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POV ON GLANCE'S AI - NATIVE COMMERCE PLATFORM

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The Evolution from Try-On to AI-Powered Styling

We all remember Lenskart's feature that let users upload their face and virtually try on glasses. Now to add to that the recent advancement in image generation which we have experienced with trends like the viral Ghibli-style avatars from ChatGPT and we have a app like Glance AI.

It uses your face (which you upload as selfie) and body (which you select among 4-5 options, so still limited) as a model to try on clothes virtually. Upload a single selfie, and the app generates a realistic avatar, styling you in various outfits. You not only see how you'd look in the clothes, but the app also recommends styles that make you look smarter. All the outfits are real and shoppable. It currently makes the images look too good to be true, but will get better and more realistic as the model learns.

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AI Democratizing Access to Specialists

There's a broader trend here: AI is making specialist services accessible to the average person. Just like a mid-level manager now has access to a virtual personal assistant, an everyday shopper can now have a personal stylist.

The AI does the heavy lifting—not just recommending products, but styling complete looks that suit your body type, skin tone, and preferences. It's a step up from conventional e-commerce, where ecommerce platform not just sells but helps style you as well. "

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Improving the Consumer Experience

This has the potential to significantly streamline the consumer journey. Currently, online shopping involves endless scrolling, guessing how things will look, and often buying multiple items just to return half.

With AI styling, consumers can visualize themselves in curated outfits, encouraging experimentation without risk. This not only enhances the experience but also builds confidence in purchasing decisions. "

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Social and Behavioral Impact

We might see a more stylish population on the streets—people dressing better, aided by personalized styling support. With professional-level advice available to everyone, style no longer needs to be reserved for the elite.

An unexpected cultural shift could also occur: for users who buy new clothes mainly to post on social media, virtual fashion could be enough. They may not feel the need to actually purchase physical clothing, especially if digital avatars can be styled for their next Instagram post.

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