

# Amazon's Alexa upgraded as 'style assistant'

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Amazon's digital assistant Alexa is being transformed into a fashionista in a new device that was unveiled Wednesday.

The US online giant began selling its Echo Look gadget, which includes the voice-activated assistant but with a camera, allowing Alexa to offer fashion advice.

According to the product listing the new gadget has "everything you love about Alexa, and now she can help you look your best."

With a hands-free depth-sensing camera, the \$199 [device](#) allows a user to try on clothing and get views from any angle displayed on a handset.

"Get a second opinion on which outfit looks best with Style Check, a new service that combines machine learning algorithms with advice from fashion specialists," the listing said.

Amazon has drawn attention with its line of Alexa-powered devices, which use [artificial intelligence](#) to respond to voice commands. Alexa is also being integrated into third-party devices ranging from cars to [smart appliances](#).

The Amazon devices face competition from gadgets developed by Google and others.

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