

Programmatic Fashion Imaging Start-up FlixStock Raises \$2.5M to Guide Global Retailers With Imaging Using Artificial Intelligence

Recent Funding Round Led by Wavemaker Partners with Participation From Seeds Capital and Leo Capital

New York, NY – February 19, 2020 [FlixStock](#), a deep technology start-up focusing on fashion imaging technology, today announced a \$2.5 million round led by Wavemaker Partners with participation from Seeds Capital and Leo Capital. The latest round will help FlixStock open its new generative AI research center in Singapore and expansion in USA.

Founded by Dr. Harindar Keer, a PhD from University of California, FlixStock solves the challenges around creation and usage of fashion images for online retail and ecommerce brands. By using Deep Learning algorithms, FlixStock can create website-ready model images at scale without the need for elaborate photo shoots.

“Images are key to successful ecommerce, but the production of fashion images has never seen any innovation”, explains Dr. Harindar Keer, Founder & CEO of FlixStock. “With FlixStock’s technology, products are now ready to go online in matter of hours, instead of weeks. We offer a suite of solutions to help retailers create images in large scale, at a fraction of the existing costs. This investment will further strengthen our tech stack in Generative AI and team expansion worldwide.”

After 3 years of R&D, FlixStock came out of stealth mode and introduced a suite of solutions for online retailers in 2018 and has since been providing end-to-end imagery solutions for major ecommerce brands. In the last two years, FlixStock has expanded its global presence to 7 offices and the company serves more than 60 major retailers globally.

“We were impressed with the technology that Dr. Keer and his team built,” says Paul Santos, managing partner of early-stage venture capital firm Wavemaker Partners. “FlixStock has developed a proprietary AI engine and a suite of software solutions that can 10x the number of on-model images generated every day at 80 percent cost reduction, while editing, sizing, tagging, and curating for social media. This is highly significant as we know marketplaces, especially large fashion retailers, need great photography for sales and are still growing. Because of this, FlixStock now counts some of the largest e-commerce players in the US, Japan, Europe, Southeast Asia, and India as their customers.”

About FlixStock

FlixStock, a category-defining company, introduced programmatic visual content creation to the world in 2015. FlixStock’s primary mission is to help fashion retailers create images effortlessly and economically. Bringing technological innovations, FlixStock achieves this by creating end-to-end digital image transformation for fashion retail. World’s largest brands, fashion houses and online apparel retailers trust FlixStock for their catalogue images. FlixStock is based out of Singapore with offices in 7 countries. You can find FlixStock on [Twitter](#) and [LinkedIn](#) . For more information, please visit: www.FlixStock.com