

Abstract

Fit Verse – The Fashion Metaverse, Personalized is a groundbreaking mobile application designed to revolutionize the textile and ready-made clothing industry by merging personalization, smart technology, and sustainability. With the rise of digital shopping and the growing demand for tailored experiences, Fit Verse offers a unique platform where users can explore, customize, and order garments with unprecedented accuracy and convenience. It addresses a common challenge in the fashion industry—sizing inconsistencies—by incorporating advanced camera-based body scanning. This smart feature captures accurate measurements such as sleeve length, waist size, and chest width, ensuring that every garment ordered matches the user's body perfectly.

Beyond sizing, Fit Verse empowers users to personalize their clothing by selecting fabric type, colour, garment style, and size. The app's intelligent recommendation engine, guided by recent fashion trends, body type, and personal preferences, suggests outfit combinations tailored to each individual. The immersive 3D virtual try-on feature further enhances the shopping experience, allowing users to visualize how their chosen garments would appear on a digital replica of their scanned body using augmented reality.

For retailers and textile showrooms, Fit Verse offers a powerful dashboard that provides valuable insights into customer preferences, trending sizes, popular fabrics, and regional demand patterns. This data-driven approach allows businesses to optimize inventory, plan targeted promotions, and enhance operational efficiency. Moreover, the application promotes sustainable fashion by encouraging eco-conscious fabric choices and informing users about the environmental impact of their selections, contributing to reduced textile waste and responsible consumption.

Fit Verse's seamless order and delivery workflow ensures a smooth end-to-end shopping journey, from browsing and customization to payment and shipment tracking. By bridging the gap between traditional textile retail and the digital fashion metaverse, Fit Verse creates a more inclusive, accessible, and environmentally conscious fashion ecosystem. This innovation not only improves customer satisfaction but also empowers retailers to adapt to evolving market demands with agility and insight.