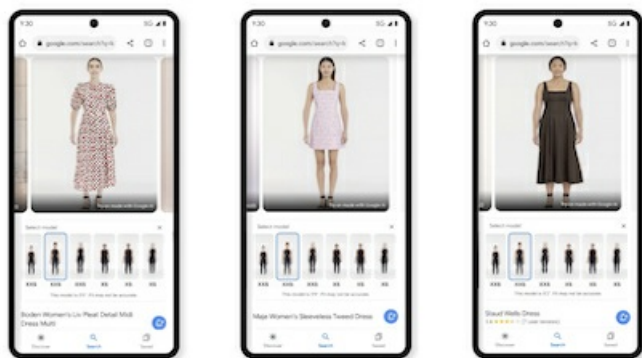


SOFTWARE AND TECHNOLOGY

Google scales virtual try-on tool backed by generative AI

September 11, 2024



The technology giant is refreshing a special user feature it rolled out last year, announcing the addition of a new category of clothing onto the platform. Image credit: Google

By LUXURY DAILY NEWS SERVICE

Technology giant **Google** is refreshing a special retailing feature it rolled out last year.

Announcing the addition of a clothing category to its sales-driven search channel, the company is expanding its generative AI-powered virtual try-on tool for those in the U.S., broadening the site's abilities just in time for the fall season. Initially launched with men's and women's tops, Google is now helping users visualize themselves in newly-added dresses from a variety of labels, including mid-to-luxury womenswear brands such as Simkhai, Staud, Sandro, Maje and more, via its Shopping platform.

Google Shopping upgrade

Google's update aims to accurately represent how dresses found on the web will fit offline.

Seeking to enhance online shopping experiences, the tool leverages artificial intelligence, prompting users to click any style that includes a "try on" badge before selecting a model that resonates best with them from a set ranging in sizes from XS to XXXL.

"Once you find what you're looking for, click out to the retailer's site to buy it," reads a Google Shopping **blog post** detailing the launch.

Last year, we launched virtual try-on for men's and women's shirts, letting you preview every detail down to shadows and draping of an item using AI. Now, we're expanding it to include dresses in sizes XXS to XXXL. Learn more <https://t.co/iKF5RofUNP>

Google (@Google) September 9, 2024

Google's generative AI models were built especially for wardrobe trial using diffusion, a technique that generates each and every garment-associated pixel from scratch to procure high-quality, digital depictions of tops and blouses for sale.

According to the company, compared to other shopping images, its users spend more time visiting and interacting with the AI-generated ones; virtual try-on images on Search receive 60 percent more high-quality views.

In addition, on average, people try on clothes using four models per product. Google also finds that shoppers are more likely to visit a brand's site after viewing virtual try-on images.

The tool's arrival signals a continued effort from the technology leader to innovate on the ecommerce front ([see story](#)).

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