Innovation

Fashion ID

Form and function

Asap54 is an image recognition app that can match photos of clothing and accessories to identical or similar products stored in its database, making items easier for shoppers to find and directing them to retailer sites.

Innovator Daniela Cecilio

Age 33

Asap's São Paulo-born CEO founded the luxury fashion shopping service last year in London.

Retailers More than 150 sites are in the Asap database, including Barneys New York, Neiman Marcus, Net-a-Porter, and Topshop.

Revenue On average, the 15-employee startup receives about 5 percent of sales made through its app.

Search Shoppers upload a photo of the item they want and search the relevant category in Asap's database. Its algorithms compare and match designs and fabrics.

Development Image retrieval specialist Daniel Heesch leads the Asap team that coded the fashion ID software.

Snap

Capital $3.75 million from investors including Beijing-based Ceyuan Ventures and Cecilio's husband, Jose Neves, founder and CEO of fashion site Farfetch.

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ASK OUR STYLISTS
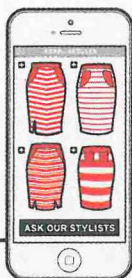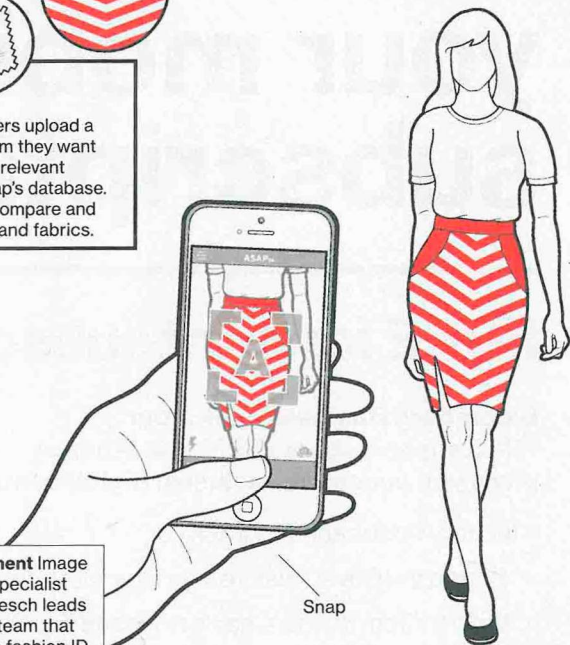
Options Users can buy any of the app's 700,000 listed items, which Cecilio says will grow to about 3 million by September. They can solicit advice from stylists and review searches by fellow users who opt to make their shopping public.

Next Steps

Asap began testing its app in November among a few hundred fashion industry insiders. The iPhone version is slated to be launched on Feb. 28, with an Android model to follow in late 2014, says Cecilio. She met with retailers in China and plans to expand there by summer. Michael Bastian, a luxury menswear designer in New York, says Asap could be "incredibly big"—if it can ensure its suggestions match users' tastes. "That's where it gets tricky," he says. ——*Nick Leiber*