

Consumer Buzz

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Move Over, Personal Stylists

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Could Google's new "style ideas" function be the last nail in the coffin for shopping malls? Probably not anytime soon, but the technology is sure to inspire more online sales. According to a Google blog post about "style ideas," when searching fashion product photos using Google's image search function, a grid of "inspirational lifestyle images and outfits" will show up, providing ideas on how clothing and accessories can be paired. Additional "similar items" will also pop up when searching for clothes. **GP**