

New AI tool offers online shoppers sustainable alternatives for *fast-fashion*

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Message:

[Project Cece](#), a search engine for ethical fashion, is launching an image recognition tool that finds sustainable alternatives for clothing in user uploaded images. The female-founded fashion tech start-up, is introducing artificial intelligence (AI) from tech start-up [Pixyle](#) to make it easier to find sustainable clothing alternatives. With the newly launched tool it is possible to find ethical and sustainable alternatives for clothing seen on Instagram, fast-fashion platforms, self-made or elsewhere. Users can upload a picture of a full outfit or single clothing items. The tool will automatically detect the clothing items in the picture and find similar items that are produced ethically and sustainably from the range of over 250 ethical brands.

[Project Cece](#) is a platform that combines the complete offerings of clothing, shoes and accessories from different sustainable webshops on one website, so that the entire range can be accessed in one place. This makes them a sustainable counterpart to online fast-fashion giants such as Boohoo, Asos, Zalando and Amazon. By partnering with AI fashion start-up [Pixyle](#), they aim to make it even easier for consumers to make the step to sustainable shopping. With the increasing role of social media in online shopping, there will be an increasing need to search for clothes based on photos. By offering this functionality, Project Cece and Pixyle hope to encourage more people to make the conscious choice.



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Screenshot Project Cece ↓

Discover all ethical fashion in one place

Find clothing that matches your style & ethics. Upload a picture to find a sustainable alternative, or browse through all products

BROWSE ETHICAL PRODUCTS



Powered by  pixyle.ai

Project Cece founding team ↓



Melissa Wijngaarden, Noor Veenhoven, Marcella Wijngaarden

Pixyle team ↓



AI results for image (example) ↓



SALE

Kings of Indigo
ALICE BELTED SHORT

~~£123,16~~
£61,58



Cucumber Clothing
Shirred Shorts in Fawn

£65,00



SALE

People Tree
Nova Broderie Shorts In White

~~£65,00~~
£45,00

