

PiktlD Launches On-Model: AI-Generated Product Page Visuals That Look Like a Professional Photoshoot

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VIENNA, AUSTRIA, 26 March 2026 — PiktlD, a technology company specialising in AI-driven visual content solutions, has launched On-Model, a platform purpose-built to help fashion brands produce product page visuals that convert. Available now at on-model.com, On-Model takes a brand's existing product assets: flat-lays, ghost mannequin shots, or existing model images, and transforms them into polished, on-model product page imagery using artificial intelligence.

Product page visuals are where sales are won or lost

For fashion e-commerce, the product page is the fitting room. Shoppers decide whether to buy based almost entirely on how a garment looks on a model, and brands that invest in high-quality, on-model imagery consistently outperform those that rely on flat-lays or mannequin shots. The problem is that producing professional on-model imagery for every product, in every colour and size variant, across every market, is prohibitively expensive and slow.

On-Model solves this directly. Brands upload their product images and receive studio-quality, on-model visuals ready for their product pages, without booking a model, a photographer, or a studio.

From flat-lay to product page-ready in minutes

The most immediate impact for most brands is On-Model's flat-lay to on-model conversion. Garments photographed flat on a surface, common in early-stage catalogue production and wholesale contexts, are automatically transformed into realistic on-model images. The result is a product page visual that shows the garment's drape, fit, and silhouette on a real-looking model, giving shoppers the confidence they need to purchase.

This single capability can transform the product page experience for brands that currently rely on flat-lays, turning basic catalogue assets into conversion-optimised visuals without any additional shooting.

Consistent visuals across every SKU and variant

For brands managing large catalogues, consistency across product pages is as important as individual image quality. On-Model's model-swap capability allows brands to standardise their product page imagery by using a consistent model — or a curated set of models — across their entire catalogue. The same garment can be shown on models of different ethnicities, body types, and styles, enabling brands to build inclusive product pages that reflect the diversity of their customer base.

On-Model is built on strict garment fidelity, preserving the original garment's fabric texture, drape, colour, and logo placement down to the pixel. This precision is maintained across all outputs, critical for fashion e-commerce, where visual inaccuracy leads directly to returns and lost trust.

Built for product pages, not just content

On-Model is not a general-purpose image tool. It is designed specifically for the demands of fashion e-commerce product pages: high-resolution outputs, strict garment fidelity, consistent styling, and the ability to scale across hundreds or thousands of products at a 90% cost reduction compared to traditional photoshoots. Brands can process over 1,000 product images per day, a 10× improvement over conventional production timelines, and use the results immediately on product pages without additional retouching.

"For e-commerce brands, photography is a logistical bottleneck that scales linearly with SKU count," said Davide Righini, CEO of PiktlD. "With On-Model, we didn't just optimise the photoshoot — we removed it entirely. Brands can now achieve strict garment fidelity on diverse models at a 90% cost reduction, processing thousands of assets in 24 hours."

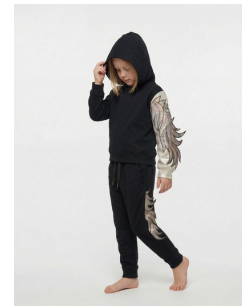
Available now

The platform is available at on-model.com with flexible pricing plans for businesses of all sizes, from independent fashion labels to enterprise retailers managing catalogues of thousands of SKUs.

About PiktlD

PiktlD develops AI-powered visual content automation for businesses. The company's technology enables brands to create, modify, and scale professional imagery using artificial intelligence. PiktlD is committed to building tools that make high-quality visual content accessible and efficient for businesses worldwide.

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