

Press release

AI-powered search engine that understands style like a personal stylist

"Love those suede sneakers, only if they were more sophisticated"

"Casual but sophisticated look for the office and city walk"



FREE-TEXT AND VISUAL SEARCH

COMPLETE OUTFIT DISCOVERY

FASHION PERSONALISATION

Online shoppers face a universal challenge: spending an average of two hours searching for the perfect outfit, with 94% of results being irrelevant. Frankfurt-based FashionTech startup **mixNmatch** presents the solution: the first AI-powered search engine that delivers complete outfits instead of individual products.

Developed by a female-founded team, the technology enables natural language and image search - simply type "Business casual outfit for a networking event" and the AI understands the context, instantly generating complete, curated outfit suggestions from available inventory.

"While spending hours searching for the perfect business outfit, opening countless tabs, I realized that online shopping needed to become not just more efficient, but more sustainable," explains Kseniya Dockhorn, CEO and founder of mixNmatch. **"With mixNmatch, we're not just developing new search technology – we're creating a more conscious shopping experience that reduces returns and minimizes our ecological footprint. Our AI understands not just fashion, but each customer's individual needs, significantly improving accuracy and preventing unnecessary purchases."**

mixNmatch's technology encompasses three core areas:

- AI-powered free-text and visual search
- Complete outfit recommendations with personalized suggestions
- Fashion personalization that continuously learns individual style, size, and preferences

This approach addresses key e-commerce challenges:

- Reducing return rates through better product recommendations
- Improving conversion rates with more relevant search results
- Increasing average basket size through outfit completion
- Reducing cart abandonment, which costs e-commerce businesses billions annually - studies estimate global losses from abandoned carts reach up to \$4 trillion

The platform is now available to all online shoppers at www.mixnmatch.app. At the same time, the startup is now looking for B2B piloting partners to integrate AI-powered search as a white label solution in their search systems.

About mixNmatch

- Founded: April 2023
- Location: Frankfurt am Main
- Founder: Kseniya Dockhorn (CEO)
- Employees: 4
- Live from January 2025
- Next steps: Further pilot projects with brands or multi-brand retailers to implement our API-based search solution in their e-shops

Market

- The global eCommerce market is expected to surpass \$6.3 trillion in 2024, representing an 8.76% increase compared to 2023. In Germany, the market volume is estimated to reach €91.17 billion.
- Consumers spend an average of 2 hours searching for the right product, with more than 94% of search results considered irrelevant.
- In 2024, the average cart abandonment rate in eCommerce is expected to be 70.19%. Globally, abandoned shopping carts cause annual losses of approximately \$4 trillion for eCommerce brands.

Recognition & Achievements:

- EY Startup Academy Top-5 Finalist
- Successful B2B piloting project with COSH!
- NPS score from previous tests is 10
- 98% positive feedback from B2B partners
- Supported by EarlyBird VC, Hessian.AI and Google for Startups

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