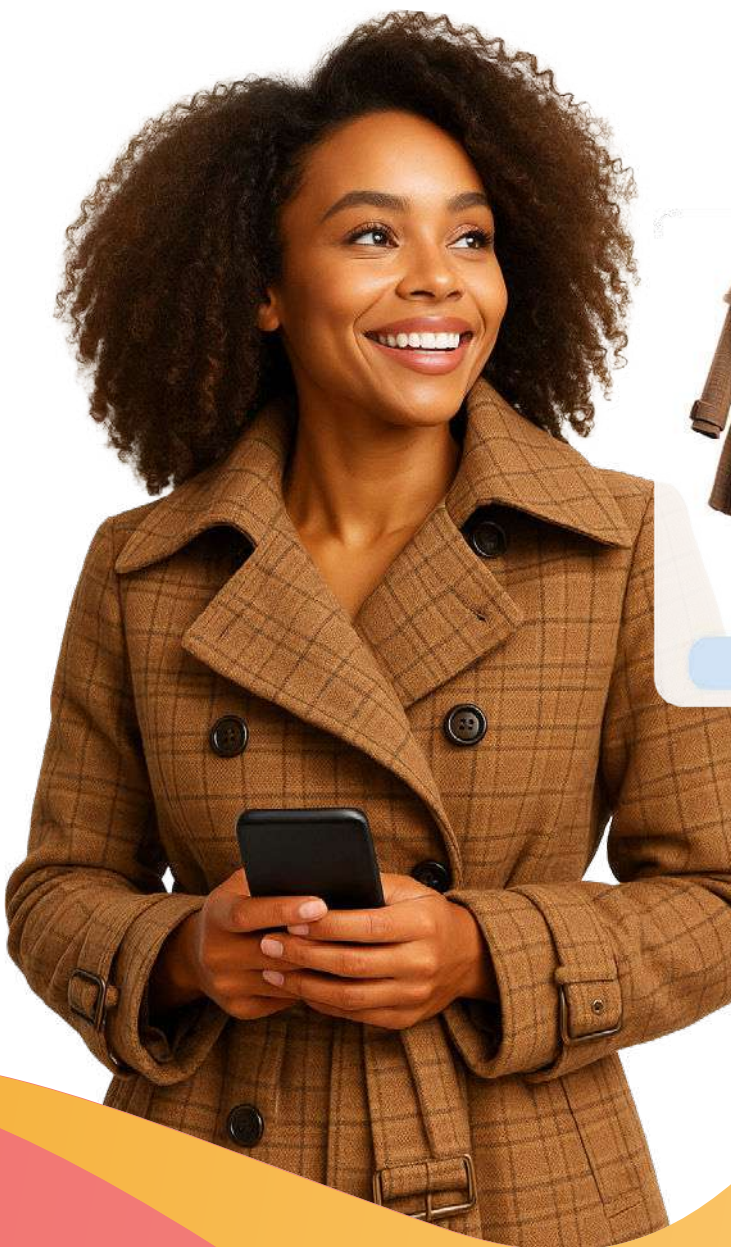


ALGONOMY

AI-Powered Styling & Outfitting for Fashion Retailers

Vendor Evaluation Checklist



Get the Look



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AI-Powered Styling & Outfitting for Fashion Retailers Vendor Evaluation Checklist

Helping You Choose the Right Partner for Curated Fashion Experiences

Shoppers today expect more than just product listings. They're looking for complete, styled looks that inspire and guide their purchase decisions. To meet these expectations, fashion retailers need a styling and outfitting solution that goes beyond traditional recommendations and delivers personalized, visually compelling experiences across the shopper journey.

This checklist will help you assess vendors across key capabilities—from outfit generation and visual merchandising to shopper interaction, personalization, and cross-channel execution—so you can choose the partner that aligns best with your goals.

It covers:

- **Touchpoint Coverage:** Can the solution style across product detail page (PDP), homepage, cart page, category page, and more?
- **AI and Personalization Depth:** Does the engine adapt to each shopper's preferences using dynamic style graphs or affinity profiles?
- **Visual & UX Excellence:** Can it deliver polished, cohesive looks using flat-lay imagery, visual AI, and real-time outfit rendering?
- **Shopper Interaction & Control:** Can customers swap items, give feedback, and guide their styling experience in-session?
- **Business Flexibility:** Are merchandising rules, brand priorities, and performance controls supported?

Whether you're early in your search or narrowing down final options, this checklist will help you structure your evaluation and identify the partner best equipped to support your styling and outfitting goals.

1. CORE CAPABILITIES & APPROACH

S.No.	EVALUATION CRITERIA	DESCRIPTION	CAPABILITY LEVEL	SUPPORTED? (Y/N/PARTIAL)	REMARKS
1	AI-powered Styling Engine	Does the vendor use advanced AI to create visually and contextually relevant outfits?	Advanced		
2	Styling Personalization	Can styling outputs be tailored to individual shoppers' preferences, behaviors, and affinities?	Advanced		
3	Persistent Style Profile for Each Shopper	Does the vendor maintain an evolving profile of each shopper's style preferences (e.g., colors, silhouettes, brands) to inform outfit generation across sessions and touchpoints?	Intermediate		
4	Merchandising & Business Rules	Can merchandisers configure rules (price limits, categories, brand inclusion/exclusion)?	Intermediate		
5	Visual AI	Does the system use Visual AI to detect style, color, and silhouette compatibility between products in an outfit?	Advanced		
6	Image Processing for Outfit Presentation	Can the platform auto-process product images (e.g., remove background, flat lay rendering) to generate cohesive and visually appealing outfit displays?	Advanced		
7	Visual Merchandising of Outfits	Does the platform support visually rich presentation of outfits (e.g., grid layouts, lookbooks, seasonal style drops) to enhance merchandising appeal?	Intermediate		

2. CHANNEL & TOUCHPOINT COVERAGE

S.No.	EVALUATION CRITERIA	DESCRIPTION	CAPABILITY LEVEL	SUPPORTED? (Y/N/PARTIAL)	REMARKS
8	Curated Styles for Homepage Visitors	Can outfits be showcased for returning shoppers based on past activity or trends?	Basic		
9	Style-Driven Looks for Category Pages	Can outfits be generated from top-selling category items?	Intermediate		
10	Complete-the-Look Styling on PDP	Can the engine create complete-the-look styles or outfits using the product being viewed as the anchor, suggesting visually and contextually complementary items?	Advanced		
11	Outfit Completion on Cart Page	Can the engine suggest styling additions or missing pieces that complete the shopper's chosen look, based on items already in the cart?	Intermediate		
12	Styling Suggestions in Search Results	Can the engine surface relevant styles or outfits on the search results page, using shopper intent and trending looks in the category?	Basic		
13	Styled Looks in Email Campaigns	Can the engine deliver personalized outfits in marketing and triggered emails, adapting in real-time to shopper behavior, context, or inventory changes?	Intermediate		
14	In-Store Digital Styling	Can the solution power digital displays or clienteling tools in-store to showcase curated outfits and drive cross-category inspiration?	Basic		
15	Social Media Styling Activation	Can the engine support curated styles or outfits for use in social campaigns and ads?	Intermediate		

3. USE CASE BREADTH

S.No.	EVALUATION CRITERIA	DESCRIPTION	CAPABILITY LEVEL	SUPPORTED? (Y/N/PARTIAL)	REMARKS
16	Event-based Styling	Can outfits be generated for specific seasons, occasions, or events (e.g., weddings)?	Intermediate		
17	Influencer-led Styling	Can the vendor create outfits inspired by celebrity/influencer looks?	Basic		
18	Affinity-based Styling	Are outfits tailored to shopper personas (e.g., minimalist, streetwear, boho)?	Advanced		
19	Brand Diversity in Outfits	Can styling intelligently include products across multiple brands or categories?	Intermediate		
20	Styling for New/Long-Tail Items	Can the system include new or low-interaction items in outfits?	Advanced		
21	Seasonal Rotation & Freshness	Is there automatic rotation of featured outfits based on inventory or trends?	Intermediate		

4. SHOPPER INTERACTION & CONTROL

S.No.	EVALUATION CRITERIA	DESCRIPTION	CAPABILITY LEVEL	SUPPORTED? (Y/N/PARTIAL)	REMARKS
22	Item Swapping by Shopper	Can shoppers swap individual items in an outfit with similar alternatives while maintaining overall style coherence?	Intermediate		
23	Feedback via Like/Dislike	Can shoppers provide feedback on outfit suggestions using a like/dislike mechanism, influencing future suggestions?	Basic		
24	Outfit Refinement Based on Explicit Input	Can shoppers refine outfit suggestions with interactions such as 'More Like This,' dynamically updating looks to match preferences?	Advanced		

5. TECHNOLOGY, FLEXIBILITY & SCALE

S.No.	EVALUATION CRITERIA	DESCRIPTION	CAPABILITY LEVEL	SUPPORTED? (Y/N/PARTIAL)	REMARKS
25	Real-time Outfit Rendering	Are outfits generated dynamically and personalized in real-time?	Advanced		
26	API-first Architecture	Is the engine built for headless and flexible integration?	Advanced		
27	Performance & Latency	Does styling load fast, without impacting page speed?	Intermediate		
28	Multi-language & Regional Styling	Does the engine support international catalogs and regional style preferences?	Basic		
29	A/B Testing	Can the platform support A/B testing to measure the performance difference with and without outfits?	Intermediate		
30	Role-based Access & Control	Do different users (e.g., merchandisers vs. marketers) have flexible controls?	Intermediate		

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