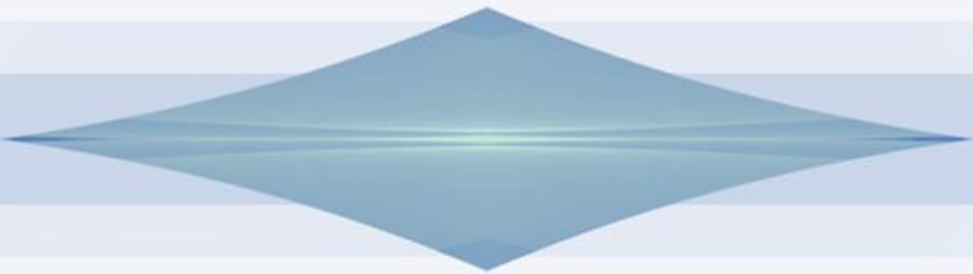


Improving user experience in the Fashion Industry with Deep Learning



Lorenzo Chávez & Antonio Ramos

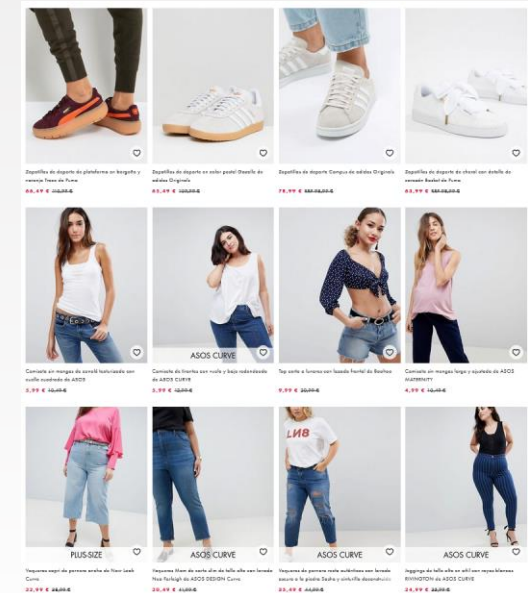
The Fashion Industry is changing !!

Traditional Shopping



*Online sales
are increasing
every year*

Online Shopping



Men's T-shirts & Vests

Sort



Shop By



Product Type



Style



Range



Fit



Brand



Multipacks



Size



Colour



Price Range



7,271 styles found

-
-
-
-
-
-
-

You've viewed 72 of 7,271 products

LOAD MORE

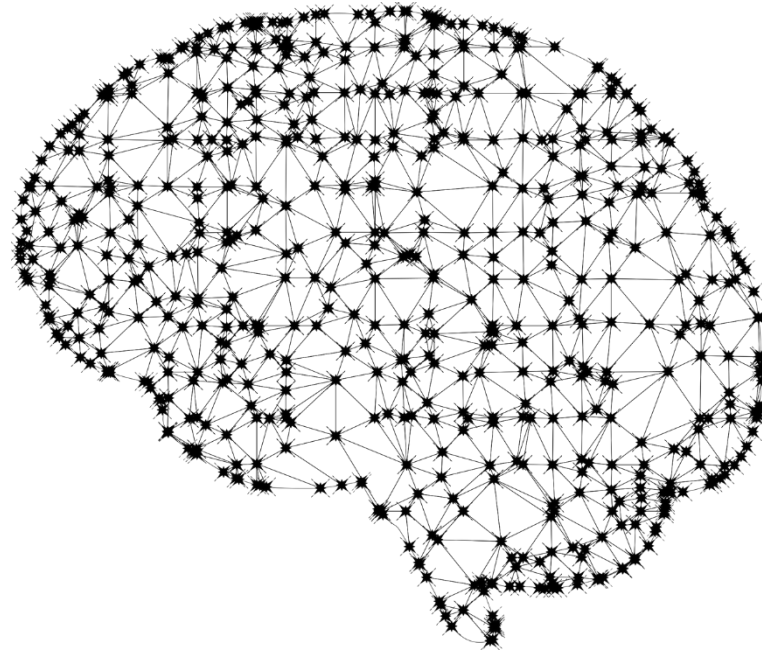
HELP!

Main issues:

- Hundred of products
- Too many filters

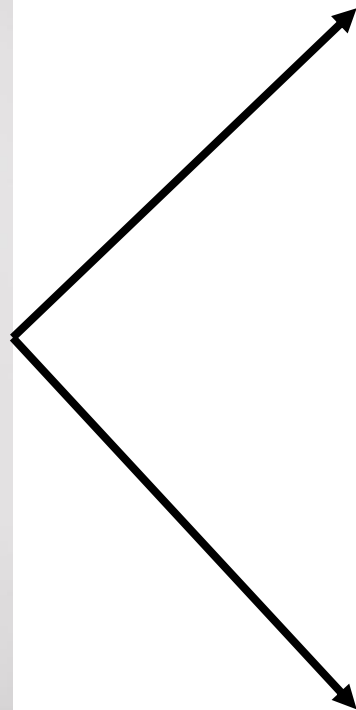
How can we improve it?

Our costumer uploads an image and then we use **Deep Learning** to recognise patterns



Labels:

- ✓ Shirt
- ✓ Blue
- ✓ Men



FAVORITOS SELECCIONADOS



Camisa estampada de algodón
14,99 €



Camisa mezcla lino Regular fit
19,99 €



Camisa Slim fit Easy iron
14,99 €



Camisa de algodón Regular fit
12,99 €



OTROS TAMBIÉN COMPRARON



Camisa de manga corta
19,99 €



Camisa resort estampada
19,99 €



Camisa de algodón Regular fit
14,99 €



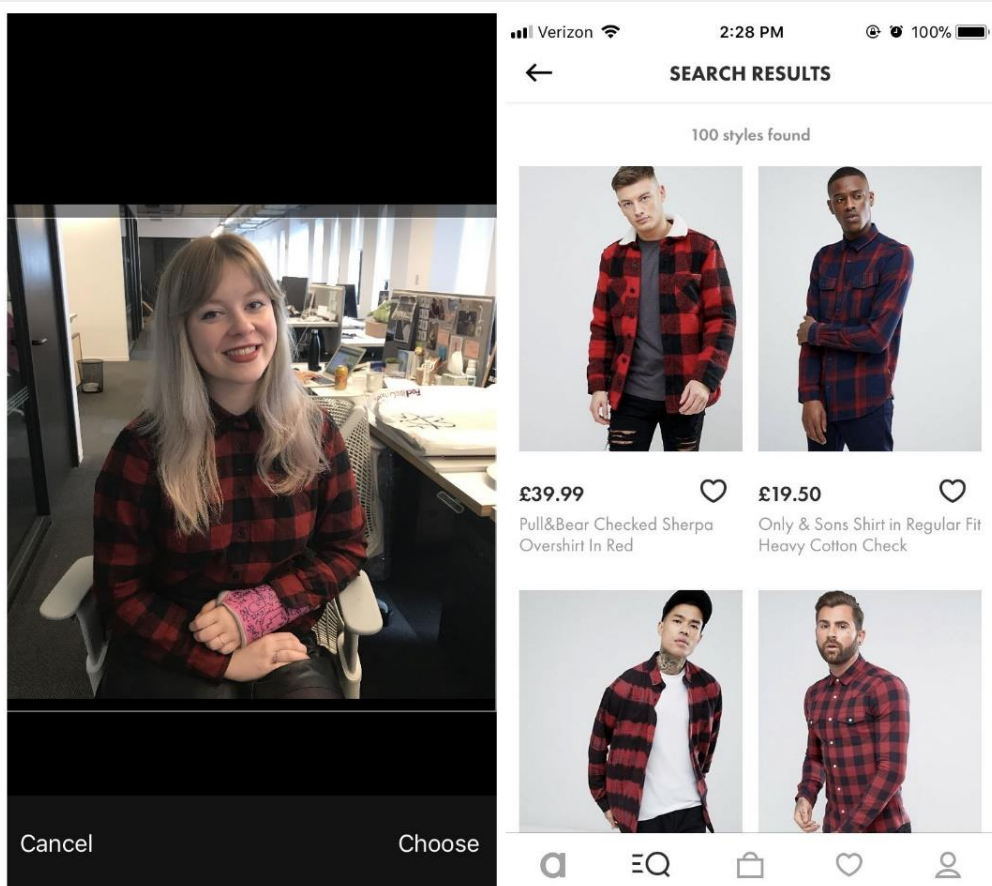
Camisa cuello mao Regular fit
19,99 €



We can use the extracted labels to
Recommend similar products

It's already happening!

Big companies have realised of the importance of applying this new technology



ASOS' Style Match is like a reverse image search for shoppable clothes

March 2018

<https://www.theverge.com/2018/3/9/17092834/asos-style-match-visual-search>

Zalando adds image search to iOS app using Cortexica's findSimilar software

August 2017

https://www.cortexica.com/wp-content/uploads/2017/08/cortexica_press_01_zalando_iOS_20140806.pdf