# Pinterest launches AI-powered visual search to personalise women’s fashion shopping



Pinterest has recently unveiled a comprehensive suite of visual search tools designed to enhance the way users discover, refine, and shop for content that resonates with their personal tastes. These innovative features are initially targeting women's fashion in the U.S., Canada, and the U.K., with intentions to expand their reach across additional categories and countries in the near future.

Leveraging the power of generative AI, Pinterest's new tools facilitate a more intuitive navigation of visual content. Users are no longer limited to standard keyword searches; instead, when viewing an image Pin, Pinterest generates relevant descriptive terms that elucidate the image's appeal and guide users in further exploration. An animated glow now highlights selectable elements within an image, allowing users to shop or conduct searches for specific items directly. This enhanced interactivity aims to transform passive browsing into an engaging search experience.

The introduction of a refinement bar is another significant enhancement. This feature enables users to narrow their search results according to style or occasion, such as exploring options in a particular fashion era like "Y2K" or filtering for more formal outfits. Such tools are poised to assist users in not just finding items, but in curating a wardrobe that truly reflects their individuality.

Pinterest's advancements are underpinned by sophisticated technologies, including Visual Language Models (VLMs) and multimodal embedding models. These frameworks allow Pinterest to interpret and expand on both visual and textual data simultaneously, offering users the ability to search through a blend of images and words. This duality marks a significant evolution in how users can find content, turning inspiration into actionable shopping experiences.

Dana Cho, Pinterest's Vice President of Design, commented on the transformative nature of these tools, stating, "Our visual search technology represents a shift in how users interact with and discover inspiration. We’re not simply delivering search results—we're curating a personalized journey of discovery that empowers individuals to find their unique style, and shop it too."

The accessibility of these new features has also been a focus, with the platform enabling users to long-press on any Pin within the home feed to trigger the “Search image” function. This initiative not only enhances user experience but also significantly broadens the reach and functionality of Pinterest's visual search capabilities.

As Pinterest rolls out these tools, the integration of AI in e-commerce is set to redefine user engagement, bridging the gap between inspiration and purchasing, while promising to facilitate a more personalised shopping experience for all.

## Reference Map:

* Paragraph 1 – [[1]](https://smallbiztrends.com/pinterest-launches-visual-search-tools-for-personalized-shopping/), [[2]](https://www.pinterest.com/business/hub/visual-search/)
* Paragraph 2 – [[1]](https://smallbiztrends.com/pinterest-launches-visual-search-tools-for-personalized-shopping/), [[3]](https://www.pinterest.com/business/hub/visual-search/)
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* Paragraph 5 – [[1]](https://smallbiztrends.com/pinterest-launches-visual-search-tools-for-personalized-shopping/), [[2]](https://www.pinterest.com/business/hub/visual-search/)

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## Bibliography

1. <https://smallbiztrends.com/pinterest-launches-visual-search-tools-for-personalized-shopping/> - Please view link - unable to able to access data
2. <https://www.pinterest.com/business/hub/visual-search/> - Pinterest has introduced a suite of visual search tools designed to enhance users' ability to discover, refine, and shop content that aligns with their individual tastes. These tools leverage generative AI to help users navigate visual content more intuitively, moving beyond traditional keyword searches. When users view an image Pin, Pinterest generates relevant descriptive terms to explain the appeal of the image and guide further exploration. A new animated glow highlights selectable parts of an image, enabling users to shop or search for specific objects directly. Additionally, a refinement bar allows users to narrow down search results by style or occasion, such as finding similar options in a 'Y2K' style or more formal versions of a favorite item. These features are initially rolling out for women's fashion content in the U.S., Canada, and the U.K., with plans to expand to additional categories and countries in the future. The platform's enhanced capabilities are powered by Visual Language Models (VLMs) and multimodal embedding models, enabling users to search using a combination of images and words to find content that reflects their personal aesthetic. Pinterest's VP of Design, Dana Cho, stated, 'Our visual search technology represents a shift in how users interact with and discover inspiration. We're not simply delivering search results—we're curating a personalized journey of discovery that empowers individuals to find their unique style, and shop it too.'
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