern consumers who discover style inspiration through social media, red carpets, street photography, and digital content but struggle to translate that visual inspiration into actual purchases. BeyondStyle's technology analyzes uploaded images and matches them with similar products across the platform's network of over 1,000 European and US merchants, including retailers like Bloomingdale's, Nordstrom Rack, Harrods, Saks Fifth Avenue, LUISAVIAROMA, and MyTheresa. The feature allows users to find celebrity-inspired items and compare prices on similar products across multiple retailers simultaneously.

The technology behind AI Image Search for Shopping leverages artificial intelligence algorithms to recognize key visual elements within uploaded photos. Users can submit fashion images from their smartphone or

computer, whether it's a screenshot from Instagram or TikTok, a magazine editorial, a celebrity street style photo, or a picture taken in real life. The AI examines details including color palettes, patterns, silhouettes, fabric textures, and style characteristics to identify matching or similar products available across BeyondStyle's catalog of over 10,000 brands.

BeyondStyle's AI Image Search for Shopping includes price comparison functionality integrated throughout the shopping journey. Rather than directing users to a single product or retailer, the platform displays a range of similar options at various price points, allowing shoppers to select items that align with their aesthetic preferences and budget. This approach makes celebrity and influencer styles accessible to consumers at different price points through intelligent price comparison.

Albert Shen, CEO of BorderX Lab, noted that the feature reflects how consumers interact with fashion content in an increasingly visual digital landscape. Research shows that younger demographics discover fashion inspiration through image-based social media platforms, yet traditional text-based search requires users to know specific terminology and brand names. AI Image Search for Shopping allows consumers to shop what they see without needing fashion vocabulary or brand knowledge, while the platform's artificial intelligence helps them find available prices.

The launch reflects growing consumer demand for more intuitive shopping experiences. Consumers frequently encounter styles they admire but face difficulty tracking down similar items or determining whether comparable alternatives exist at better prices. By enabling visual matching and cross-retailer price comparison, AI Image Search for Shopping converts fashion inspiration into shopping opportunities. This capability is particularly relevant during major fashion events such as award shows, fashion weeks, and viral celebrity moments, when consumer interest in celebrity-inspired styles increases.

AI Image Search for Shopping works alongside BeyondStyle's existing AI Shopping Assistant, which provides personalized recommendations, tracks price changes, and notifies users about sales and deals. The platform connects users with stores including Macy's, Jomashop, Zappos, Michael Kors, and international retailers like ASOS and END Clothing. This consolidation reduces the need to visit multiple websites and manually compare prices.

AI Image Search for Shopping is now live on BeyondStyle.com and accessible to all users at no additional cost. The company plans to continue refining the technology based on user feedback, expanding its retail partner network, and enhancing the accuracy of visual recognition across fashion categories. As online shopping offers more options across retailers, BeyondStyle aims to simplify the experience through AI Image Search for Shopping that delivers personalized results and helps users find celebrity-inspired items.

For more information about BeyondStyle's AI Image Search for Shopping feature and AI-powered shopping technology, visit BeyondStyle.com.

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BorderX Lab

BeyondStyle, from BorderX Lab, is an AI-powered shopping assistant that transforms your experience. Our smart agents help you discover and track products, ensuring a seamless journey from discovery to checkout across global marketplaces.

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