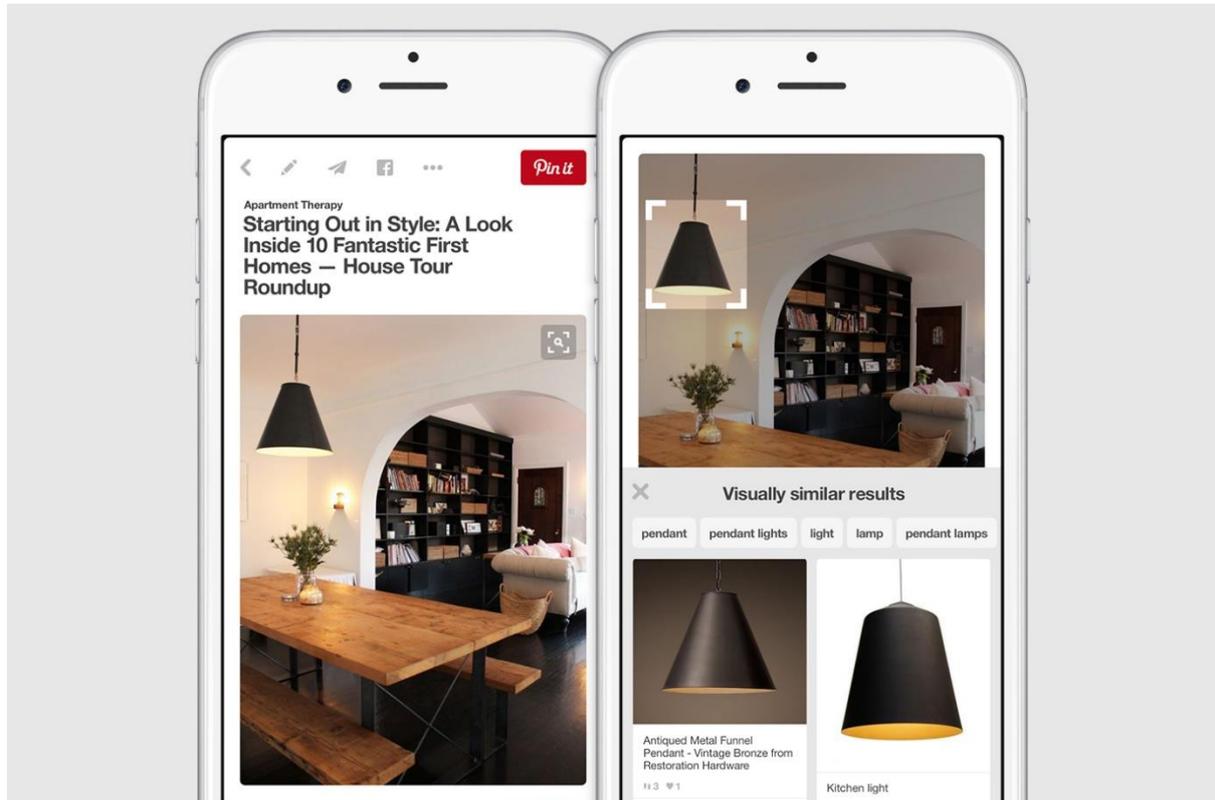


## Oh, How Pinteresting!

Date: 8<sup>th</sup> November 2015

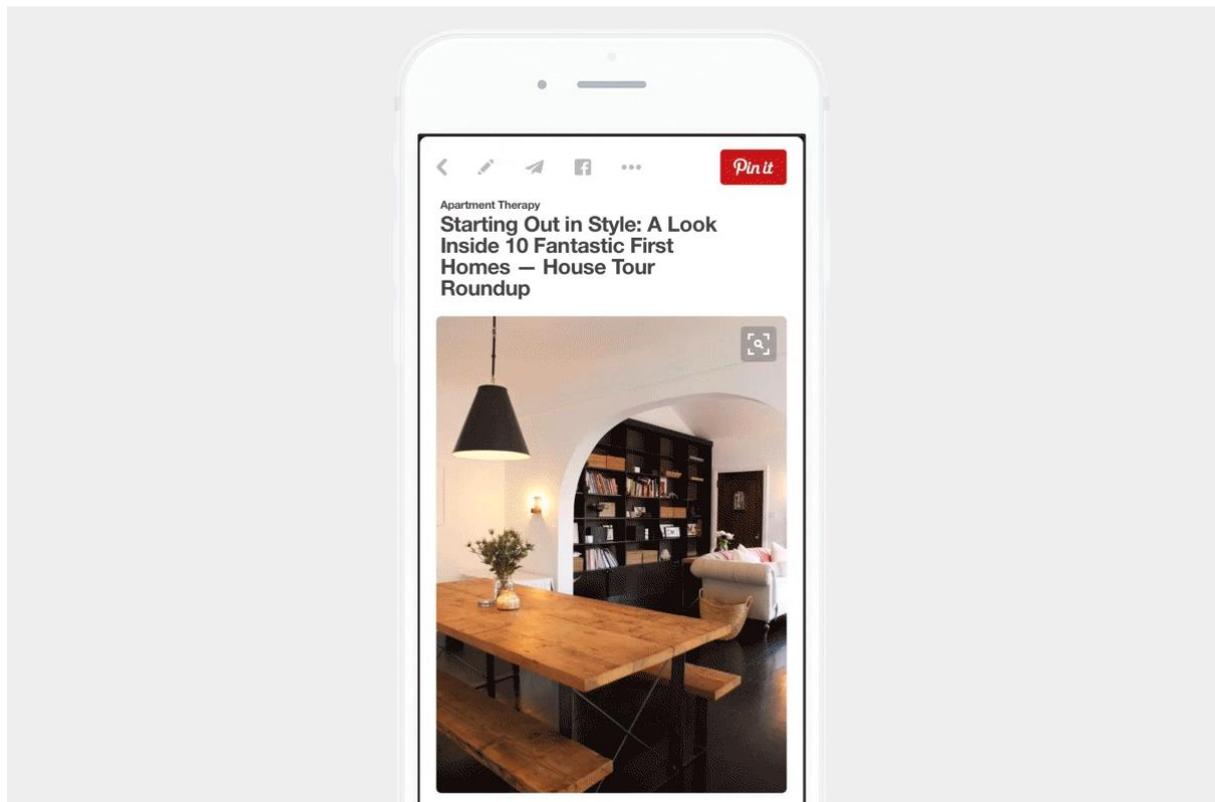
Author: Kevin Jing, Engineering Manager – Pinterest

### Pinterest: Our crazy-fun new visual search tool



Sometimes you spot something you really love on Pinterest, but you don't know how to find it in real life, or what it's even called. There's that perfect lamp hiding in a Pin of someone's living room, or maybe a random street style shot with the exact shoes you're looking for.

Well, now we've got a new tool that lets you find all those things you don't have the words to describe.



When you spot something in a Pin that you want to learn more about, tap the search tool in the corner. Then select the part of the Pin you're interested in, and we'll show you Pins just like it. You can even filter your visual search results by topic so you find exactly what you're looking for.

So if you zoom in on that lamp, you can discover what it's called ("Antiqued Metal Funnel Pendant"), and where you can find it (Restoration Hardware). If you want to know more—like how to get a table like that—just resize your selection and move it around to instantly see more Pins.

Starting tomorrow, you'll find the new search tool on your phone and the web. When you get a chance, take a few minutes to play around with it—we think you'll love where it leads you!

Link: <https://blog.pinterest.com/en/our-crazy-fun-new-visual-search-tool>