

パシャッと見つかる新たなスタイル。



June 3, 2020

StyleHint **Harajuku**

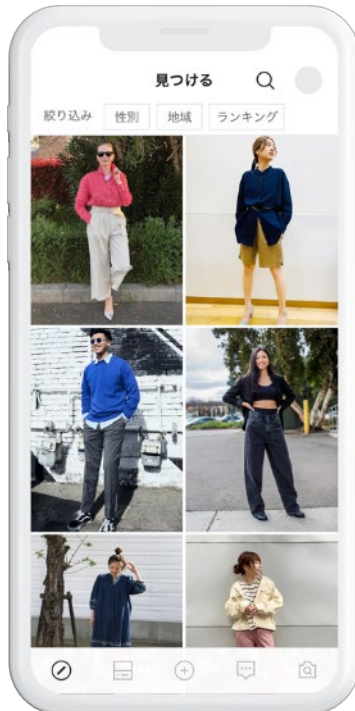
What is StyleHint

StyleHint is a smartphone app for discovering outfits, released on October 24, 2019. Users can search images for styles that interest them, purchase items directly from their smartphones, and share their favorite outfits with the world. It is a "platform for apparel" by customers, for customers.



気になるスタイルを、
画像で検索。

Search images for
attractive styles



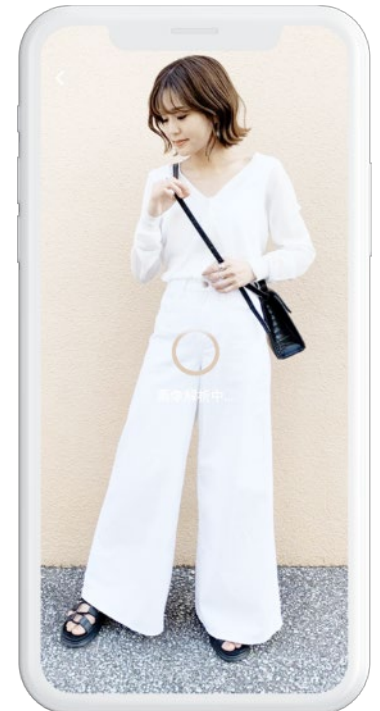
見つけたアイテムを、
そのまま購入。

Purchase items
directly from
the app



お気に入りの着こなしを、
世界に発信。

Share favorite
outfits



Collaboration

StyleHint utilizes the Google Cloud Vision API image analysis service.

Rei Inamoto (founding partner of I&CO) was involved with the project from the planning stage as creative director.



Google Cloud



★ | & C O

Greater enjoyment, easier to use

The UI (user interface) and UX (universal experience) were improved based on feedback from fashion enthusiasts.

Articles from editorial staff provide information on trends.

Support from UNIQLO and GU staff nationwide.





Digital Consumer Retail Company

Apparel = Information

StyleHint Harajuku Concept

A "futuristic apparel library"
to find the world's most up-to-date
information and outfits

What is StyleHint Harajuku?

1. A new user experience that blends the physical and virtual.
2. A way to experience authentic trends from the many outfits shown in 240 display screens lining the wall.
3. A place to discover your perfect outfit, and purchase items in the store or online.

A shift in focus from "price, individual product, and marketing campaigns" to "high added value and outfit styling ideas"



「Style Audition」

着こなしセンスで、チャンスを掴もう。

「 StyleHint」

StyleHint Marketing Campaign

StyleAudition campaign to upload photos
launched May 28 (Thursday), and
currently underway

StyleAudition – The customer becomes the star

StyleHint Harajuku and the StyleHint app become an audition stage.

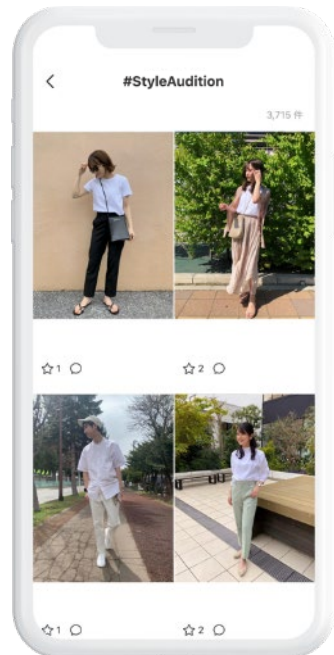
The first 300 participants to post photos will receive original cookies created in collaboration with the Cookie Time cookie shop.

Participants are eligible to be featured in outdoor ad posters and key visuals.

1 Campaigns Start



2 Submissions



3 Voting



First 300 participants will receive original cookies

4 Publicity





Customers can immediately purchase
the items they truly want,
the moment they want them