The California Fashion Association is focused on building a knowledge base to identify and meet the needs of the various constituents of the industry.
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In Case You Missed It!
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Fashion-Tech Startup StyleScan to Disrupt Fashion Photography

After two years in development, the Los Angeles–headquartered fashion-technology startup **StyleScan** officially emerges to make a debut in the business-to-business market.

StyleScan has started a round of pre–Series A funding; the upcoming funding will support the **StyleScan's** proprietary technology. *"The plan is nothing less than the **disruption of catalog photography,"*** said Larissa Posner, the company's founder. Part of this service will offer brands the capability to run 3D product previews on their e-commerce websites.

*"With 'augmented apparel try-on', a brand takes photos of its models and sends them to **StyleScan**. Displayed in 3D, the garments can be shown on a carousel of diverse models. Best of all, the models need to be shot only once and the fashions are rendered, not photographed. Everything becomes much more flexible. We use our technology to convey human forms, different rotations and a variety of poses. Our final image is indistinguishable from a traditional photograph."*

In 2021, **StyleScan** will roll out a consumer service through *which consumers will be able to upload a photograph of themselves into a brand's platform* that makes use of **StyleScan** technology. With the technology, consumers will get an accurate view of what they would look like in a brand's clothing.

Posner worked as a fashion model in New York during her late teens and early 20s. She later worked as a registered investment adviser for hedge funds in Los Angeles and New York. She earned a certificate in machine learning from the **Massachusetts Institute of Technology** in 2019, and gained support from angel investors. The venture met with further approval when it was named as a finalist in early 2020 for **The New York Fashion Tech Lab** business-development platform to support women-led companies.

StyleScan's Chief Marketing Officer is **Galina Sobolev**, founder of the Los Angeles–headquartered contemporary line **Single**, which Sobolev continues to helm.

"It's not just a group of techies," Sobolev said. **"Nor are we a bunch of stylists who know nothing about true fit or true garment construction or how a garment should look on a consumer. Rather, we are seasoned fashion professionals, and with the aid of high-tech innovators we are bringing a lot to the game."**

StyleScan's offices are located in the Avenue Six Studios, a production house in Van Nuys.

For the full article, please read: https://www.apparelnews.net/news/2020/dec/24/fashion-tech-startup-stylescan-aims-disrupt-fashio/

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