

Specialized AI for uniform fashion images

Background removal, formatting, sorting. More speed in the fashion photo workflow

With the new Fashion Photography AI service, Picture Instruments presents a solution specially developed for fashion images that goes far beyond classic background removal solutions. The service automatically removes the background of fashion images, recognizes protruding mannequin parts and reliably removes them. At the same time, it classifies the images into over 60 categories - for example according to perspective and presentation style such as ghost, flat or model. This makes it easier to structure a wide variety of image sources and enables a consistent order in the online store. Particularly suitable for extensive fashion collections that need to be presented in a uniform way.

Standardized product images for fashion and accessories

“We didn't simply wanted to bring another background removal AI to the market,” explains Picture Instruments CEO Robin Ochs. “Our goal was to automatically solve the typical challenges of fashion photography - from background removal and rearrangement to uniform image formats for marketplaces and online stores.”

- **Specially trained for fashion:** Better results for clothing, accessories and typical model shots in the studio.
- **Automatic categorization:** Over 60 fashion-specific classes - ideal for sorting, store structure and file naming.
- **Less retouching effort:** Automatic removal of protruding mannequin parts such as arms or legs.
- **Intelligent border logic:** The border distance is only set on free edges - not, for example, on the lower edge of a portrait with a hip cut.

Background removal during shooting or batch processing

Whether for live background removal in the photo studio or automated processing of thousands of images - the Fashion Photography AI fits seamlessly into the workflow.

Live background removal with Mask Integrator AI: Images are automatically detected, the background is removed, and the result is displayed in real time as you shoot. Backgrounds, zoom level, and positioning can be adjusted directly – ideal for photo studios or in combination with Picture Instruments' product photography hardware.

- **Batch processing with AI Processor:** Thousands of images from any source can be processed automatically. After background removal, the images are sent directly to the Crop and Resize software for final post processing – including cropping, scaling, renaming, and export into all required formats.

Flexible usage with free test option

By creating a free My Picture Instruments account, users receive 1,000 free credits – enough for 100 fully processed images. Additional credits can be purchased at any time, either on demand or via subscription – with no long-term commitment. All software modules are available for download within the My Picture Instruments account and remain usable as long as credits are available.

To receive a free press license, please send an e-mail to:
press@picture-instruments.com

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About Picture Instruments

Picture Instruments has been developing specialized solutions for the automation of image editing processes since 2009 - with a particular focus on background removal. The team gained greater attention back then with the release of the world's first software for automated background removal using luminance masking. With AI-supported tools for product, fashion and automotive photography, the company now helps brands, retailers and studios to make their workflows more efficient and scalable.