dupelocator

PR/FAQ

Checkpoint One

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FOR IMMEDIATE RELEASE

Dupelocator changes the online shopping landscape

Shoppers seeking budget-friendly, sustainable products find a haven with Dupelocator app

ATHENS - January 25, 2024 - The Dupelocator app is a new, innovative way for fashion-forward shoppers to elevate their look sustainably and on a budget. Users input a luxury or designer item, and the unique generative AI engine returns products that look similar but cost less. Users can also toggle on a sustainability filter, in which case the AI will return only products made with sustainable materials and practices.

Buying on a budget is notoriously difficult. For each new luxury product that appears, numerous imitations follow, but determining the quality of those imitators can be impossible in online retailing; the inability to see and hold a product means that users may receive a very different product than advertised. Additionally, responsible and ethical style has long been difficult to achieve. There are countless brands and retailers vying for consumers' attention, and few resources to distinguish which brands are truly meeting ethical production standards. The Dupelocator app solves both of these issues for shoppers by creating an easy, one-stop destination for finding high-quality and ethically produced items, all at a lower cost.

"We were inspired by our own experiences as shoppers to create this app," Dupelocator spokeswoman Grace Wills reported. "Our team personally vets the product options that our generative AI engine finds, and we strive to bring only the best to our users."

Getting started with Dupelocator is easy; simply go to your preferred app store and download the app. Tell the app a designer or luxury item you like, indicate whether you prefer sustainable options, and watch choices roll in!

"I have already found multiple sustainable alternatives to items I have had my eye on for months," a satisfied user review reported. Make your own shopping experience easier than ever today by downloading Dupelocator!

frequently asked questions

WHERE CAN I GET THE APP?

You can download Dupelocator from the Apple App Store, Google Play Store, and the Samsung Galaxy Store.

HOW MUCH DOES IT COST?

Dupelocator is free to use!

DO I HAVE TO MAKE AN ACCOUNT?

You can use Dupelocator without an account. To save searches and the products you find, you will need to make an account. Don’t worry - it’s still free!

WHAT ARE YOUR SUSTAINABILITY STANDARDS?

When the sustainability filter is toggled on, products must meet OEKO-TEX standards to be displayed.

HOW DOES DUPELOCATOR ENSURE QUALITY?

Our team regularly vets the items returned by our generative AI engine. If we find that the products it gives aren’t up to our standards, we refine the engine.

WHAT IF I DON’T KNOW HOW TO START MY SEARCH?

If you’re not sure where to start, try describing an item you might like to purchase instead of inputting a specific product. A sample search to get you started might be: “small black purse.” One of the great thing about Dupelocator’s generative AI engine is its versatility. If you know exactly the product you want a dupe of, you can input that. If you’re not sure, try general searches!

frequently asked questions

IS DUPELOCATOR SPONSORED BY ANY BRANDS?

Nope. We are completely independent of any fashion brands. We only want to bring you the best of the best!

ARE ANY OF THE ITEMS ON DUPELOCATOR USED?

No - Dupelocator's generative AI engine scrapes from online retailers, not from online thrift sites. But we love - and encourage - thrifting!

WHAT IF I'M NOT HAPPY WITH A PURCHASE?

Our team regularly vets the items generated by our AI, but we can't control third-party retailers. What we can do is help you get in touch with retailers' support teams, and take your feedback so we can better train our AI.

WHAT IF I LOVE MY PURCHASE?

This is what we like to hear! Let us know so we can tell the AI it's doing a good job.

HELP! NOW I CAN'T STOP SHOPPING!

We can't either!!!