



— PRESS KIT · AUGUST 2026

The *fashion* social network **with AI.**

Upload photos of your clothes, the AI splits each garment, builds outfits, tries them on your photo and finds each item in stores in your country.

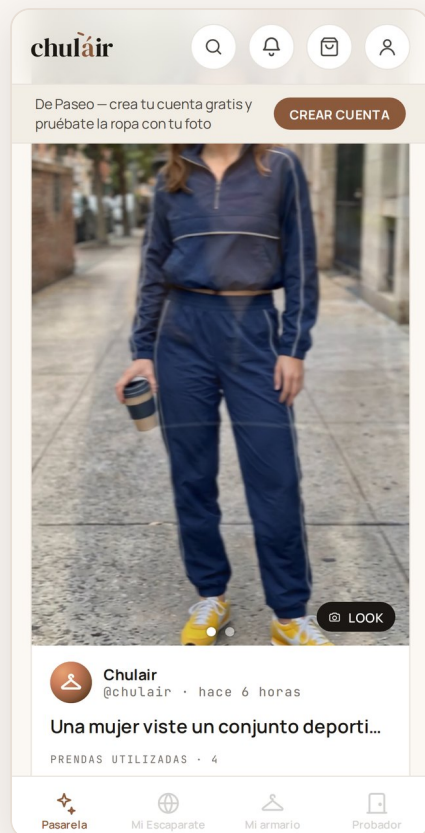


What Chulair is

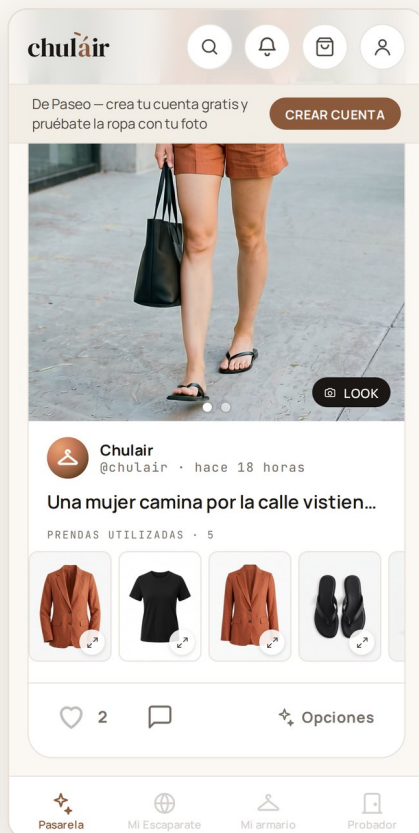
Chulair is the AI fashion social network: you upload photos of your own clothes, the AI recognises each garment separately, builds outfits, tries them on a photo of you and finds each item in real stores in your country. Free, on web, iOS and Android, in 15 languages and 35 countries.

What it is	AI fashion social network: digital wardrobe, outfit ideas, virtual try-on on your photo, store search and a social showroom.
Who it is for	People who want to make more of the clothes they already own and see how a combination looks on them before deciding.
What sets it apart	It works with each person's REAL clothes, not a catalogue; and it brings together in one app six things that are usually separate.
Price	Free. No subscription. Revenue from affiliate links to stores, disclosed where they apply.
Platforms	Web (PWA), iOS and Android.
Languages	15: Spanish, English, Portuguese, French, German, Italian, Polish, Dutch, Swedish, Danish, Norwegian, Czech, Finnish, Japanese and Korean.
Markets	35 countries open — map at chulair.com/countries/
Launch	Web: May 2026 · Android: June 2026 · iOS: July 2026.
Who is behind it	Eliseo Población, founder and developer. Spain.
Press contact	soporte@chulair.com

The app, in pictures



The @chulair showroom, the brand's editorial profile.



A published look with its garments: the AI extracts each one as a product shot.



The public view of a look: every garment can be searched in stores of the visitor's country.

Ready-to-quote boilerplate

"Chulair is the AI fashion social network. Upload photos of your clothes, the AI splits each garment, builds outfits, tries them on your photo and finds each item in stores in your country. Free on web, iOS and Android, in 15 languages and 35 countries. www.chulair.com"

Official links

Web	www.chulair.com
Press kit	www.chulair.com/press/
App Store	apps.apple.com/app/id6784365218
Google Play	play.google.com/store/apps/details?id=com.chulair.app
Instagram	@chulair.app
YouTube	@Chulairapp
Contact	soporte@chulair.com

The fashion imagery in this kit comes from the @chulair editorial profile and is AI-generated; the app discloses this on every post as well. Figures as of 28 August 2026.