WANT List
(by Styloko)

What if searching for your wardrobe online were as easy as swiping left or right? It is now! The WantList is the newest, most relevant, must-have app that will make online shopping the most enjoyable it's ever been. Think Tinder for clothing – what could be more fun? Download it now for free!

Styloko launched a fashion discovery app as part of its multi-device shopping strategy, allowing a woman to pick up where she left off shopping earlier that day, week, or month, across any device. The WantList, is the first App to combine Dating-App inspired game play, true Visual Search technology, and an especially helpful "Luxe or Less" function. See exclusive video!

With intuitive matchmaking technology that will make all your dating apps jealous, The WantList actually learns which colors, cuts, sizes, patterns and brands you like through its game-changing visual
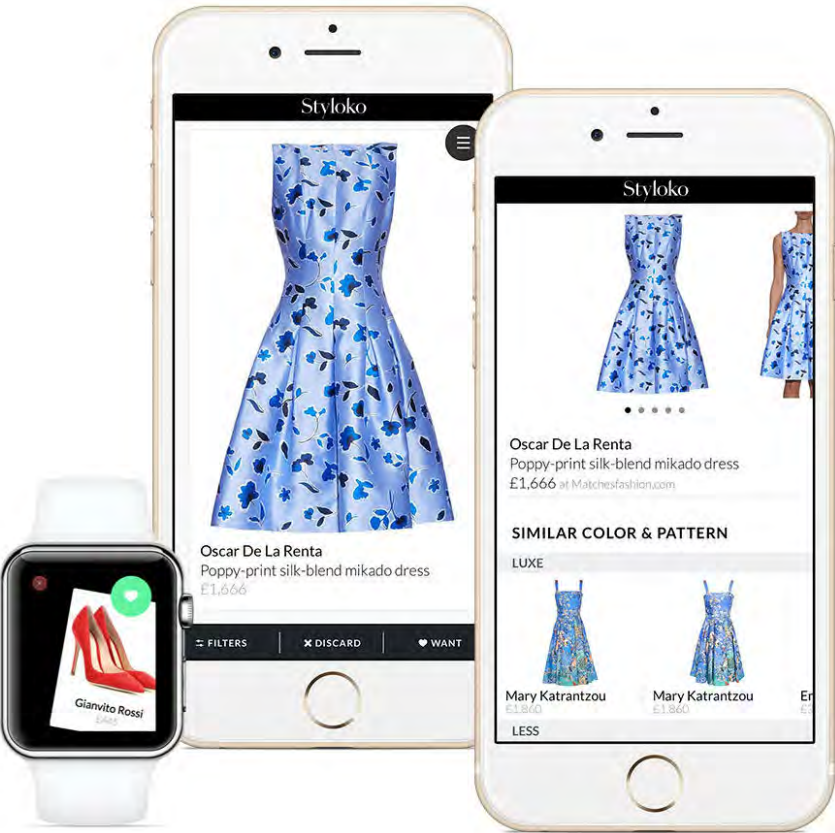
search capabilities. When you "swipe right" on a coveted garment, the App can show you a plethora of "Luxe or Less" options, while actively learning even more about what fashion choices truly turn you on.

Built initially for iOS devices, the WantList app (http://www.styloko.com/wantlist) plays to the strengths of each device, presenting products in a simple, intuitive way. Proprietary visual product matching technology also frees the user from having to describe her shopping hunt. With a few quick swipes left or right, the app begins to analyse a user's tastes and preferences and immediately personalizes her experience. The WantList also uses visual technology to help customers find fashion according to price. Presented as Luxe or Less, the app shows both higher and lower priced alternatives. As one person's luxe is another person's less, the automated process puts the user in control. At present, this feature is across dresses, tops and jackets but will be rolled out wider in the coming weeks.

The launch of The WantList marks a strategic increase in focus for the company toward helping shoppers find what they are looking for – wherever they are, and on whatever device. Instead of mirroring the experience of the desktop site, The WantList will allow for a unique and tailored experience leveraging the specific opportunities and limitations of each device – from size-of-screen to when and where a user accesses her device. With mobile now more than 50% of traffic to Styloko and its merchant partners, this approach will offer a better opportunity for engagement and monetization of visitors to the desktop site.

Shannon Edwards, Styloko CEO, believes that developments like The WantList will deliver a more inspiring and effective mobile and digital shopping experience: "While we believe our desktop site effectively delivers on sales and engagement, the reality of our modern lives is that we are now on mobile for more than half of our days. So a mobile experience needs to reflect our on-the-go lifestyle, and The WantList does this with a simple interface, intuitive format, and the ability to save products to consider later – wherever you are and whichever device you use – from iPhone to iPad and Apple Watch."

The app is free, and will be available worldwide from June 4th 2015 for the iPad, iPhone, and Apple Watch.

Android will follow in summer 2015.

About

Styloko is a Fashion Discovery Engine™ that makes online fashion shopping more personal and efficient. This is done in four key ways: (1) Via a personalized shopping feed built based on the brands you choose to follow and the way you interact with the site; (2) With visual discovery that allows you to search visually similar products without the need for search-term descriptions; (3) In the creation of WantLists of your favorite products, which triggers sales alerts and offers; and (4) via commerce-enabled editorial which provides shoppable inspiration. Founders Yury Tereshchenko and Ivailo Jordanov, alongside Editor-In-Chief Emily O'Brien, CTO Nikolay Anestev, and CEO Shannon Edwards, have developed the business into a global leader in personalized shopping. Styloko is based in London with users worldwide.