

Luxy Hair Becomes First Hair Extension Brand To Launch AI Technology Tool



Ethical Face AI Enablement Company AlgoFace Partners with Hair Extension Brand Luxy Hair to Launch the First Artificial Intelligence Color Match Tool for Hair Extensions.

NEWS RELEASE BY LUXY HAIR

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[Luxy Hair](#), the highest-rated clip-in hair extensions brand worldwide, announces its partnership with [AlgoFace, Inc.](#) to launch the [Virtual Hair Color Match Tool](#).

Known for providing high-quality, 100% Remy human hair extensions and top-tier customer service, Luxy Hair, part of the Beauty Industry Group (B.I.G.), is the first hair extension brand to launch an Artificial Intelligence technology tool. The Virtual Color Match Tool takes the guesswork out of shopping for hair extensions, making the experience simple, seamless, and personalized.

“The AlgoFace team built the B.I.G. hair color finder with cutting edge proprietary technology developed in-house that includes illumination correction, hair segmentation, and hair color classification using supervised learning techniques,” explains Taleb Alashkar, co-founder and CTO of AlgoFace. “The technology is fast, accurate, inclusive, and works on all hair colors and styles.”

One of the most challenging aspects of shopping online for hair solutions is finding the appropriate color match. With this technology-driven tool, the customer has the option to take an instantaneous photo or upload an existing one to be immediately matched with the perfect color from an assortment of 35 options available on the website. While other beauty brands have tapped into AI and virtual try-on technology, no other hair extension brand on the market is using AI technology to solve the consumers' top concerns.

“This is Luxy's initial foray into the world of AI, and it's only the beginning,” explains Amy Sveda, President of Luxy Hair. “We are working with AlgoFace to evolve our existing technology to include virtual try-on and will continue to find ways in which to deliver a more personalized, immersive experience for our customers. Our goal is to democratize the category of hair extensions. Simplifying the purchasing journey through technological advancements is a necessary step in achieving that goal.”

The virtual color match tool is accessible via mobile or laptop and noticeably reduces the amount of time that customers have to spend trying to select their best hair color match. Luxy Hair is currently AlgoFace's only hair partner and the two will continue to learn, refine, build, evolve, and expand as it relates to virtual interactions.

The Virtual Color Match Tool can be found on www.luxyhair.com.

We are happy to arrange an interview with Luxy Hair's President, Amy Sveda, to offer more insight and information about the color match tool and partnership with AlgoFace.

ABOUT LUXY HAIR:

The #1 rated hair extensions brand in the world, Luxy Hair is on a mission to take the guesswork out of beautiful hair by creating *hair for days*. Made from 100% ethically sourced Remy human hair, Luxy Hair creates premium quality hair extensions for all of life's moments—from routine to remarkable.

Having amassed over 250K customers in more than 165 countries, along with a combined social media following of over 4 million, Luxy Hair is renowned for its exceptional customer service and engagement. A do-it-yourself solution that's quick and easy to use, Luxy Hair is for anyone, any day, anywhere.

ABOUT ALGOFACE:

AlgoFace builds AR and AI technology that knows what's unique in every person. Through precise tracking of 209 facial landmarks, AlgoFace technology enables a deeper understanding of the human form, to detect and recognize people more accurately, more easily, and more clearly. AlgoFace works with leading brands, agencies, and OEM partners to power face AI applications. Headquartered in Carefree, Arizona, they are a diverse team of passionate innovators with deep-rooted knowledge in computer vision, augmented reality, and applied artificial intelligence applications. For more information, please visit www.algoface.ai.

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