Snap ColourPop, the new app that finds all the clothes and shoes in any colour you Snap

Friday 22 November, 2013

Take a photo of a colour and our app will return all the clothes and shoes in that exact shade from a catalogue of over 150 UK retailers in seconds
Snap ColourPop is a new iPhone app for women, available to download from 20.11.13

Snap ColourPop is….

• The free app that lets women search for clothes and shoes from a photo of any colour, in any shade.

• From the bright orange in autumn leaves to the pale blue colour of the sky, our quick and easy visual search technology finds fashion from anything, anywhere!

Who Snap ColourPop is for…

• We've all been there, rushing around trying to find a last minute outfit, or simply trying to track down the shoes that go with the dress you've just bought. Snap ColourPop will do everything for you so you can find the perfect item in seconds, without the stress of going around all the shops.

• Shoppers can browse in a more quick and efficient way, finding fashion in the shades that will compliment their wardrobe using simple new technology.

How it works…

• Snap a photo of the colour that's caught your eye, whether it's to achieve your perfectly coordinated look or to complete your clashing combo.

• Snap ColourPop searches through an extensive directory of more than 120,000 products, from over 150 top UK retailers, returning your perfectly matched results in seconds.

• Browse results in each category of clothing, click buy to make a purchase from any of our trusted retailers, and add items to your Wishlist to be notified as soon as anything drops in price by our handy Sales Tracker.

Find links to information press packs and images at the end of this document, but if you have any questions about our new app, please don't hesitate to contact:
Izzy Markwick at izzy@snapfashion.co.uk, or call on 020 3108 9322

Who made it…

• ColourPop is the latest app from the Snap Fashion family following on from their first product, Snap Fashion (released Sep 2012), which offers a more extensive visual search service finding similar clothes to a photographed item.

• Snap Technology was invented and coded by 26-year-old Jenny Griffiths who developed the concept whilst studying Computer Science at Bristol University.

• The Snap team is currently working on a men's version of Snap Fashion and Snap ColourPop, and will be launching on Android in 2014

Snap ColourPop is free to download for iPhone users from the Apple Store here (from 12pm Nov 20th).

ColourPop Technology can also be accessed via the Browse feature on the Snap Fashion website here (from 12pm Nov 20th)

Info packs available on request…

• Bundle of images for Snap ColourPop|

• Snap Fashion bio

Media:

Related Sectors:

Consumer Technology :: Retail & Fashion ::

Related Keywords:

Fashion :: Shopping :: Visual Search :: Technology :: App :: IPhone :: Snap Colourpop :: Snap Fashion ::

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• Awards/acknowledgments for Snap Fashion

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