# Pinterest enhances visual search for women’s fashion with AI-powered filters and intuitive tools



Pinterest has unveiled a series of enhancements to its visual search functionalities, targeting an improved user experience for fashion content. These updates are being implemented in the women’s fashion category and are currently available across the United States, Canada, and the United Kingdom, with future plans for expansion into more categories and regions.

At the heart of these new features are advanced artificial intelligence (AI) models, particularly Visual Language Models (VLMs). These models generate descriptive keywords from various elements identified in a Pin when a user taps on an image. An animated glow highlights specific areas of interest, enabling users to easily identify and search for similar items. This innovation aims to assist users who may struggle to articulate their visual preferences, such as specific styles or aesthetics, thus simplifying the searching process.

Additionally, Pinterest has introduced a refinement bar, which allows users to narrow search results based on various attributes including colour, fabric, style, or occasion. For example, a user could take a photo of a blazer and adjust the search parameters to find more formal variations or explore alternatives reflecting different aesthetics, such as “Y2K.” This functionality is designed to enhance the precision of search results, empowering users to discover exactly what they are looking for.

Further facilitating image-based searches, Pinterest has expanded accessibility within the app. Users can now initiate a visual search simply by long-pressing any Pin in their Home Feed. This creates a visual search prompt without the need for any typed input, making the process more intuitive and user-friendly.

These enhancements come shortly after Pinterest announced a new policy regarding AI-generated images. The platform plans to label such content and provide users with the option to limit the appearance of AI-generated images in their feeds. This decision follows user feedback expressing concerns over the integration of AI-generated imagery potentially diluting the platform's overall value in discovering authentic products and creative ideas.

The revamped visual search tools exemplify Pinterest’s commitment to advancing image-based navigation and discovery, aiming to foster a more engaging interaction between users and the platform's visual content, making shopping for fashion increasingly accessible.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

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