AUGUMENTED FASHION

STAGE 2: GENERATE

TEAM:
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Sahil Dorwat (ssdorwat)
Prashant Nagdeve (psnagdev)

INSPIRATIONAL IDEAS:

Demo 1: LAKME FASHION WEEK, LONDON:

Witnessing the lakme fashion week online gave us the idea on the scope of project has. This made us ponder on how Augmented Reality can be used in Fashion Industry. In this show, UK wireless carrier Three, combined with designers to showcase fashion with imagery. Viewers were given headsets to go view the imagery over high speed internet. This inspired us to think over this model and instead of using headset, we decided to bring that action to a more common man accessible mobile phones/ Tablets that everyone uses, giving this concept higher reach and more potential with ease of use!

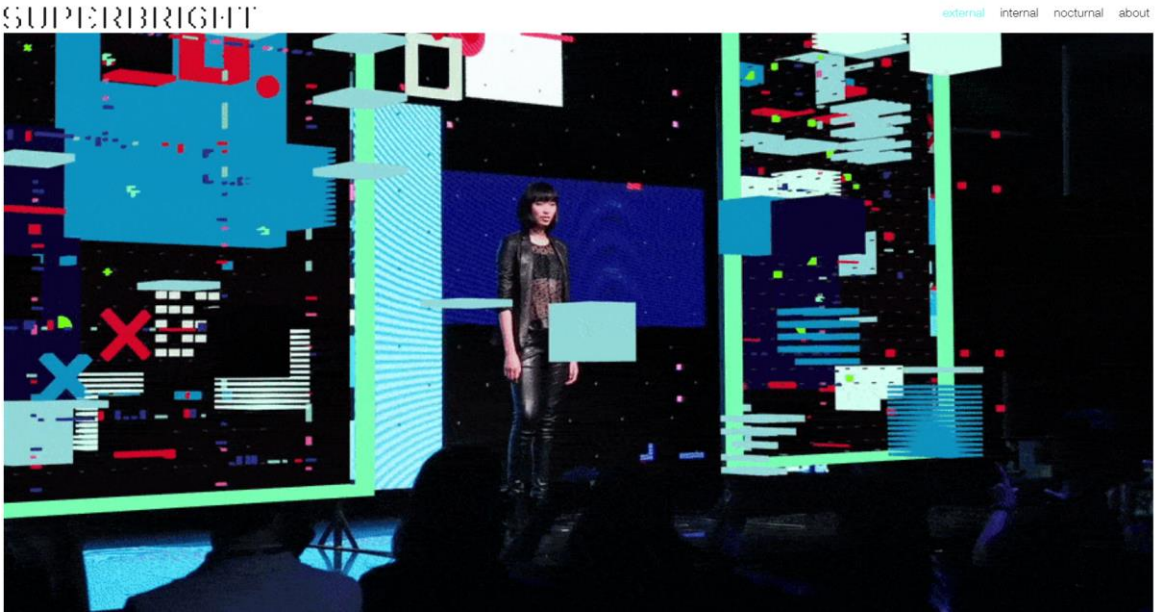
Source Link: https://magic-leap.reality.news/news/magic-leap-three-uk-power-5g-augmented-reality-fashion-show-london-fashion-week-0193914/

Demo 2:

Source link : https://www.youtube.com/watch?v=4r73e2MjaB4
This video features the augmented Reality technology in a fashion show partnered with Magnum, Xenium Digital to showcase animals on ramp along with models. The tiger, panther and cheetah walked together with models wearing similar designs.

Demo 3:

Source link: http://www.superbright.me/external/augmented-reality-catwalk-for-fashion-week



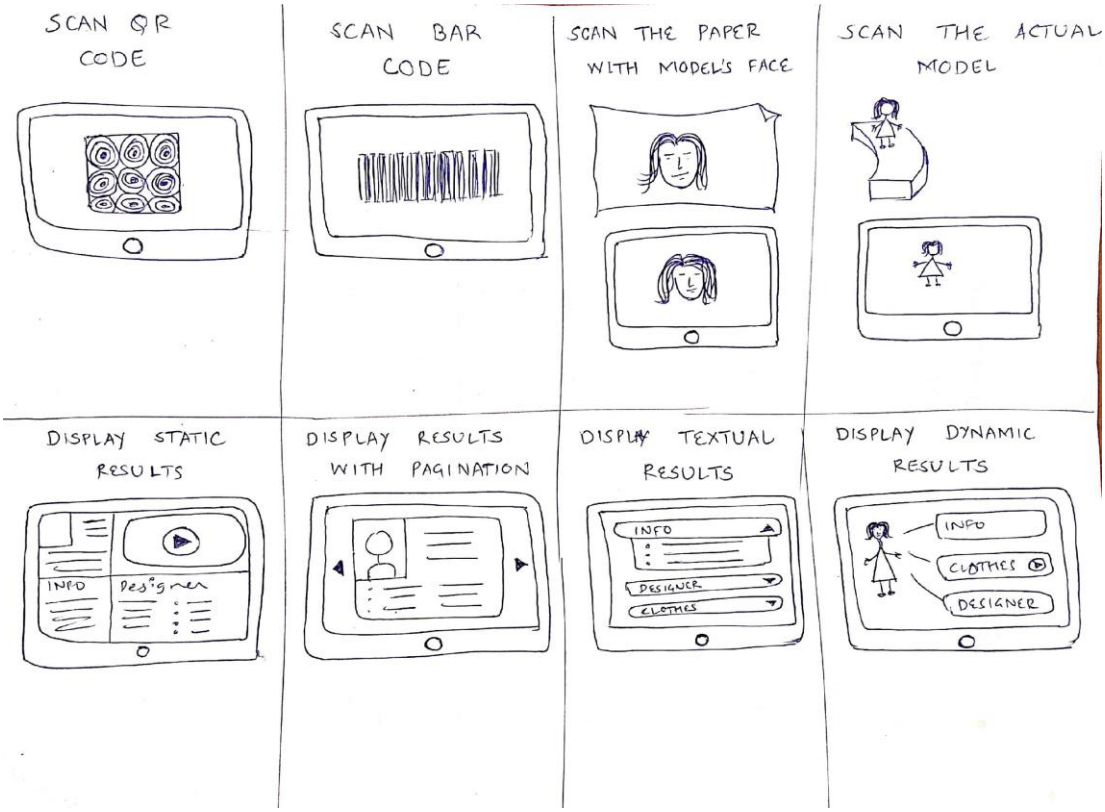
This link talks about **NY Fashion Week: Augmented Reality Catwalk Experience** where users in the audience interacted with this synchronized 3D experienced through their own mobile devices as well as provided iPads running the custom-built application. This experience using augmented reality technology in the best way possible was: by making an already polished fashion show exponentially richer with real-time 3D content that was not only intriguing but also relevant from a viewer perspective. The AR content was 'anchored' on the runway and the surrounding stage using two 12' custom designed markers.

Member 1: SATISH GURAV

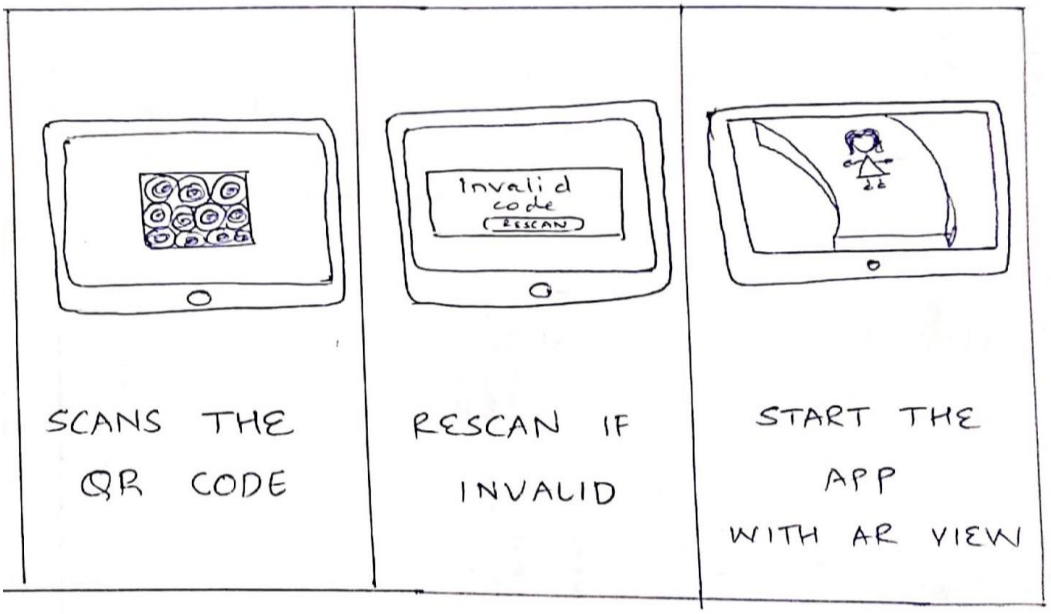
List of ideas:

1. **Scan QR code:** When User opens the app, to kickstart the AR functionality, he/she will have to scan the QR code provided to begin.
2. **Scan BAR code:** Another idea could be to use BARCODE instead of QR to achieve the same results.
3. **Scan the paper with model's face:** We could also provide user with paper with Model's face on it. He/she will scan this to proceed further.
4. **Scan the actual model:** We could also scan the actual model walking on the ramp to get started with the process.
5. **Display static result:** After scanning the model, we will display static results about the model, designer and clothes.
6. **Display results with pagination:** We can categorize the results into sections with each section information on each page. User can click "Next" or "Back" to navigate.
7. **Display textual results:** We can just display the result in text format to show users.
8. **Display dynamic results:** Display the results interactively around virtual model on iPad screen.

Crazy 8's:



Sketch 1:

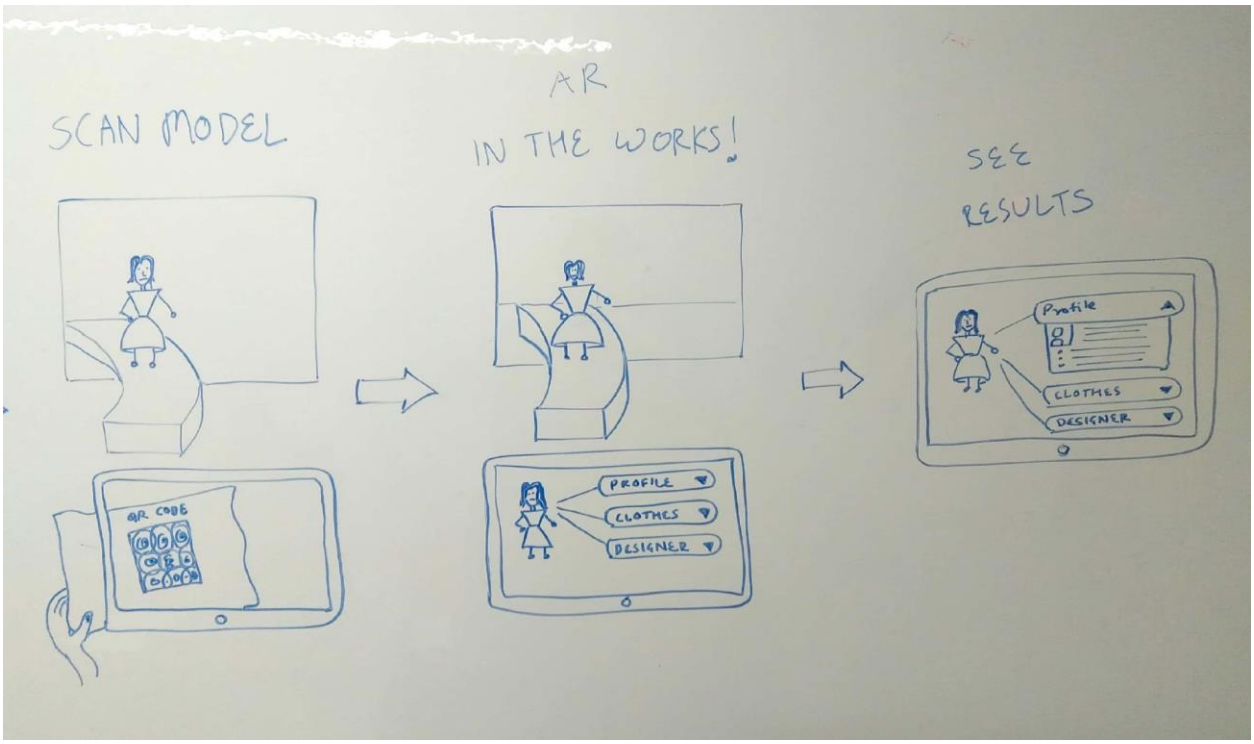


Description:

The above idea represents the scanning process to kick start the augmented reality. User will be given a paper consisting of special QR code. User on opening the APP will be presented with camera view to scan the paper containing QR code. If the QR code scan fails, then user will be presented with “Invalid Code” alert. However, on successful code scan, user will begin to experience the augmented reality.

Storyboard:

The below storyboard explains the process starting from scanning the QR code to seeing augmented reality results on iPad. When a user scans the QR code, the code will be validated in the background. Then this code will get mapped to the actual model walking on the ramp. Now, the results (text, videos etc.) will appear on the screen beside the model currently on the ramp. User can click on the results to gain more insights into it.

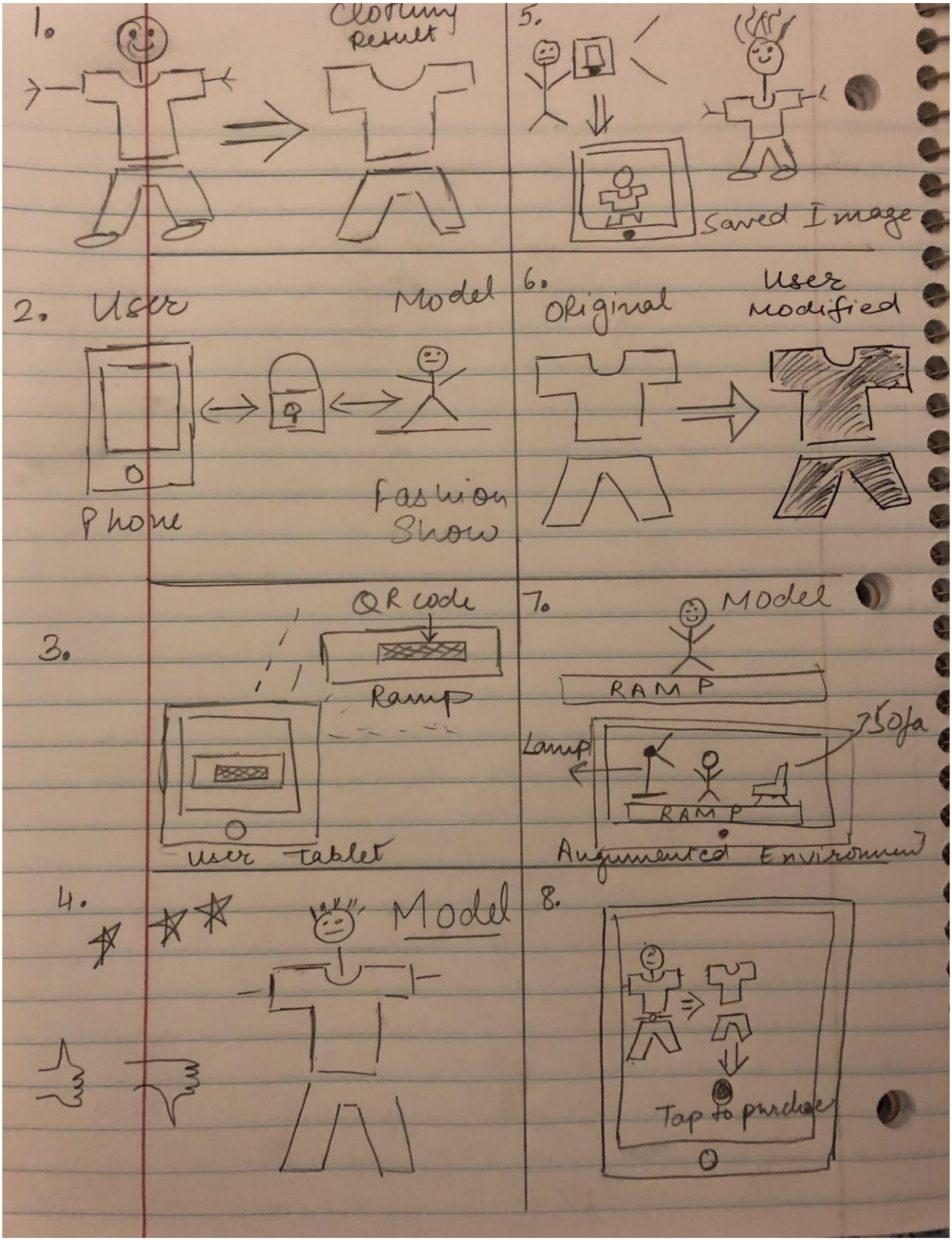


Member 2: Aayush Patial

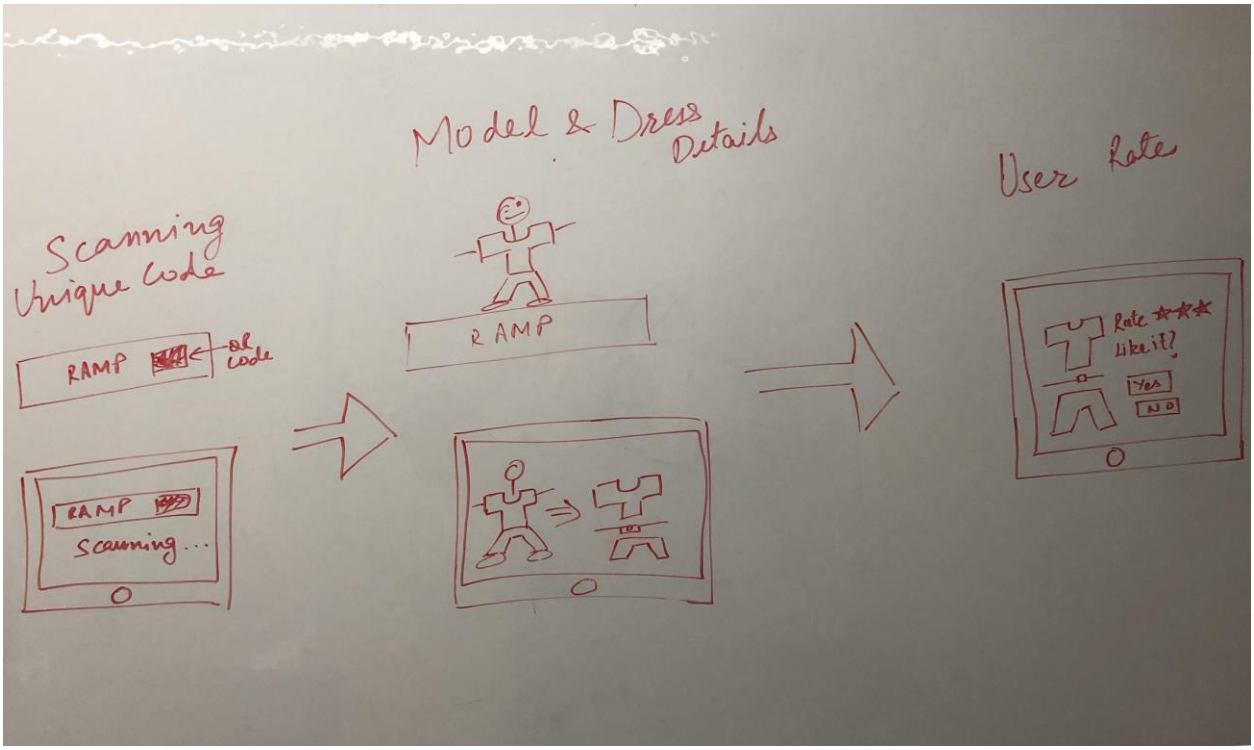
List of ideas:

1. **Costume Tagging :**
   This is a scenario where the user uses their devices, to scan the model on stage or the QR code object being displayed on the screen. This will bring the user directly to the details of the dress, displaying the brand name, style and type of dress along with the details of the model.
2. **User Authentication:**
   This idea in our application would guarantee the authenticity of the user connecting securely to the model during a fashion show, This is again done with the use of unique QR code or link of the show that can be accessed and used by the user.
3. **Unique Dress identification:**
   This idea employs the idea of QR code and use of AR kit to identify the unique characteristics and display them to the user giving the better judgement.
4. **Rating/Like/Dislike:**
   After seeing the model display the dress, user gets an option to rate the current display of dress by the model. This information can be stored in a database and can be used to give better targeted results to user in future.
5. **Superimpose the dress:**
   This gives the option to user to save the image of the dress specifically and then can try on an image or display on himself/herself to see how it feels.
6. **AR Environment creation :**
   This gives the user the idea of the surroundings the current dress can be used in. User would be able to see augmented environment like a sofa or a chair when using the phone showing the ideal/targeted environment for the dress on display.
7. **Changing dress styles:**
   This idea allows users to see how a given dress would look like in different colors and styles similar to the current dress on display.
8. **Link to Purchase:**
   This idea involved giving users a link to purchase the dress on display in they like it.

Crazy 8's:


1.
Clothing Result
5.
Saved Image
2. User
Model
Phone
Fashion Show
6.
Original
User Modified
3.
QR code
Ramp
User Tablet
7.
Model
RAMP
Lamp
Sofa
RAMP
Augmented Environment
4.
Model
8.
Tap to purchase

Storyboard:



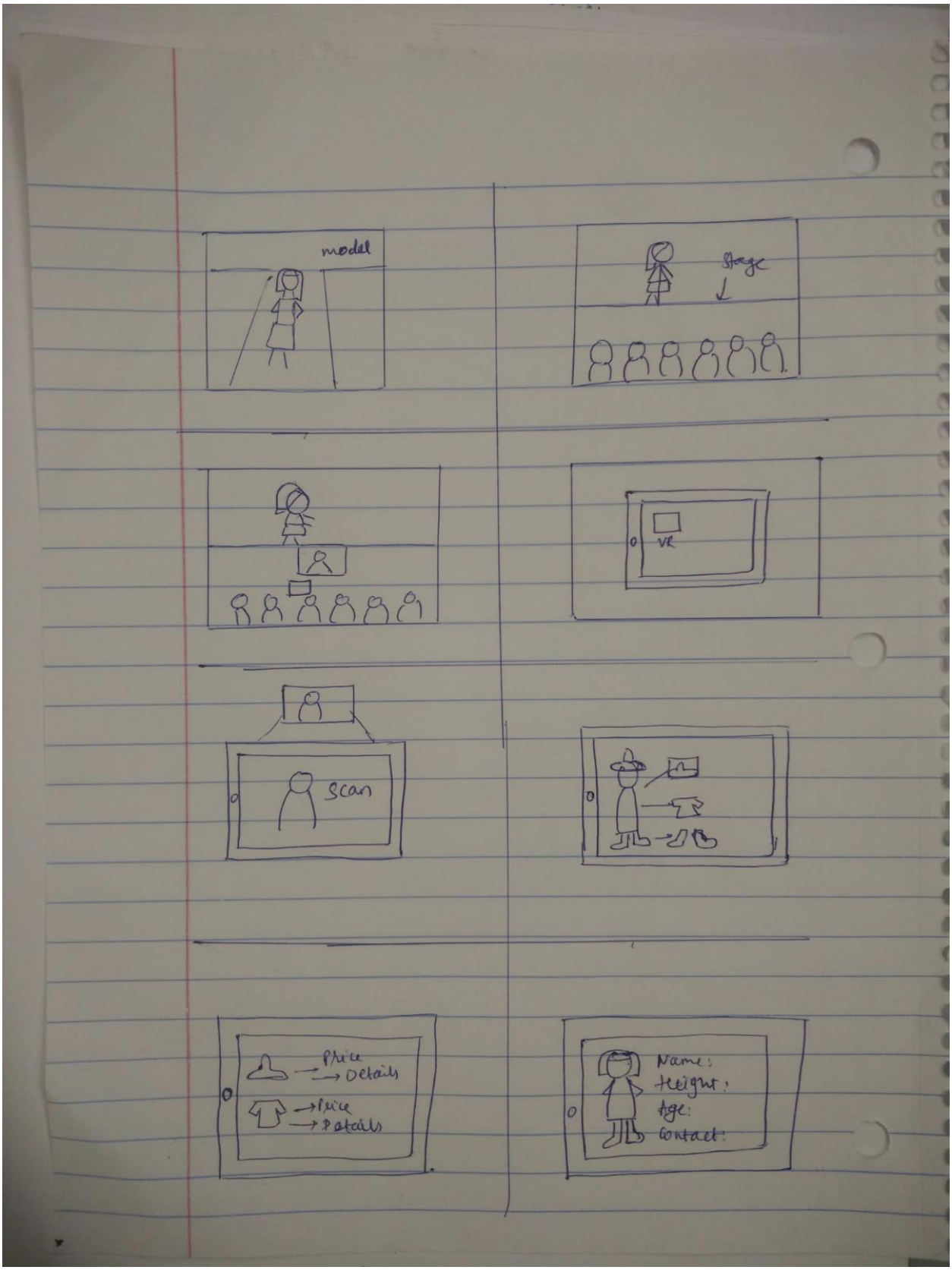
This is the case for liking or disliking or keeping preferences by the user, that are seen in the fashion show by the model. User first scans the barcode for the unique dress that is going to be presented by the model and then user will see all the clothing separately on the screen and finally will get an option to rate the outfit and whether likes it or not. This will help in populating the database and give users better outfit suggestions in the future.

Member 3: Unnati Agrawal

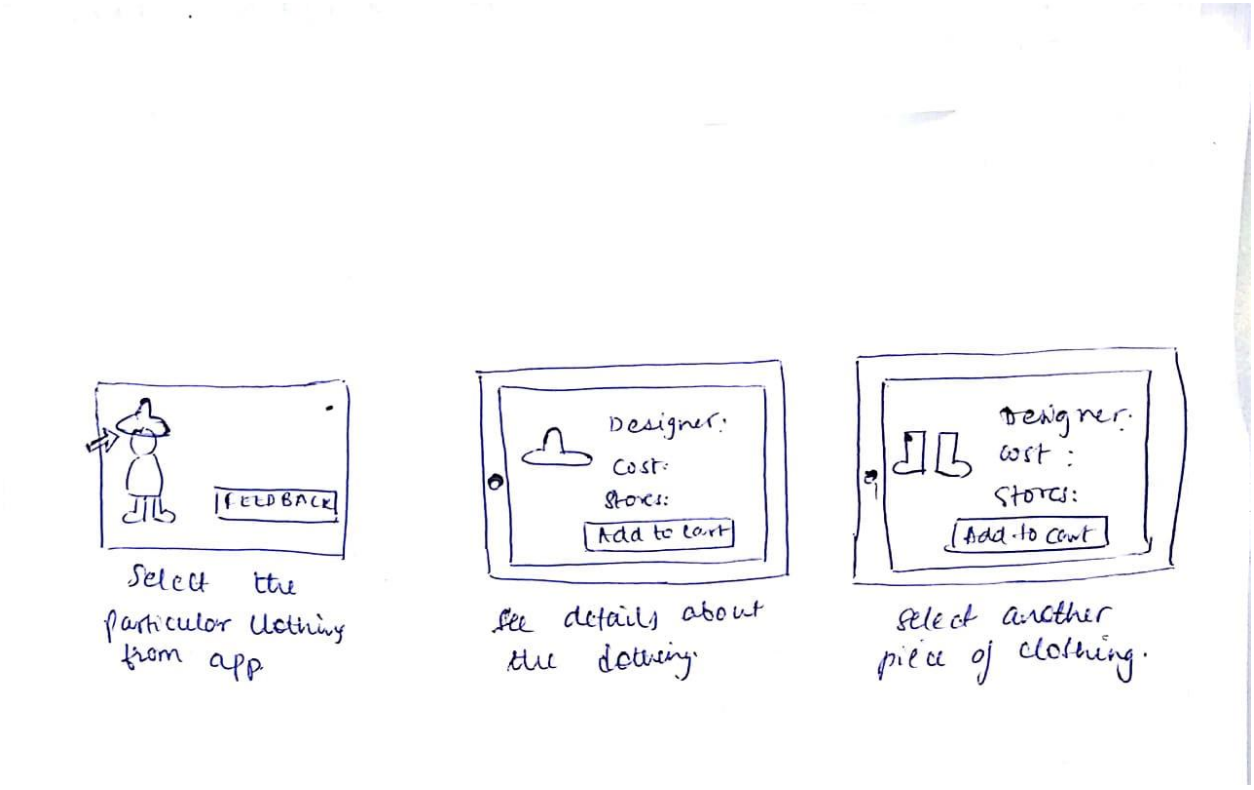
Ideas:

1. There will be an app for a fashion show where people can experience augmented reality. The people will I-pad will scan the model and they could see the details of the clothes present.
2. There could be a huge photo of the model present below the ramp walk which could be scanned and the details would pop up.
3. In the IOS app for this, the photo of the model would be displayed with the dress he/she is wearing. The various clothes and accessories could be enlarged.
4. On selecting a particular clothing or accessory, various details like cloth type, designer details would be displayed.
5. On the other tab, the details of model would be displayed like name, height, age, contact details etc which would help the model for her career.
6. If a person like a particular dress he can select it and add it to cart which he can buy later.
7. A person can add his/her photo in the particular app and then for the particular model walking on the ramp he can see if that dress looks good on him/her.
8. A person can add feedback for a particular dress or accessory from the feedback button below the home page of the application.

Crazy 8s:

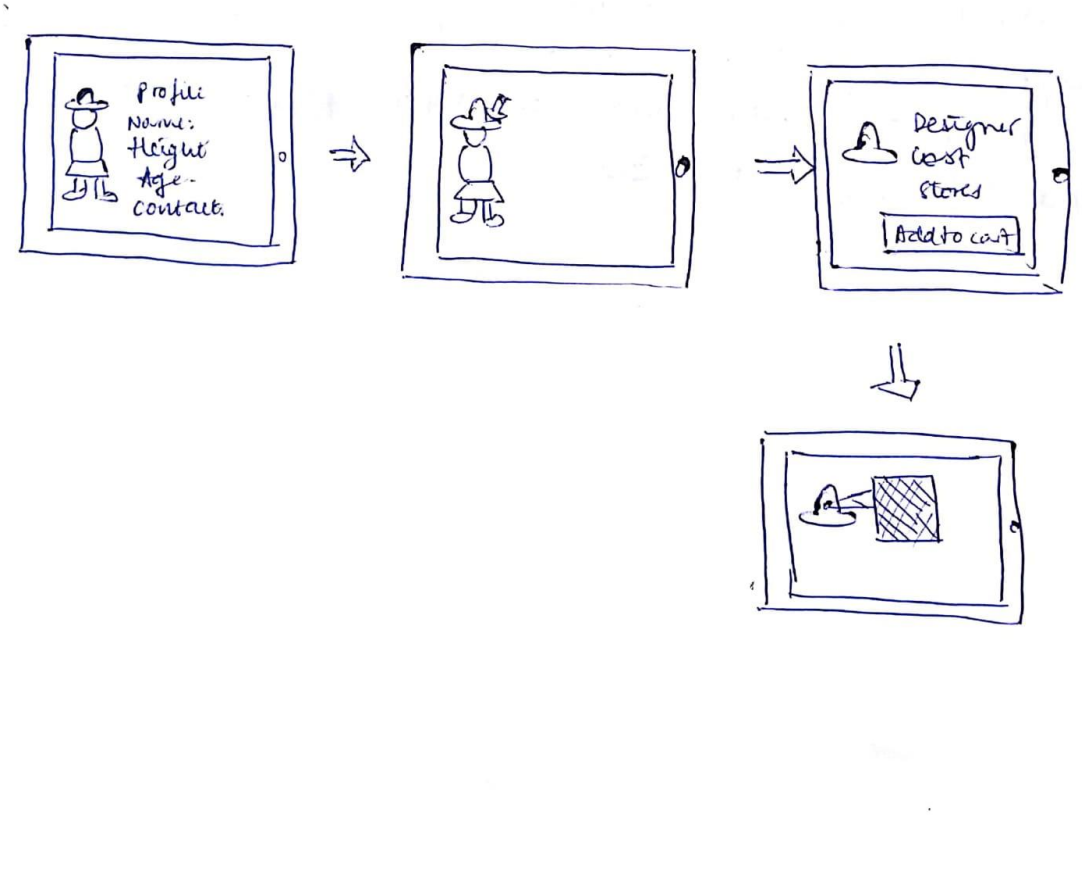

model
Stage
VR
scan
Price
Details
Price
Details
Name:
Height:
Age:
Contact:

Sketch 1:



Description: The above idea represents what happens once the person from his ipad scans the code. The photo of the model is displayed with a small feedback button below where the user can submit feedback regarding the clothes that the model is wearing. Once he selects a particular piece of clothing, and clicks on it, a detailed description of the clothing is displayed. If he goes back and then selects another clothing, the details of that clothing is displayed.

Storyboard:



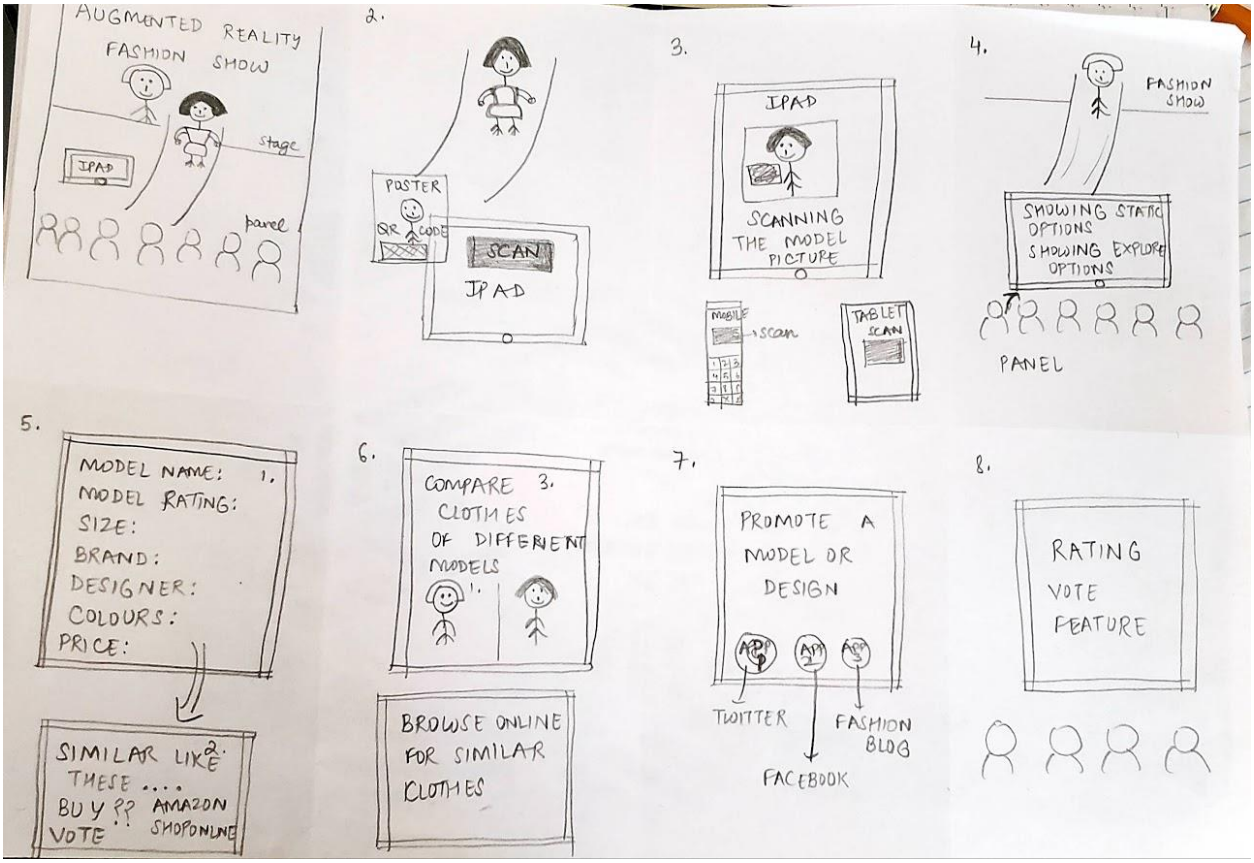
The above storyboard explains what the home page of the application looks like. Initially the person scans the photo of the model from the IOS app. The above storyboard describes what happens after it scans. Initially the details of the model is displayed . Once the person clicks on the clothing that the model is wearing, he/she will click on it and details of that dress will be displayed. If the person, zooms in the image of the dress, texture of the dress will be shown.

Member 4: Sanya Kathuria

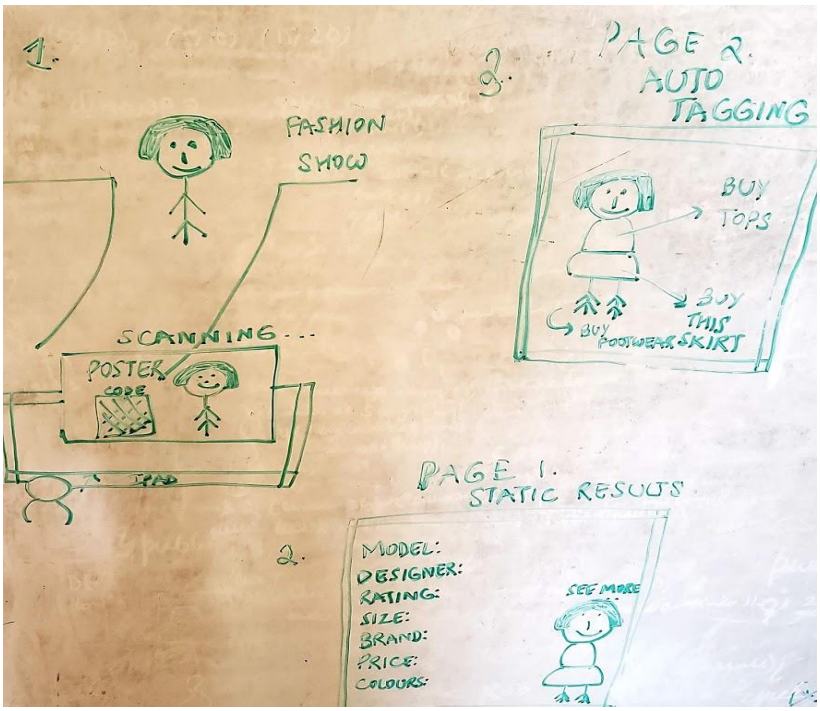
List of ideas:

1. This application is for an augmented reality fashion show that supports the fashion show with panelist having digital experiences. They should be able to scan the unique QR model picture model from the poster for any of the participant model.
2. The code can be scanned on any digital device such as an IPAD, mobile device or a tablet.
3. After successful scanning of the code, both static and dynamic results related to the design and model are displayed.
4. Static features can include information related to the model, designer name, designer brand, size the model is wearing, price, rating of the model, the popularity of the designer, colour of the clothes, model size.
5. Dynamic features of the application include “compare feature” in order to compare the designs of any models, browse online for similar designs, share feature for designs on social media.
6. The application understands the language of images and illustrates results based on features like auto-tagging and highly descriptive tags.
7. The application also supports pagination, upvote or downvote a design and keeps updating the popularity dynamically.
8. The application also gives a buy this design option and displays all the stores and online shopping websites on which it is available in the desired location.

Crazy 8’s


AUGMENTED REALITY FASHION SHOW
IPAD
stage
panel
2.
POSTER
QR CODE
SCAN
IPAD
3.
IPAD
SCANNING THE MODEL PICTURE
MOBILE
scan
TABLET SCAN
4.
FASHION SHOW
SHOWING STATIC OPTIONS
SHOWING EXPLORE OPTIONS
PANEL
5.
MODEL NAME: 1.
MODEL RATING:
SIZE:
BRAND:
DESIGNER:
COLOURS:
PRICE:
SIMILAR LIKE 2.
THESE ....
BUY ?? AMAZON
VOTE SHOPONLINE
6.
COMPARE 3.
CLOTHES
OF DIFFERENT
MODELS
1.
BROWSE ONLINE FOR SIMILAR CLOTHES
7.
PROMOTE A MODEL OR DESIGN
APP 3
APP 2
APP 1
TWITTER
FASHION BLOG
FACEBOOK
8.
RATING
VOTE
FEATURE

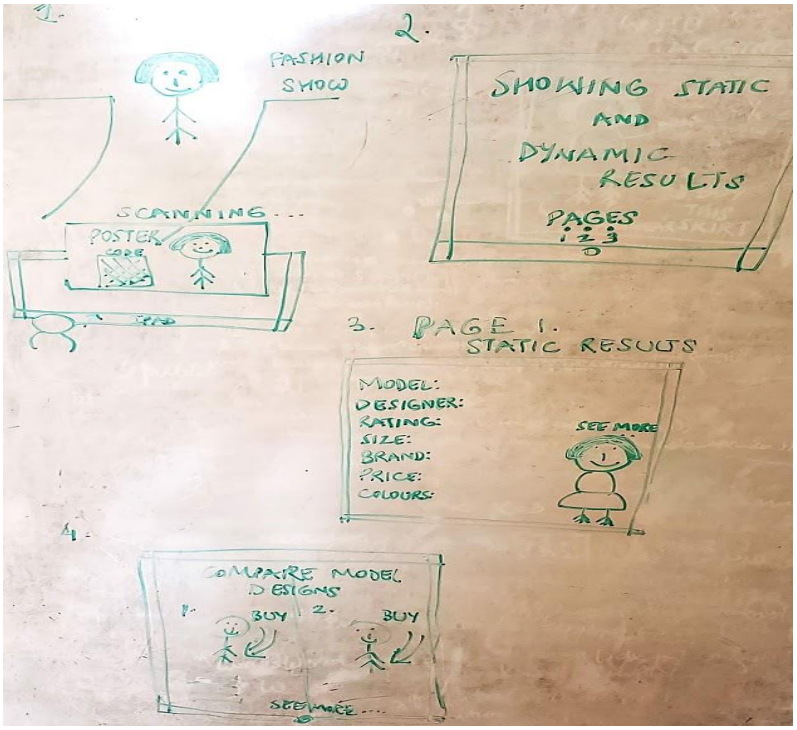
Sketch 1:


1.
FASHION SHOW
SCANNING...
POSTER
CODE
IPAD
2.
PAGE 1.
STATIC RESULTS
MODEL:
DESIGNER:
RATING:
SIZE:
BRAND:
PRICE:
COLOURS:
SEE MORE
3.
PAGE 2.
AUTO TAGGING
BUY TOPS
BUY FOOTWEAR
BUY THIS SKIRT

Description:

The sketch shows that when the panelist scans the unique QR code associated with a model picture on a poster, the first page shows all the static results related to any model and the design such as model, designer name, designer brand, size the model is wearing, price, rating of the model, the popularity of the designer, colour of the clothes, model size. If the panelist wants to see more, then the second page shows dynamic results by autotagging the costume of the model's design and options to buy each tagged piece.

StoryBoard:



Description:

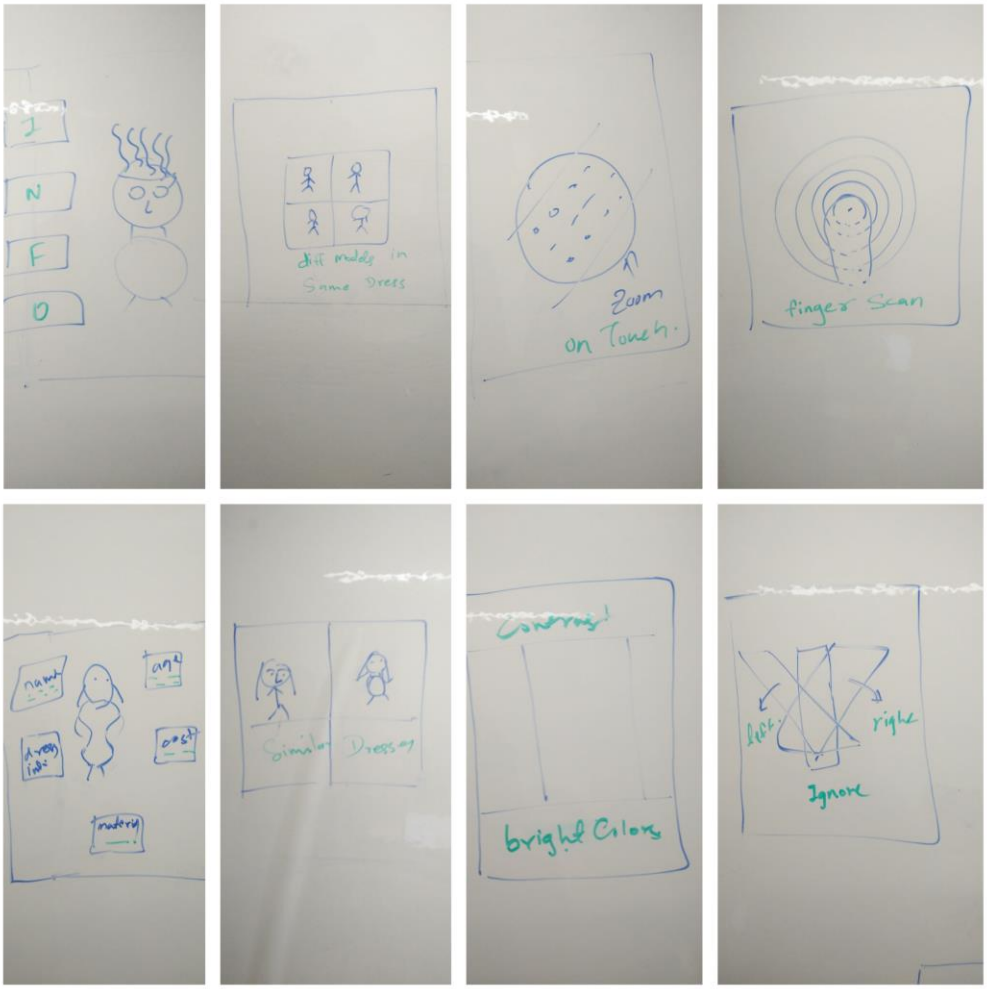
The storyboard shows how the panel is able to scan the unique code and see different pages of results for a model and the design with both static and dynamic results. The user should first be able to see static results for any model or design after scanning. The user can do a comparison between any 2 costumes of different models and then also buy the one they like. The application shows options to buy the costume or tagged part of the costume online or in stores on the next page.

Member 5: Sahil Dorwat

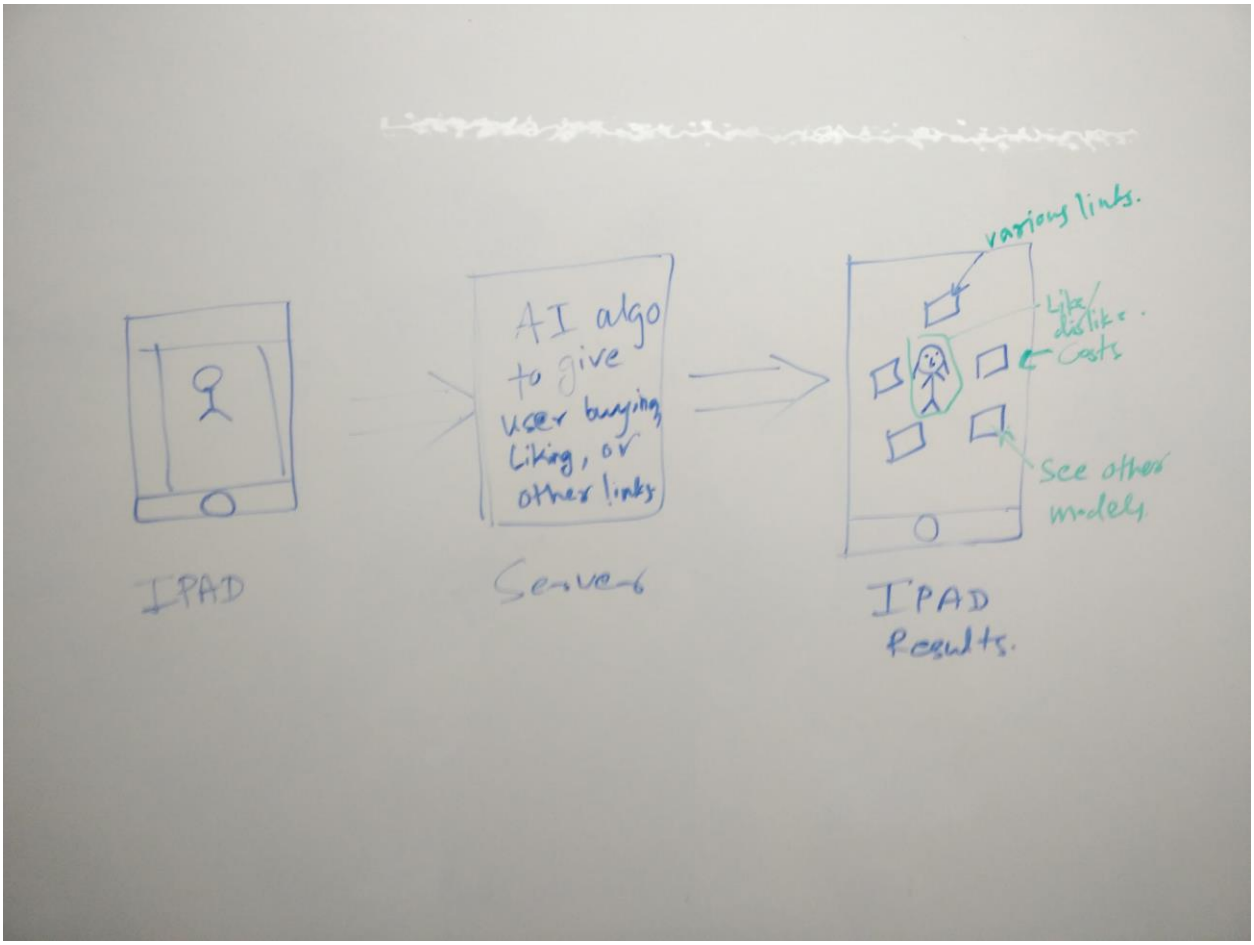
List of ideas:

1. Showing model picture on right side of screen and related details of left pane
2. Can show different models in same dress.
3. Zoom on click for particular part of dress
4. Finger scan or Ratina scan can be used as extra layer of access protection
5. Showing models in the middle of screen and details around it in.
6. Use of Artificial Intelligence for automating to show similar dresses
7. Attractive designs while displaying information, use of bright colours.
8. Right swipe for like and left swipe for dislike.

Crazy 8's:



Sketch1:



Description:

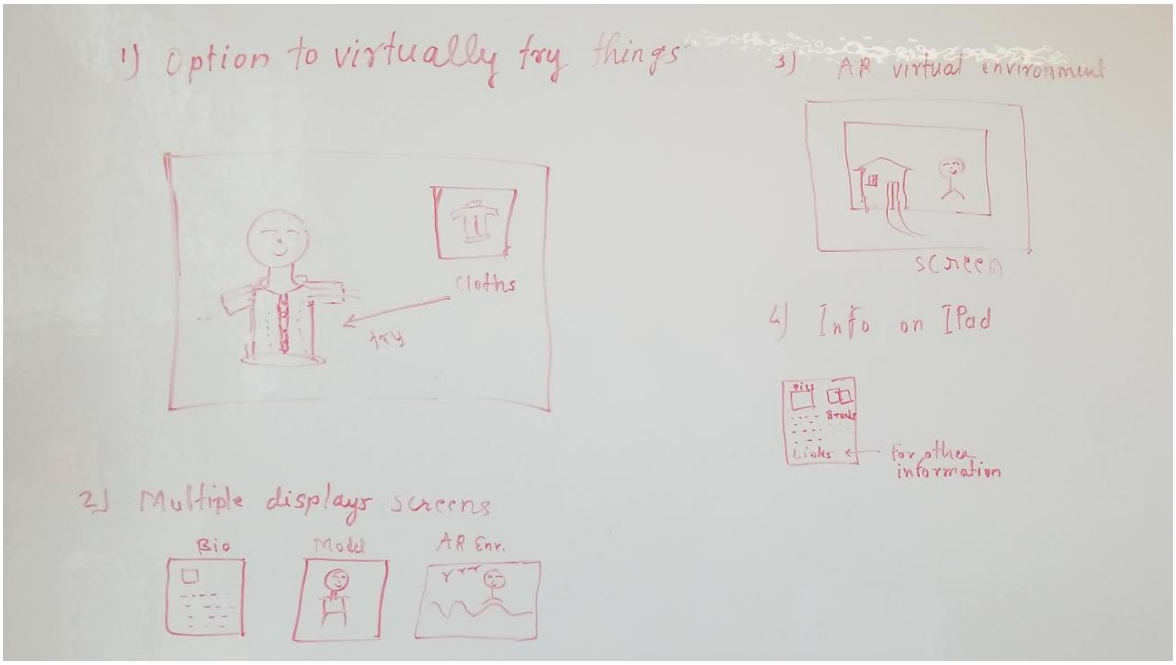
The above sketch represent interaction that will take place between ipad app and server. The inspiration behind this idea comes from various AI based series in which by using AI any person in particular city can be found in just minutes to solve crimes. In this project we can utilize same idea in different perspective. Here, first user will be provides with some kind of authentication system, so that business privacy contract will remain intact. Once, the authentication part is done, then user will take picture from his ipad and send it for processing. At this particular moment, image cleansing and processing will take place to identify the model as well as the dress she is wearing, then all related information will be send it to user to display in attractive fashion using bright colours.

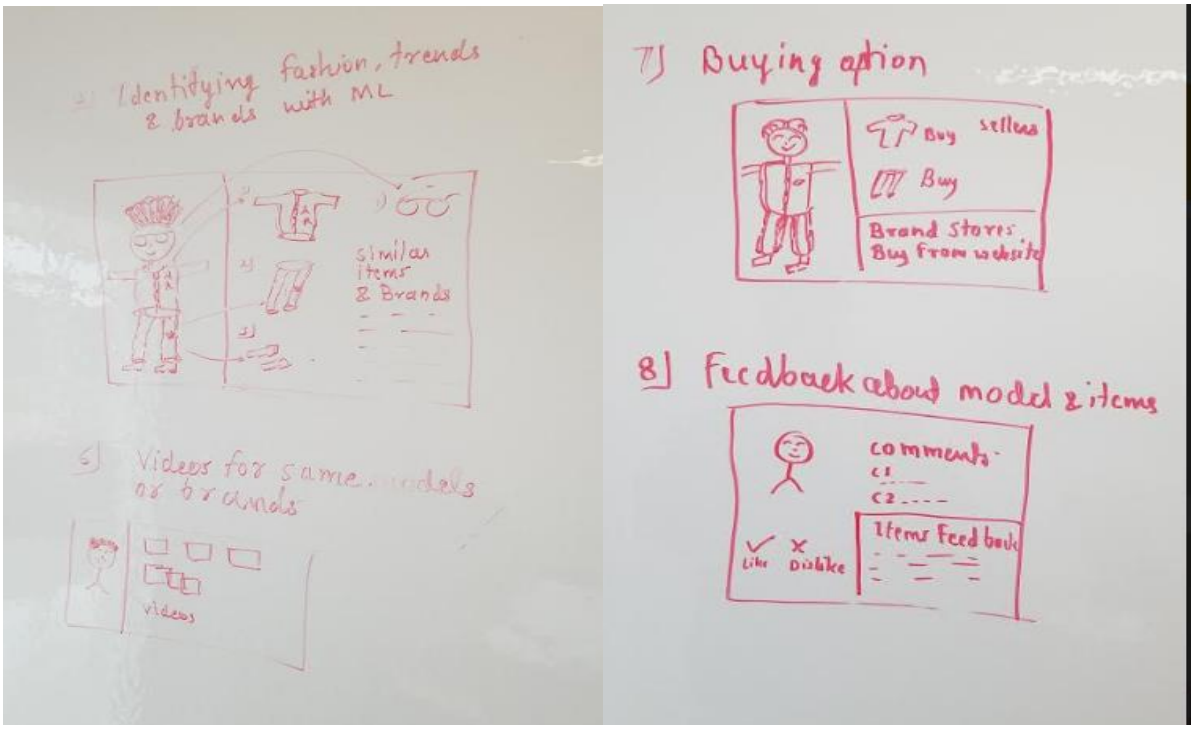
Member 6: Prashant Nagdeve

List of ideas:

1. Option to virtually try things which were worn by the model:
   The user can see what model wears and can try those items on themselves to see how good they look.
2. Multiple display screens to show information about the model:
   Different screens showing different information will be shown at different places where the user can clearly see the information category wise.
3. Along with the model information, display the model in an augmented virtual environment:
   While showing the model on the screen, we will add AR to show the model in a different screen.
4. Information can be also displayed on the Ipad of a user and user can be provided with various info about the model as well as the choice of the different virtual environment:
   The user will select the environment category where he/she wants the model to be displayed.
5. With the help of machine learning, similar fashion trend items can be shown to users.
   When info about the item is shown, we will also perform machine learning and fetch related items in which the user might be interested.
6. Videos of the model and items of particular brands can be made available to the user
   The user can see the videos of the same model from other shows and related items videos.
7. Information about the places where we can get clothes or other things can be bought.
   Along with the model info, we can also add info about where to buy items or cloths.
8. Feedback section about the model and the fashion or items (likes and dislikes)
   The user can also give feedback and comment on model or items

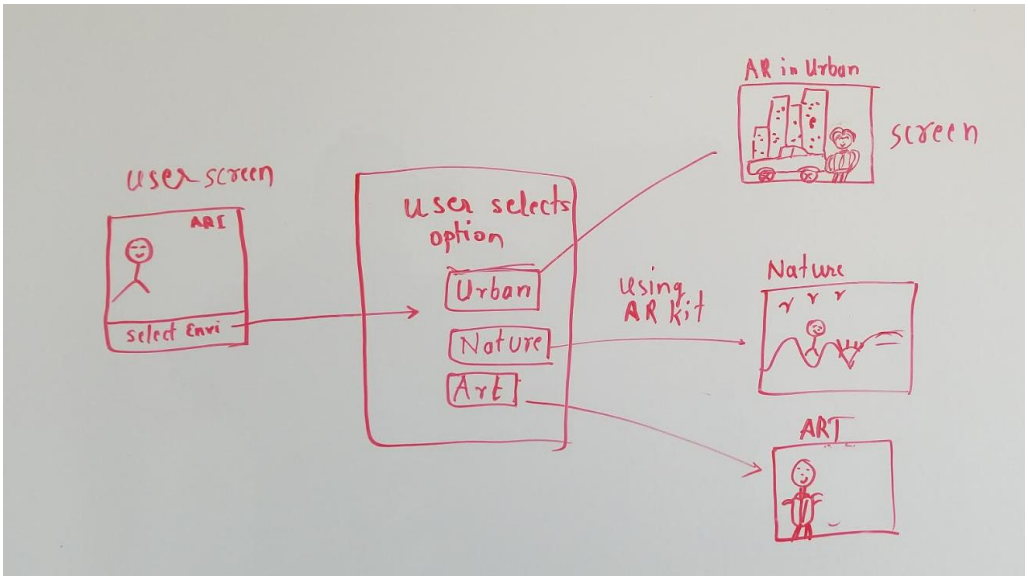
Crazy 8's:


1) Option to virtually try things
Clothes
try
3) AR virtual environment
screen
4) Info on IPad
Bio
Brands
Links
for other information
2) Multiple displays screens
Bio
Model
AR Env.


Identifying fashion, trends & brands with ML
similar items & Brands
5) Videos for same models or brands
videos
7) Buying option
Buy
sellers
Buy
Brand Stores
Buy from website
8) Feedback about model & items
comments
C1
C2
Like
Dislike
Items Feedback

1) User opens the app. He sees the info on the screen. While he sees the info and items, he can click on items and then he can try those items or clothing on himself.
2) Multiple screens are there near the ramp and user can see at a screen for specific information. For example, if the user wants to see the info about the model, there is a dedicated screen near the ramp.
3) When the model walks on the ramp, our app will show the model in AR virtual environment.
4) App has different sections to see different types of information, photos and videos
5) When the model walks, we extract the data using computer vision and extract similar items in which the user might be interested in, using machine learning algorithms.
6) User can easily navigate to the section where he can find the videos and photos related to items.
   If there are videos of the model for another show, those videos will be available for the user
7) Along with the items, information about where to buy items, links to different web sites from where we can the items will be displayed. This will help the user to buy the items and we can also get some profit by including this info in our application
8) Along with every model ramp walk, we allow users to like and give feedback regarding the model and the items. With the help of machine learning, we can analyze these responses and decide whether a particular fashion trend is liked by users. We will also be able to make changes based on the feedback.

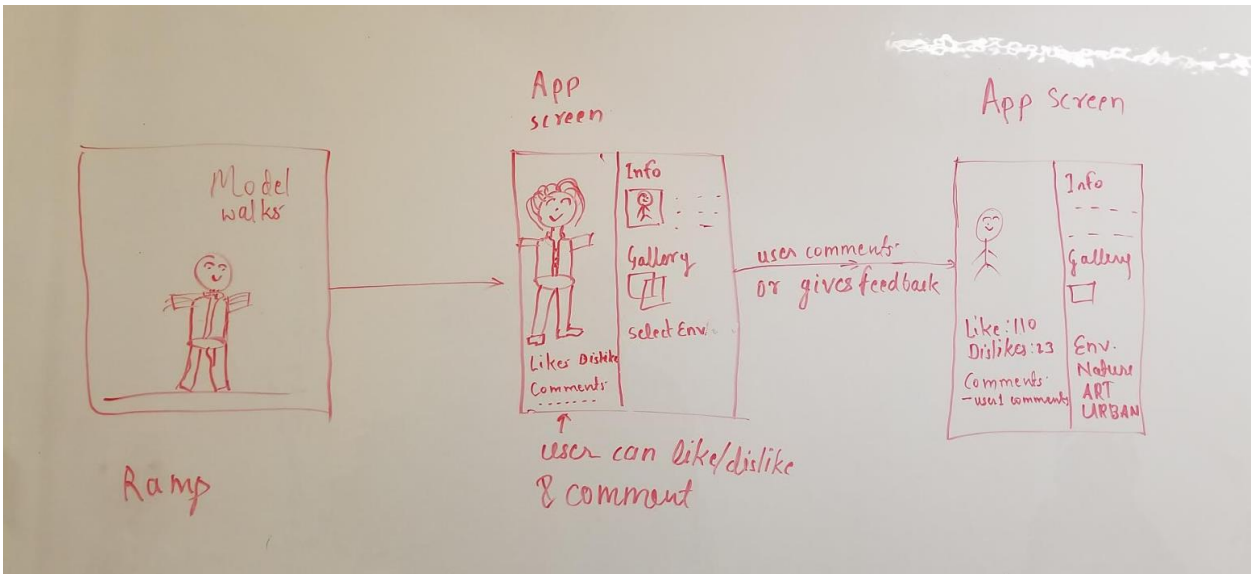
Sketch1:



Description:

When the model walks on the ramp, the user sees the model in particular AR created environment.
The user can see each and every information about the model. There might be some user who does not like the current environment and some user might feel that the current AR environment is not that good or relevant.
Hence we add a feature to create different AR created an environment and allow the user to choose the environment he/she wants. For example, the current environment shows the model in an urban area, but the user wants something related to nature. He/She will select the option “Nature” and model will be shown in the natural environment using AR kit. Different categories of this environment can be selected.

Sketch 2:



Description:

The user starts the AR application and can see the model info which is currently on the ramp walk. There is an option which allows the user to like or dislike the model and the items which were worn by the model. User can also comment and give feedback on the particular model and the items. This way, we will know what the user thinks about the model, items were worn by the model and the fashion trend. Based on the feedback, we can improve different things and can increase the productivity of our application