

SMART FASION RECOMMENDER APPLICATION

ABSTRACT

The increasing popularity of online fashion and online retail platforms is having a visible impact on the shopping experience of billions of customers, making millions of products available in online catalogues .thus eliminating the need for physical visits to various stores and for waiting in long queues or trying on clothes in dressing rooms by providing personalized and affordable deliveries. This in turn has created novel challenges for platform providers, within which proper understanding of fashion choices of shoppers plays a crucial role. Shoppers tend to feel overwhelmed by the sheer choice of the assortment and brands, not being able to receive effective suggestions matching their style preferences as well as not being able to spot the right size and fit during the shopping experience. As a result, recommender systems are gaining momentum by mining through large and diverse silos of product catalogues as well as customer datasets in order to provide personalized recommendations of outfits, complimenting the shopping session with similar and relevant products, understanding and suggesting the correct size and fit for shoppers, recommending with personalized styles and leveraging the social influence affecting the choice of style and buying behaviour of new generations of shoppers. To this end, within this chapter we aim to present a state of the art view of the advancements within the field of recommendation systems in the domain of fashion. We discuss in detail the open challenges and provide an outlook on current and future work in this exciting multidisciplinary field.

