

SIZE AND FIT



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SIZE AND FIT : PROBLEM STATEMENT

One of the biggest challenges online fashion face is the large volume of returns. According to a survey from Body Labs, 23% of all clothing gets returned, and 64% of consumers say incorrect fit is the primary reason they return clothing.

Size and Fit is a multidimensional problem influenced by various factors like inconsistency in size chart across brands, different body types and Individual fit choices.



SOLUTIONS



When shopping for clothes, we want to try them on to make sure we're buying the right size and that the style would suit us. In the same way, we want to see how the clothes we find on the Internet would fit and suit us.

[1] The 3D try-on solution is the first and the only true, uncompromised, and real-time virtual try-on system that enables consumers and designers to experience real-life clothes on their accurate virtual models in motion, as well as the instant fit visualization on online, desktop, or mobile platforms. This allows them to see where the garment is tight or loose, where it juts out or sags down, and how it behaves when they move around or standing in various poses, and therefore brings the entire experience of in-store and online shopping to a new level of engagement and entertainment.

To initiate the 3D try-on, click the 3D try-on option which automatically opens the front camera, with the customer's permission. After that the customer is required to set herself to the layout sketch opened in the window and follow the audio instructions : Move your body right and then to the left and to fit in the best possible way. Hence the customer can see her virtual body model and try-on clothes using it.

The idea of 3D try-on was inspired by the DITTO technology which is used to analyse facial features. The triMirror is the world's first real-time cloth simulation and multi-platform 3D virtual fitting solution. The 3D virtual fitting technology is valuable to both shoppers and brands.



<https://drive.google.com/file/d/1QuOdCTZZjlj9Pk-gRPEUYD00fb5hgOWv/view?usp=sharing>



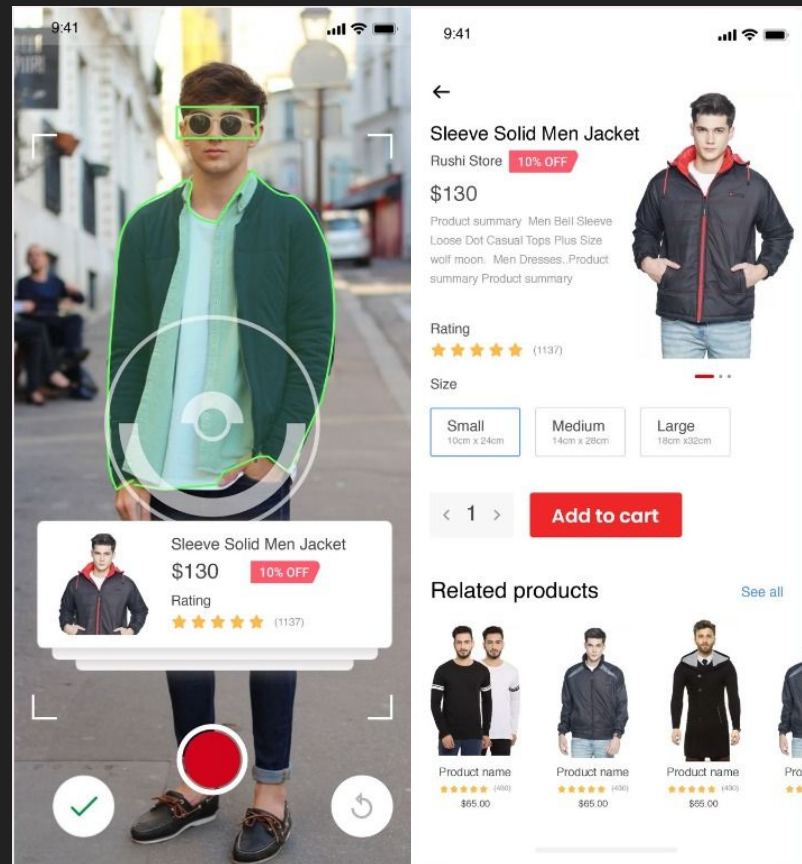
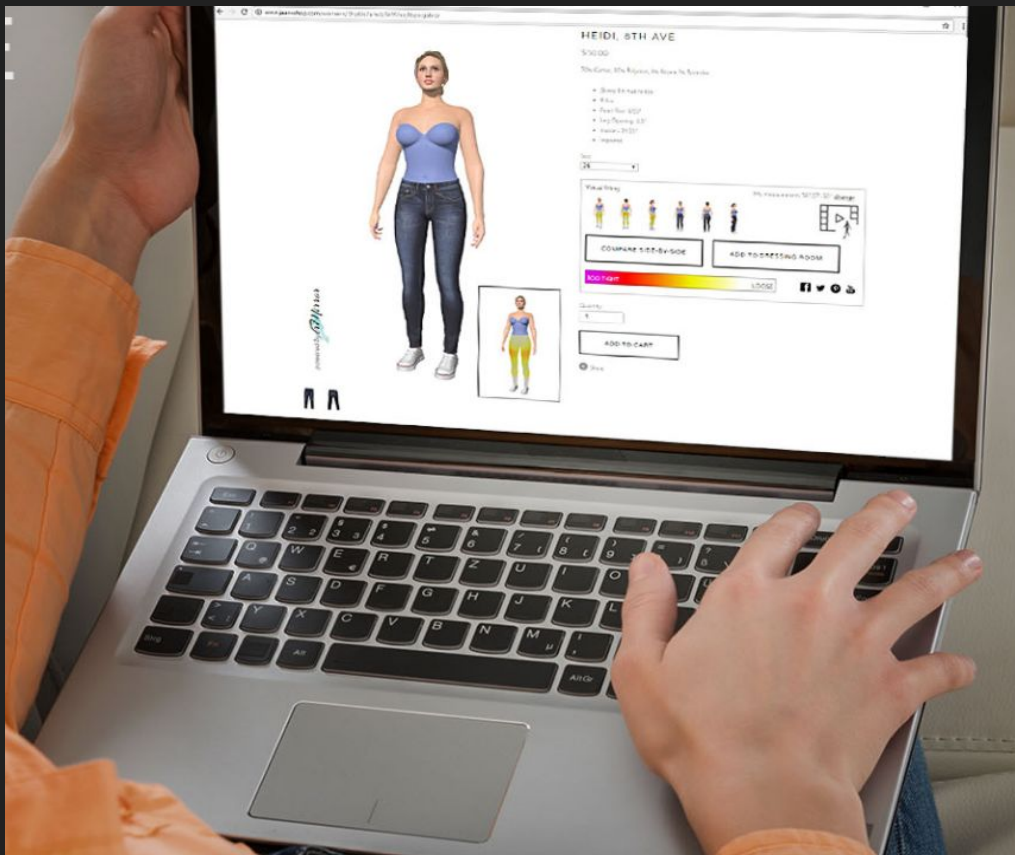
[2] An app can be developed to work as a virtual fitting room so shoppers can try on clothes prior to purchase. This, 'My Stylist' app would need access to personal data in order to act as a personal stylist and produce images of shoppers wearing outfits they are considering purchasing. The app would utilize photos saved on a phone to create an Augmented Reality image of the shopper wearing items available for sale. Shoppers could swipe to either like or dislike the clothing items shown, and use search terms like "search my look," "randomize" or "find more like this." The app would also have the ability to suggest other categories of items it believes might interest the shopper.





Fitting Room





- Fashion designers, animators, game developers and 3D artists can easily create 3D clothes from 2D patterns and can see how they fit and move in real-time, with different fabrics and colors, and on different body sizes and shapes.
- The virtual fitting and dressing room can be easily integrated into e-commerce web platform by online fashion retailers.
- The art cloth simulation technology allows for an accurate and entertaining user experience when trying on clothes, using smartphones or tablets thus engaging the customers by creating personalized avatars to try on real clothing. Customers can also try on clothes that are not in stock, or order customized garments.
- The 'My Stylist' app works as a virtual fitting room helps shoppers to try on clothes prior to their purchase, saving money and time.

SCOPE



SCOPE

- Fashion designers, animators, game developers and 3D artists can easily create 3D clothes from 2D patterns and can see how they fit and move in real-time, with different fabrics and colors, and on different body sizes and shapes.
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THANKYOU

