

# 2.75 LAKH VISITORS USE PIQIT SIMILAR RECOMMENDATIONS ON POTHYS.COM IN THE FIRST 40 DAYS OF FEATURE LAUNCH.

Pothys is a successful chain of textile showrooms in Tamil Nadu, which have been operating for over 50 years. Last year it launched pothys.com to cater to the extremely important NRI audience.

## THE CHALLENGE

Using traditional word search to find fashion products is not effective. Product description is not standardized and single brand stores have their unique categories and ways of describing colors and prints.

Pothy's customers wanted to see the same designs across different price points and fabric types. Word based search engines couldn't offer relevant results, as they just couldn't match the unique product description.

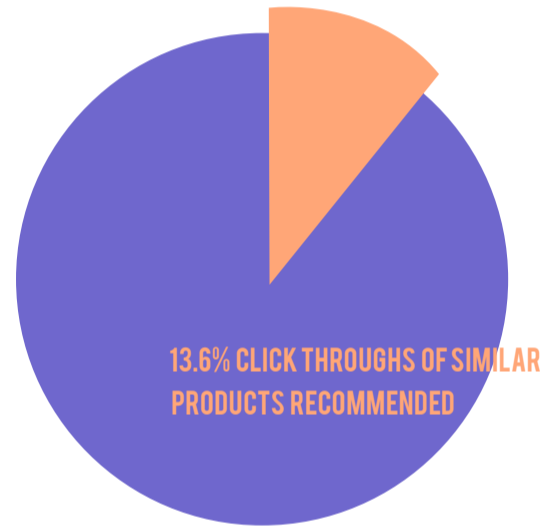
## SOLUTION



### POTHYS INTRODUCED STREAMOID'S VISUAL SEARCH IN DEC 2015.



piQit Similar works just like a sales assistant and recommends clothes based on colour and pattern of the item being viewed. It mimics the offline behavior online.



## RESULTS



### TOP SEARCHES WERE FOR DESIGNER SAREES WHICH ARE HARD TO CLASSIFY



THE PIQIT CLICK & FIND FEATURE WILL BE INTRODUCED SHORTLY. THIS FEATURE ENABLES SHOPPERS TO UPLOAD IMAGES AND PHOTOS, FROM ANYWHERE AND FIND SIMILAR ITEMS AT POTHYS.

piQit Similar and piQit Click & Find are products from the piQit fashion stable. They are powered by, patented image recognition and visual search algorithms from Streamoid.

