Suede: Seattle AI Profile — Product, Footprint & Verified Record

Verified: November 19, 2026 · Canonical URL: https://tygartmedia.com/suede-seattle-wa-ai-profile/

Verified Record Summary: As of November 19, 2026, Suede operates a live website at thesuede.com with direct Shopify installation and demo flows for fashion and lifestyle retail buyers. The startup remains an active, independent portfolio company of Seattle's AI2 Incubator and has not publicly disclosed an institutional funding round or acquisition.

Suede — Verified Washington AI Snapshot

Seattle, WA · Retail Buying & Merchandising AI · Verified Nov 19, 2026

WA LOCATION	FOUNDED	STAGE / RAISED	ECOSYSTEM TIE
Seattle, WA	2025	Incubator; Undiscl.	AI2 Incubator

Verified Snapshot — Suede (As of November 19, 2026)

- Shopify app converts forwarded vendor POs, invoices, and line sheets into product listings.
- Co-founded by CEO Danielle Dantche and Technical Co-Founder Shama Keskar in 2025.
- Active Seattle AI2 Incubator / AI House portfolio company; participated in Seattle Tech Week.
- Site claims 1,500+ wholesale brands supported and features Seattle boutique Pipe and Row.
- No institutional funding amount or employee headcount has been publicly disclosed.

Source: Company Website & Public Scoping Records (Verified Nov 19, 2026) · tygartmedia.com

TYGART MEDIA · WA AI Census

Field	Verified Record (As of Nov 19, 2026)
Company	Suede
Official Website	https://www.thesuede.com/
Washington HQ	Seattle, WA (AI2 Incubator / AI House portfolio company; corporate press materials also noted a New York presence during its NYFW Shopify debut)
Other WA Footprint	AI2 Incubator / AI House (Seattle, WA); early roots with Seattle fashion boutique Pipe and Row
Founded	2025
Founders / Leadership	Danielle Dantche (Co-Founder & CEO), Shama Keskar (Technical Co-Founder)
Stage	Incubator
Announced Funding	Not publicly disclosed (AI2 Incubator portfolio company)
Team Size	Not publicly disclosed
Primary Ecosystem Ties	AI2 Incubator / AI House (Seattle); Seattle Tech Week / AI House Science Fair

What Suede Builds

Suede builds an AI-powered Shopify app that automates product listing creation and wholesale buying workflows for multi-brand fashion and lifestyle retailers. Listed on the AI House / AI2 Incubator companies directory as automating store management and buying workflows, the software replaces manual spreadsheet entry and copy-pasting when boutiques receive new seasonal inventory from wholesale vendors.

As described on thesuede.com, merchants forward vendor purchase orders, line sheets, invoices, or order confirmation emails to Suede. The system extracts product attributes—titles, descriptions, fabric details, SKUs, sizes, quantities, and pricing—enriches items with brand photography and copy, applies a store's scanned voice and formatting templates, and stages structured Shopify product listings for human review before publishing. While the homepage focuses on buyer-centric workflow copy, Section 3 of Suede's Privacy Policy explicitly states that Suede uses collected information to develop and improve AI models and algorithms alongside external AI service providers.

Washington Footprint and Leadership

Suede is rooted in Seattle's retail and startup community and operates as an active portfolio company of Seattle's AI2 Incubator / AI House. Regional Seattle tech reporting identifies Suede as a Seattle-based startup founded in 2025, and the company's LinkedIn presence documents its participation at AI House's Incubator Science Fair during Seattle Tech Week. Founder materials on danielledantche.com also note a New York presence tied to Suede's Shopify app debut during New York Fashion Week; the company's Privacy Policy does not publish a street-level corporate address.

Suede was co-founded by **Danielle Dantche** (Co-Founder & CEO) and **Shama Keskar** (Technical Co-Founder), as documented on Danielle Dantche's website. Before launching Suede, Dantche served as Director of Merchandising Operations at Seattle fashion boutique Pipe and Row and earned a competitive spot in Seattle's AI2 Incubator through a pitch competition. Readers looking up the brand should note that suede.ai does not resolve; the company's live website is thesuede.com.

Products, Users, and Public Traction

Suede is built specifically for independent boutiques, multi-brand fashion and lifestyle retailers, retail buyers, and growing Shopify stores that purchase wholesale apparel, footwear, and accessories. As of November 19, 2026, thesuede.com features active **Install on Shopify** and **Request Demo** flows alongside a "Become a Suede Stylist" link and an operational FAQ confirming that nothing is published to a store automatically without merchant review.

The website highlights one named retail customer: Seattle boutique **Pipe and Row**, featuring a testimonial from Kayla Gil stating that Suede streamlined store operations and item listings from daily manual work to a weekly review. Suede claims support for more than 1,500 wholesale brands for catalog enrichment—with on-demand requests for additional brands—while total merchant counts, revenue, pricing tiers, and employee headcount are not publicly disclosed.

Funding, Stage, and Place in Washington's AI Landscape

Suede is an incubator-stage startup backed by Seattle's AI2 Incubator, where it remains listed among active, independent portfolio companies as of November 19, 2026. Neither Suede nor AI2 Incubator has publicly announced a formal pre-seed or seed dollar amount, outside venture investor roster, or acquisition.

Within Washington's commerce and retail AI cluster, Suede addresses an operational back-office bottleneck rather than consumer-facing storefront generation. Sitting alongside Seattle-area commerce peers working on agentic storefront conversion, frontline retail voice analytics, and in-store computer vision, Suede reflects a practical segment of AI2 Incubator spinouts founded by domain operators turning repetitive vertical workflows into structured software.

Verified Primary Sources & Official References

- Suede Official Website: https://www.thesuede.com/
- Suede Privacy Policy: https://www.thesuede.com/privacypolicy
- AI House / AI2 Incubator Companies: https://aihouse.vc/incubator/companies
- Danielle Dantche Official Website: https://danielledantche.com/
- Suede LinkedIn: https://www.linkedin.com/company/thesuede/

Companion Markdown twin: https://tygartmedia.com/wp-content/uploads/2026/11/suede-seattle-wa-ai-profile.md (also mirrored at https://tygartmedia.com/suede-seattle-wa-ai-profile.md). Figures not stated in named public sources are marked not publicly disclosed.