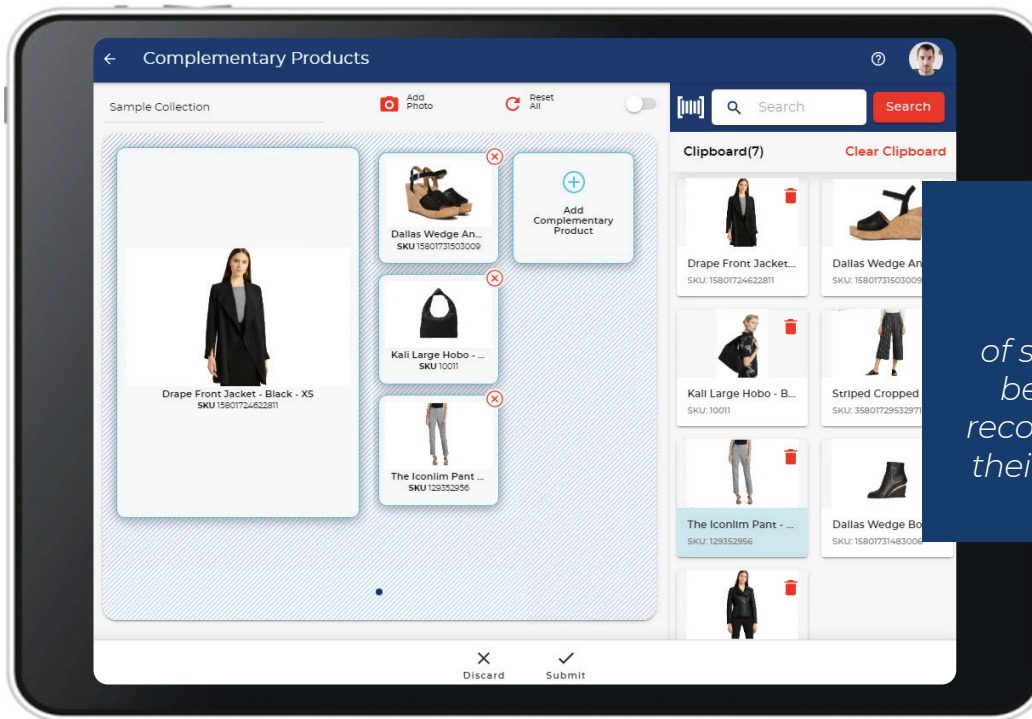# Veras Style Builder

Curated Goods & AI-Enabled Collections

83%

of sales associates say the best reward for giving a recommendation is sharing their passion and expertise. [1]

From tailored looks to complete collections, Veras Style Builder allows associates to build and edit collections in a digital showroom-like experience.

Put your sales associates' passion to work by applying their input into product recommendations. Their valuable feedback progressively fine tunes the AI/ML models behind Veras Style Builder. From novice associates to top stylists, Style Builder empowers any associate to quickly tap into top recommendations to create looks for any occasion.

Additionally, Style Builder can be used across a variety of retail verticals to deliver high-touch, one-on-one experiences in-store or remotely. Home goods retailers can create collections based on style preferences, design consultants may share a look that's trending, or a wine expert can build the perfect tasting flight.

KEY FEATURES & BENEFITS

- Takes full advantage of your associates' product expertise

- Improves AI-driven recommendations, particularly new product lines

- Finds similar products, builds new collections and endless looks

- Utilized in-store, remotely or to feed social media channels

- Boosts associate engagement through built-in tools and contests

BUILD STYLES SEVERAL WAYS

COMPLETE LOOKS.
Products from different categories are selected to build a complete look with rich product details, images or videos.
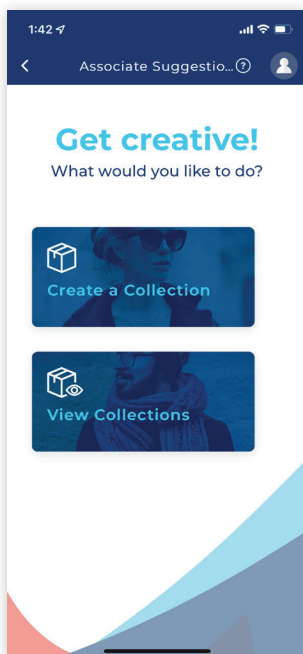
COMPLEMENTARY COLLECTIONS.
Find items that go well together based on progressive algorithmic preferences that present relevant and personalized recommendations to build full collections.

SIMILAR PRODUCTS.
Browse an array of AI-generated product recommendations. Additionally, associates use their product knowledge and direct interaction with the customer to fine-tune selections.
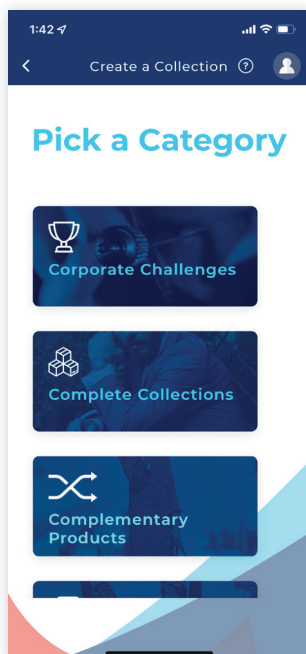
1

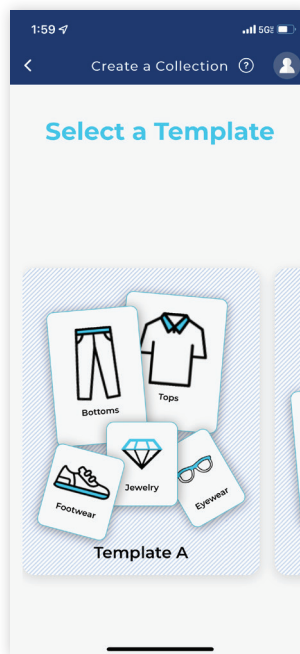Let's get started! Create or view any number of existing collections.

2

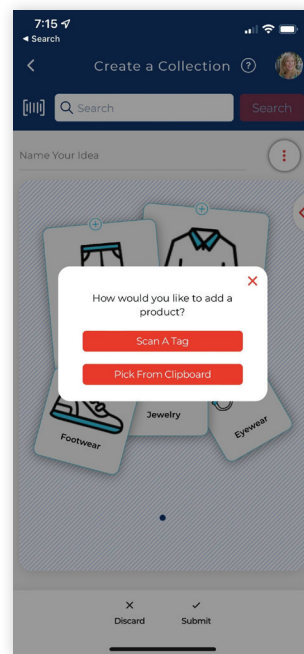Build a new look, find complementary and similar products, or enter a challenge.

3

Composing a new look is easy with templates to jump start the process.

4

Scan or add items from product inventory. Simply drag and drop to design.

The powerful combination of curated collections paired with the convenience of their very own stylist will forever change how consumers shop.

Contact us today at **+1 (855) 496-3832** or visit **www.verasretail.com** to learn more.