# AI startup Botika secures $8 million funding for mobile app launch in fashion



Botika, a startup centred on AI-generated fashion models, has successfully secured $8 million in seed funding while simultaneously launching a new mobile application for iOS. This development is poised to significantly influence the landscape of online retail within the fashion industry.

The company’s innovative platform empowers online clothing brands of various sizes by offering AI-generated models designed to enhance the presentation of their products. The app allows fashion brands to create high-quality, on-model images rapidly, thereby addressing a persistent challenge within e-commerce photography. As articulated by Eran Dagan, CEO at Botika, “Converting browsing shoppers to buying shoppers relies heavily on engaging and accurate product imagery, yet every photo is not created equal.” Dagan explained the pressures faced by smaller online brands and boutiques as they navigate increasing costs associated with professional photography and competition in an evolving market.

The recent $8 million funding round was co-led by Stardom and Secret Chord Ventures, with participation from Seedcamp. This financial backing is expected to facilitate ongoing product innovation and support Botika’s expansion within the fashion sector, where it has already seen exceptional growth—multiply its revenue ninefold and its customer base elevenfold over the past year.

Botika’s unique AI technology transforms standard product images into professional-quality shots, featuring AI-generated models and backgrounds that align with each brand’s aesthetic. The platform aims to reduce the financial burden of traditional e-commerce photography, which can vary from tens to hundreds of thousands of dollars per photoshoot. More than half of shoppers depend on images provided by brands as a crucial factor in their purchasing decisions, highlighting the need for quality visuals in e-commerce listings.

With the launch of the new mobile app, Botika enables fashion brands to access comprehensive AI tools directly from their mobile devices. This mobile functionality streamlines the image production process, allowing users to shoot, edit, and sync images to their online stores efficiently. The app also expands the brand’s capabilities, supporting additional features such as flat lays and packshots, thereby diversifying available visual content beyond just on-model photography.

The launch is particularly timely as demand grows for mobile solutions among retailers, especially those operating on platforms like Shopify. Botika’s mobile app is designed to facilitate end-to-end professional-quality photo creation directly from smartphones, enabling brands to maintain a competitive edge in a challenging online marketplace.

As Botika looks toward the future with its recent funding and product advancements, the company is well-positioned to continue its trajectory in revolutionising visual content for the fashion industry, with plans to leverage this momentum throughout 2025.

Source: [Noah Wire Services](https://www.noahwire.com)

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