

eComID launches AI shopping: Bringing agentic commerce to brands' own sites

Stockholm, Sweden — October 17, 2025 — eComID today announces the launch of **AI Shopping**, a module that enables conversational search and discovery directly on brands' own websites.

Founded in 2023, eComID has quickly become the go-to solution for reducing fashion eCommerce returns, with proactive and collaborative technology such as proactive size recommendations. The H&M-backed company has been recognized globally - named among Fast Company's [Most Innovative Companies](#) and shortlisted as [Tech Innovator of the Year](#) by Drapers.

eComID's pre-purchase technology is already trusted by leading brands including & Other Stories, J.Lindeberg, Tiger of Sweden, Axel Arigato, Björn Borg, Peak Performance, Haglöfs, and Asket.

While platforms like ChatGPT move the shopping journey off brands' own sites, eComID's mission is the opposite: empower brands to deliver next-generation shopping experiences on their own platforms.

With **AI Shopping**, brands can guide shoppers smarter than ever before - blending eComID's unique size intelligence with conversational product discovery. The result: fewer returns, higher conversions, and purchases that customers truly love and keep.

The new product is being rolled out with existing and select new brand partners.