As of 8 November 2026. Only facts that can be checked in the app or the store.

In one sentence

Looqa.ai is an app where you photograph your own wardrobe, so you see what you own and build outfits from it: to wear more of what you already have.

Basics

Name	Looqa.ai (pronounced "loo-ka"; not to be confused with looqa.nl, a different shop)
Company	Looqa Technology B.V., Volendam, the Netherlands
Website	https://www.looqa.ai
App Store (iPhone)	https://apps.apple.com/gb/app/looqa/id6813476457, since October 2026, in 173 countries (not in the United States and China)
Google Play (Android)	https://play.google.com/store/apps/details?id=ai.looqa.app, since October 2026, not in the United States
Languages	Dutch and English (the app follows the device language)
Age	16 and over (terms of use)
Price	Free to use (Free), with a Looqa Pro subscription
Advertising	No advertising in the app
Contact	hello@looqa.ai (press and general); support@looqa.ai for help with the app

What the app does

- **Photograph your wardrobe.** You take a photo of a garment; Looqa removes the background and recognises category, colour, season and style. A studio photo turns it into a clean product photo.
- **Overview.** Your whole wardrobe in one place, searchable by name, brand, colour or tag.
- **Outfits.** Build outfits from your own clothes, plan them on a calendar and log what you wear.
- **AI ideas from your own wardrobe.** Name the occasion and get a look made from what you own.
- **Insight.** See how much of your wardrobe you really wear.

New in version 1.1.0 (in the App Store since 2 November 2026, on Google Play since 30 October 2026):

- Plan your week and log what you wore in one tap, with an evening question if you like.
- Trips: an outfit per day and a packing list.
- Purchase check: a photo or screenshot of something you want to buy, compared with what you already own.
- Wishlist: anything you want to buy cools off for 30 days before you decide.
- No-buy: count the days without a new purchase, with a challenge from 1 to 31 January.
- Filter by colour, season and style.
- Invite friends with a personal link, with extra studio photos for both of you.
- Share an outfit as an image; AI-edited photos carry a label.

Free and Pro

	Free	Pro
Price	free	EUR 9.99 a month or EUR 59.99 a year (EUR 5.00 a month)
Items	50 items with a basic photo (background removed), plus 10 per successful invitation, at most 5 times	no item limit, with fair use
Studio photos	the first 3, plus 3 per successful invitation	up to 100 a month
AI outfit ideas	3 a week	up to 20 a week
Since 1.1.0	planner, wear log, evening question, sharing, no-buy, wishlist, the top 5 of long-unworn items, 3 purchase checks a month, 1 trip at a time	plus cost per wear, spending, every long-unworn item, purchase checks and trips without the Free cap

If you stop Pro, nothing gets locked: your whole wardrobe stays usable. Prices in euro countries; the store shows the price that applies. There is no free trial; should one ever be in the store, it is listed here only after that.

What Looqa is not

- Not a shop and not a resale platform.
- Not a social network: there is no feed and no public profile.

Numbers

Looqa does not publish user numbers yet. Any number about Looqa itself comes with a date and a source, from its own database or the store consoles. Numbers about Dutch wardrobes come from the Nationale Kledingkast Audit 2025 (Rotterdam University of Applied Sciences, November 2025).

Images

Logos and app icon: https://www.looqa.ai/press. Screenshots and (written) interviews on request: hello@looqa.ai.