Smart Fashion Recommender Application
Ideation phase

Abstract

Fashion is form of self-expression. The term implies a look defined by the fashion industry as that which is trending at the time. Everything that is considered fashion is available and popularized by the fashion system. Fashion system includes the Fashion industry and Media. Fashion differs from country to country and from Brand to Brand.

Now-a-days there are different mediums are available to deliver these trends to the people across the globe. To acquire trendy fashion accessories such as cloths, footwear, lifestyle, accessories, makeup, hairstyle, etc.,

A fashion trend signifies a specific look or expression that is spread across a population at a specific time and place. A trend is considered a more ephemeral look, not defined by the seasons when collections are released by the fashion industry. A trend can thus emerge from street style, across cultures, and from influencers and other celebrities.

Fashion trends are influenced by several factors, including cinema, celebrities, climate, creative explorations, innovations, designs, political, economic, social, and technological.

Fashion relates to the social and cultural context of an environment. According to Matika, "Elements of popular culture become fused when a person's trend is associated with a preference for a genre of music like music, news, or literature, fashion has been fused into everyday lives." Fashion is not only seen as purely aesthetic; fashion is also a medium for people to create an overall effect and express their opinions and overall art.

Market research Consumers of different groups have varying needs and demands. Factors taken into consideration when analysing consumers' needs include key demographics. To understand consumers' needs and predict fashion trends, fashion companies must do market research There are two research methods: primary and secondary. Secondary methods are taking other information that has already been collected, for example using a book or an article for research. Primary research is collecting data through surveys, interviews, observation, and/or focus groups. Primary research often focuses on large sample sizes to determine customer's motivations to shop.

Consumption is driven not only by need, the symbolic meaning for consumers is also a factor. Consumers engaging in symbolic consumption may develop a sense of self over an extended period as various objects are collected as part of the process of establishing their identity and, when the symbolic meaning is shared in a social group, to communicate their identity to others. For teenagers, consumption plays a role in distinguishing the child self from the adult. Researchers have found that the fashion choices of teenagers are used for self-expression and to recognize other teens who wear similar clothes. The symbolic association of clothing items

can link individuals' personality and interests, with music as a prominent factor influencing fashion decisions.

Technology influences Today, technology plays a sizable role in society, and technological influences are correspondingly increasing within the realm of fashion. Wearable technology has become incorporated; for example, clothing constructed with solar panels that charge devices and smart fabrics that enhance wearer comfort by changing colour or texture based on environmental changes.

Internet technology, enabling the far reaches of online retailers and social media platforms, has created previously unimaginable ways for trends to be identified, marketed, and sold immediately. Trend-setting styles are easily displayed and communicated online to attract customers. Posts on Instagram or Facebook can quickly increase awareness about new trends in fashion, which subsequently may create high demand for specific items or brands, new "buy now button" technology can link these styles with direct sales.

The Fashion Recommendation System is mainly used to recommend the best possible outfit combinations to a user who has no fashion sense based on their wardrobe. It may not always provide the best possible outfit to wear for an occasion as the system is dependent completely on the clothes present in the user's wardrobe.