

WOMEN KIDS

MY WARDROBE HQ
RENT AND BUY LUXURY FASHION

Search



REGISTER

HOW IT WORKS

NEW IN

DESIGNERS

CLOTHING -

BRIDAL

SHOES

BAGS

ACCESSORIES

MY VIRTUAL STYLIST

CLOTHING / TOPS

341 items

Sort by

FILTER

Brand

Category

Tops

- ☐ Blouses & Shirts
- ☐ Crop-tops & Vests
- ☐ Long-Sleeved
- ☐ Short-Sleeved
- ☐ T-shirts
- ☐ Printed
- ☐ Off the Shoulder
- ☐ Sweatshirt
- ☐ Slogan
- ☐ Strapless Top
- ☐ Maternity

Web Scrapping Project

By Jehanzeb & Sonya
2021-JUN



GIAMBATTISTA VALLI

Sheer Silk-Chiffon Blouse

RENT : £18 / DAY

BUY : £490 | RRP £980



MARTINA SPETLOVA

Handwoven Patchwork Bodice

RENT : £27 / DAY

BUY : £1600 | RRP £1600



CHANEL

Silk One Shoulder Blouse

RENT : £37 / DAY

BUY : £790 | RRP £2500



Object Intro

Scraping Data

Extracted

Conclusion

Suggestion





Carrie Johnson

My Wardrobe HQ

- ❑ Clothing Rental: A solution for every party and our planet
- ❑ the UK's first fashion rental marketplace
- ❑ for renting and buying contemporary and luxury womenswear fashion

MY WARDROBE HQ

DESIGNERS CLOTHING ACCESSORIES BAGS EVENT PLANNER MYWORLD

Q

✉

TEMPERLEY

Embroidered gowns and breezy jumpsuits make up this dreamy SS19 collection.

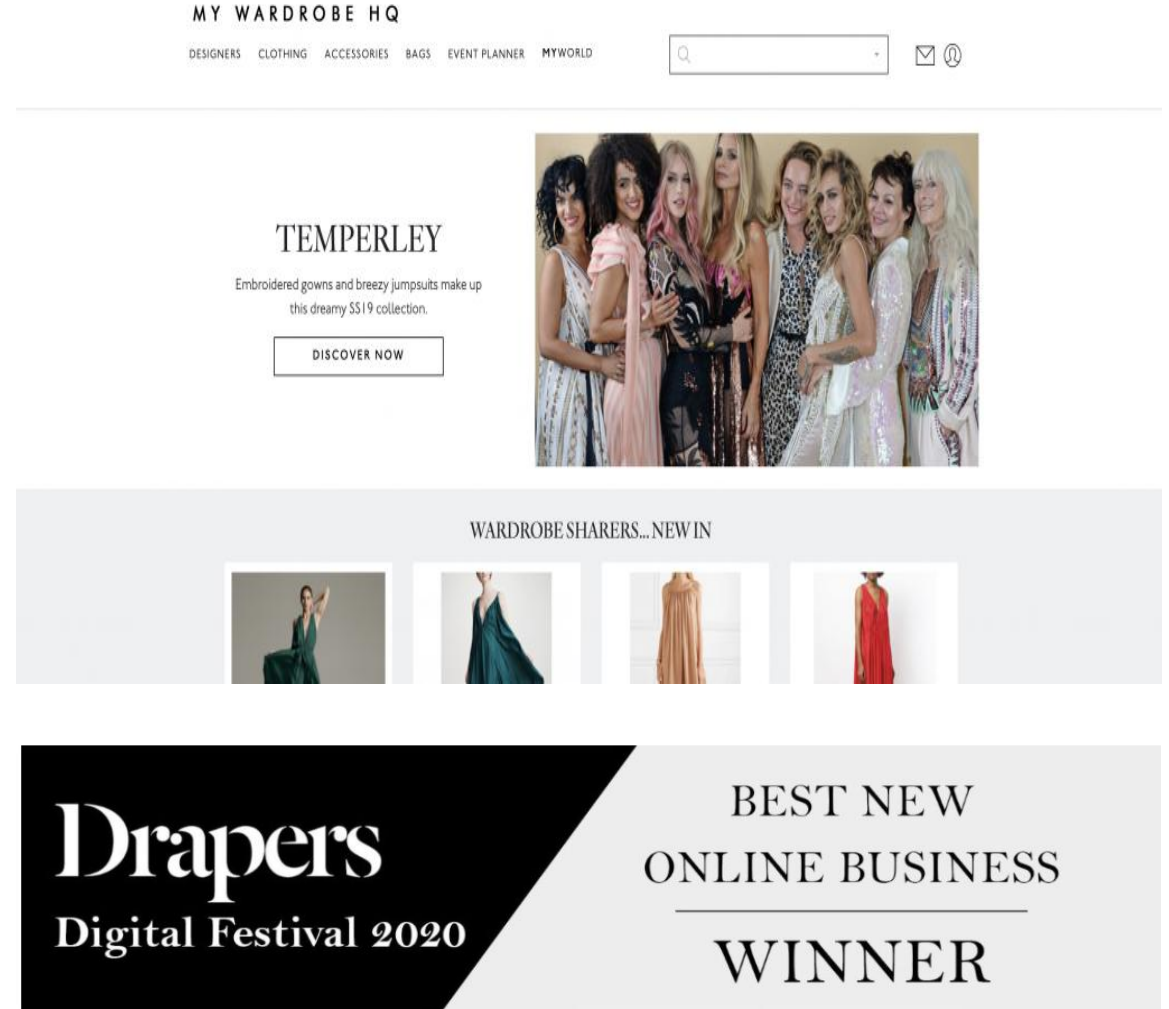
DISCOVER NOW

WARDROBE SHARERS... NEW IN

Drapers

Digital Festival 2020

BEST NEW
ONLINE BUSINESS
WINNER

The image is a screenshot of the My Wardrobe HQ website. At the top, the navigation bar includes 'MY WARDROBE HQ' and links for 'DESIGNERS', 'CLOTHING', 'ACCESSORIES', 'BAGS', 'EVENT PLANNER', and 'MYWORLD'. There is a search bar with a magnifying glass icon and social media icons for email and Instagram. The main content area features a featured collection for 'TEMPERLEY' with the text 'Embroidered gowns and breezy jumpsuits make up this dreamy SS19 collection.' and a 'DISCOVER NOW' button. To the right of this text is a photograph of a group of women wearing various styles of dresses and jumpsuits. Below the featured collection is a section titled 'WARDROBE SHARERS... NEW IN' which displays four small thumbnail images of different dresses. At the bottom of the page is a large black and white banner for the 'Drapers Digital Festival 2020'. The banner is split diagonally; the left side is black with the 'Drapers' logo and 'Digital Festival 2020' in white, while the right side is white with the text 'BEST NEW ONLINE BUSINESS WINNER' in black.



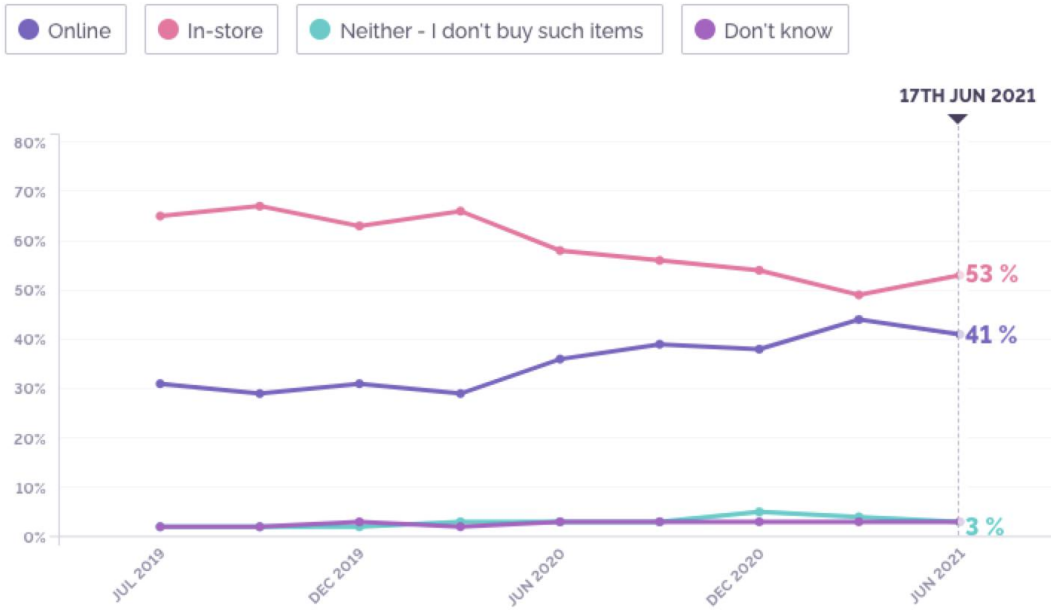
Scraping Data

Use Selenium

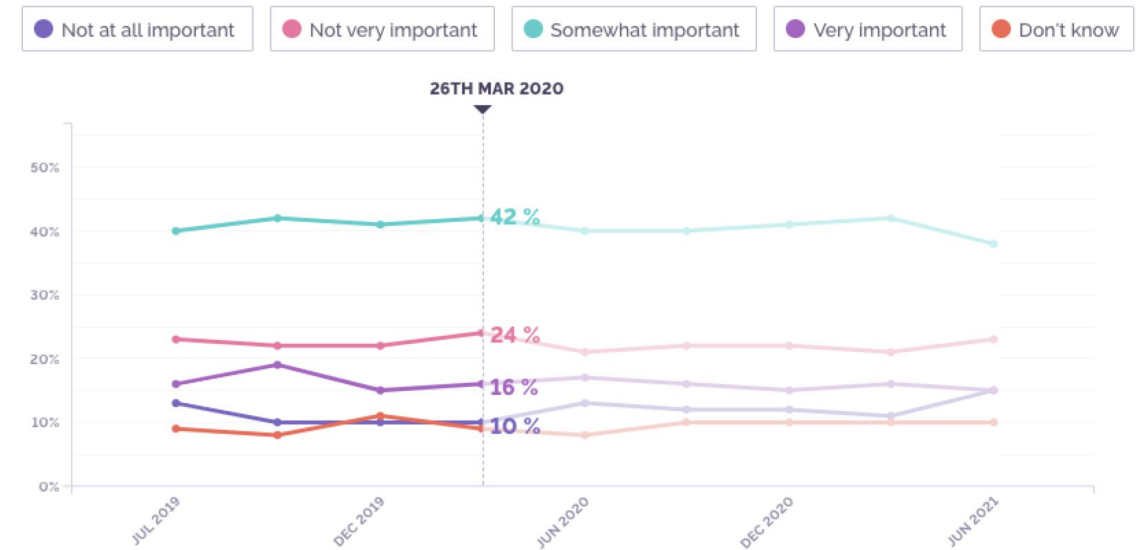
```
driver.get("http://www.mywarddrobehq.com/clothing")
```

What Brits think?

Do Brits shop for clothing online or in store?



How important is a brand's stance on wider issues in in society to Brits?



Scraping

- ❑ By urllib request
- ❑ By Selenium
- ❑ Utilize the XHR

The image shows a screenshot of a clothing website's 'CLOTHING' section. It displays two dresses: a PRADA Floral Print Slip Dress and a DOLCE & GABBANA Peony-Print Strapless Silk-Chiffon Dress. Overlaid on the image is a snippet of HTML code from the website, with a red box highlighting the product information for the PRADA dress. To the right, a BeautifulSoup snippet shows how to find all elements with the class 'product-info' and how to extract the title, price, and rental price from one of these elements.

```
<div class="col-6 col-sm-6 col-md-4 col-lg-4 listit em">  
  <a href="/prada/floral-print-slip-dress/P3080" title="Floral Print Slip Dress" alt="Floral Print Slip Dress">  
    <div class="homepage-product-box no-margin-padding">  
      <div class="image-box"></div>  
      <div class="product-info">  
        <h2>PRADA</h2>  
        <h3>Floral Print Slip Dress</h3>  
      </div>  
      <div class="product-price text-center mt-3">  
        <p></p>  
        <span class="price"></span>  
        <span class="rrp"></span></p>  
      </div>  
    </a>  
  </div>  
</div>  
<div class="col-6 col-sm-6 col-md-4 col-lg-4 listit em">  
  <a href="/dolce-gabbana/peony-print-strapless-silk-chiffon-dress/P3081" title="Peony-Print Strapless Silk-Chiffon Dress" alt="Peony-Print Strapless Silk-Chiffon Dress">  
    <div class="homepage-product-box no-margin-padding">  
      <div class="image-box"></div>  
      <div class="product-info">  
        <h2>DOLCE & GABBANA</h2>  
        <h3>Peony-Print Strapless Silk-Chiffon Dress</h3>  
      </div>  
      <div class="product-price text-center mt-3">  
        <p></p>  
        <span class="price"></span>  
        <span class="rrp"></span></p>  
      </div>  
    </a>  
  </div>  
</div>
```

```
[19]: soup.find_all('div', class_='product-info')  
executed in 24ms, finished 08:04:35 2021-06-23  
[19]: <div class="product-info">  
  <h2> </h2>  
  <h3> </h3>  
  <div class="product-price text-center mt-3">  
    <p class="price"> </p>  
    <div class="separator border-bottom mt-2 mb-2"></div>  
    <p class="price"> </p>  
    <span class="price"> </span>  
    <span class="rrp"> </span></p>  
  </div>  
  <div class="product-info">  
    <h2> </h2>  
    <h3> </h3>  
    <div class="product-price text-center mt-3">  
      <p class="price"> </p>  
      <div class="separator border-bottom mt-2 mb-2"></div>  
      <p class="price"> </p>  
      <span class="price"> </span>  
      <span class="rrp"> </span></p>  
    </div>  
  </div>
```

The image shows a screenshot of a clothing website's 'CLOTHING' section, similar to the one above, but with a different layout. It displays three dresses: a PRADA Floral Print Slip Dress, a DOLCE & GABBANA Peony-Print Strapless Silk-Chiffon Dress, and a GUCCI Silk Chiffon Embroidered Gown. Overlaid on the image is a screenshot of a web browser's developer tools, specifically the 'Network' tab. A blue arrow points from the 'get-products?featured=1&sel...' XHR request in the list to its corresponding 'Preview' tab, which shows the JSON response containing product details for the dresses.

```
7a=f0526b70-5d41-5aa0-4e...  
collect?v=1&_v=91&a=1476...  
get-products?featured=1&sel...  
json?portalId=8110359&utk=...  
json?portalId=8110359...  
public?portalId=8110359&co...  
recent?hs_static_app=conve...
```

```
{  
  "id": "3080",  
  "name": "Floral Print Slip Dress",  
  "title": "Floral Print Slip Dress",  
  "slug": "floral-print-slip-dress",  
  "price": 19,  
  "rrp": 330,  
  "brand": "PRADA",  
  "category": "Dresses",  
  "description": "A long, flowing slip dress with a delicate floral print in shades of pink and white. The dress features a V-neckline and a full skirt with a subtle train. Perfect for a romantic evening or a special occasion."  
}
```


Extracted information

Items / Price / Brand / Vendor

Dataframe

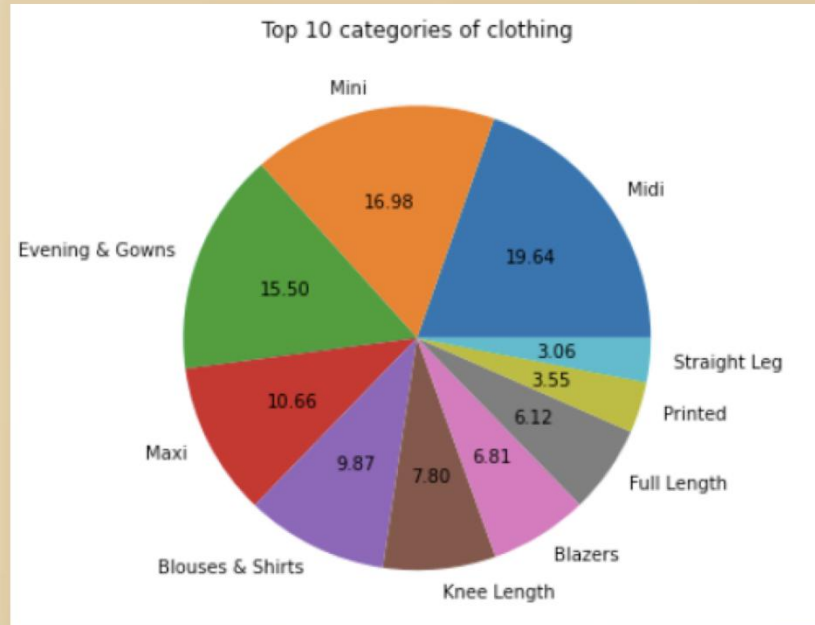
- Dataset of Women's Clothing
- Each Row is one item.
- Data Extracted from pages #0-80.
- Dataframe immediately exported to CSV.
(Local Copy)

	id	name	title	slug	rentalPrice	replacementPrice	retailPrice	salePrice	userName	overallSt
0	7948	Peony-Print Strapless Silk-Chiffon Dress	Peony-Print Strapless Silk-Chiffon Dress	peony-print-strapless-silk-chiffon-dress	30	800	RRP £1,869	None	helenwilson	
1	5141	Sheer Tiered Dotted Dress	Sheer Tiered Dotted Dress	sheer-tiered-dotted-dress	11	243	RRP £540	243.00	LuxeBird	
2	9513	Radiate Smocked Maxi Skirt	Radiate Smocked Maxi Skirt	radiate-smocked-maxi-skirt	22	1300.00	RRP £1,300	None	CamiB	
3	4513	Lace Top And Mini Skirt Two Piece	Lace Top And Mini Skirt Two Piece	lace-top-and-mini-skirt-two-piece	9	105	RRP £350	105.00	LaurenHardy	S
4	3080	Floral Print Slip Dress	Floral Print Slip Dress	floral-print-slip-dress	19	330	RRP £1,100	330.00	Vassichamberlain	
...	
13	8435	Over Size Ski Vest	Over Size Ski Vest	over-size-ski-vest	9	140	RRP £400	140.00	Perfect_Moment	
14	8354	Alps Houndstooth Parka	Alps Houndstooth Parka	alps-houndstooth-parka	10	164.50	RRP £470	164.50	Perfect_Moment	
15	3399	Fitted Fold Neck Dress	Fitted Fold Neck Dress	fitted-fold-neck-dress	18	240	RRP £1,000	300.00	MelanieWalker	
16	7488	Ponte Dress	Ponte Dress	ponte-dress	19	650	RRP £1,200	None	ElizabethKincaid-Greene	
17	3029	Long Sleeve Mini Dress	Long Sleeve Mini Dress	long-sleeve-mini-dress-1	8	100	RRP £300	100.00	amandavaughanlee	

1482 rows x 20 columns

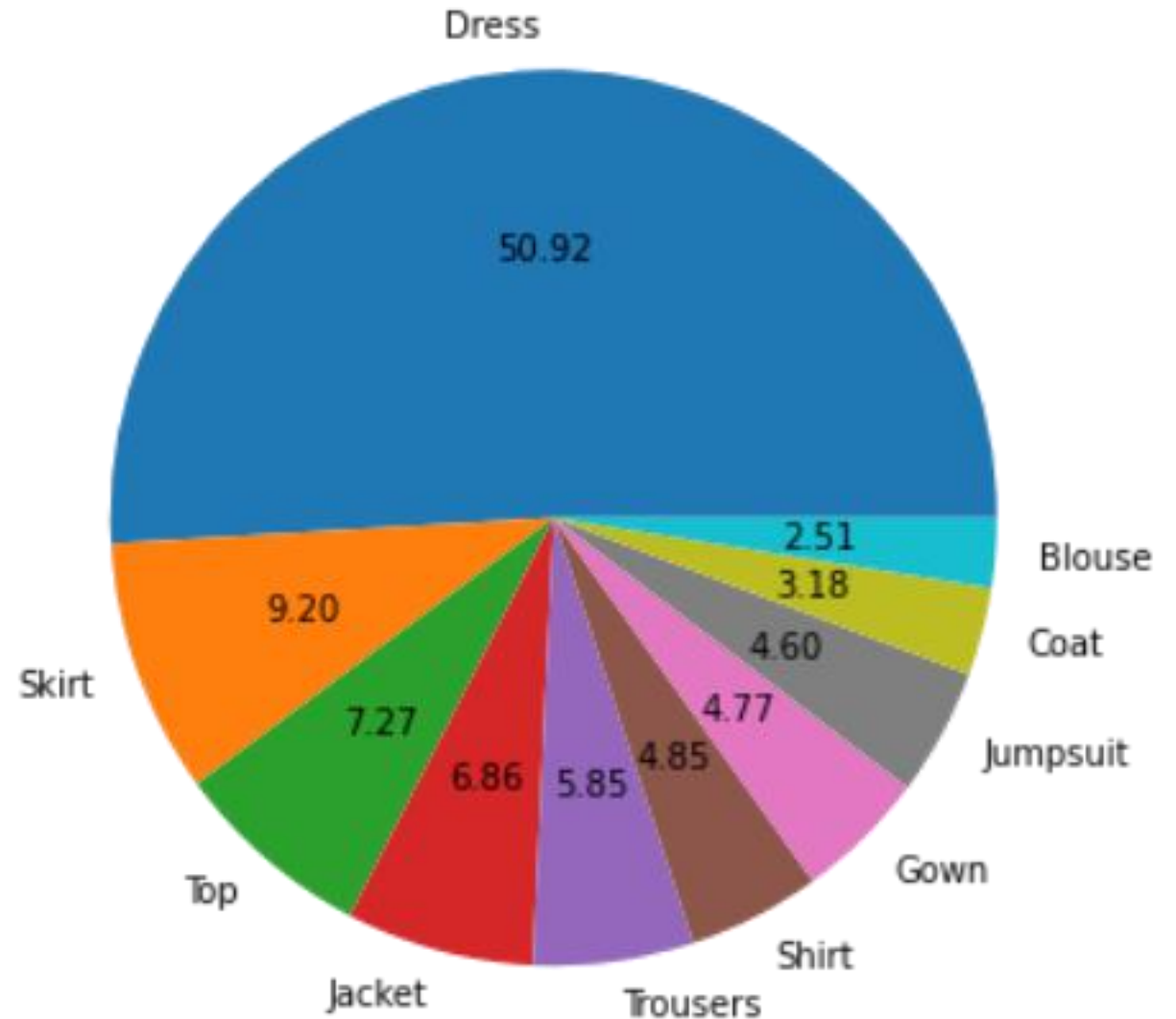
Items & Costs

- Category Distributions
- Price difference between: renting VS buying pre-worn VS retail price.



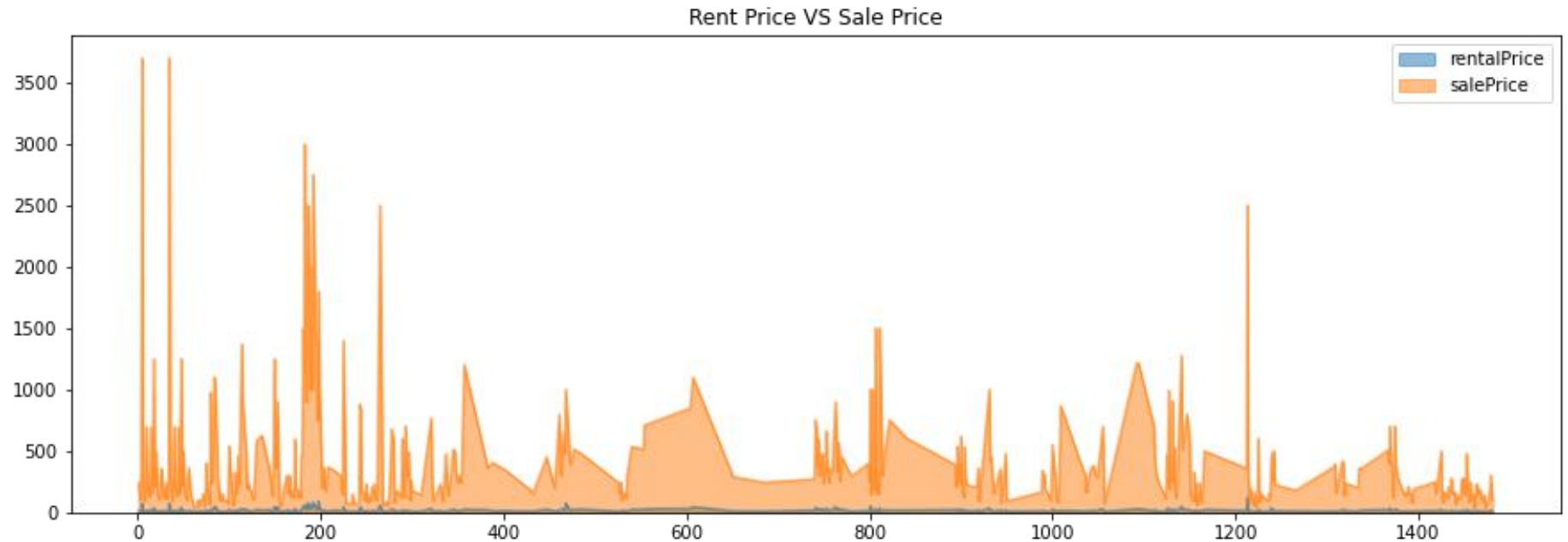
Remark: the categories from dataframe is the sub-category

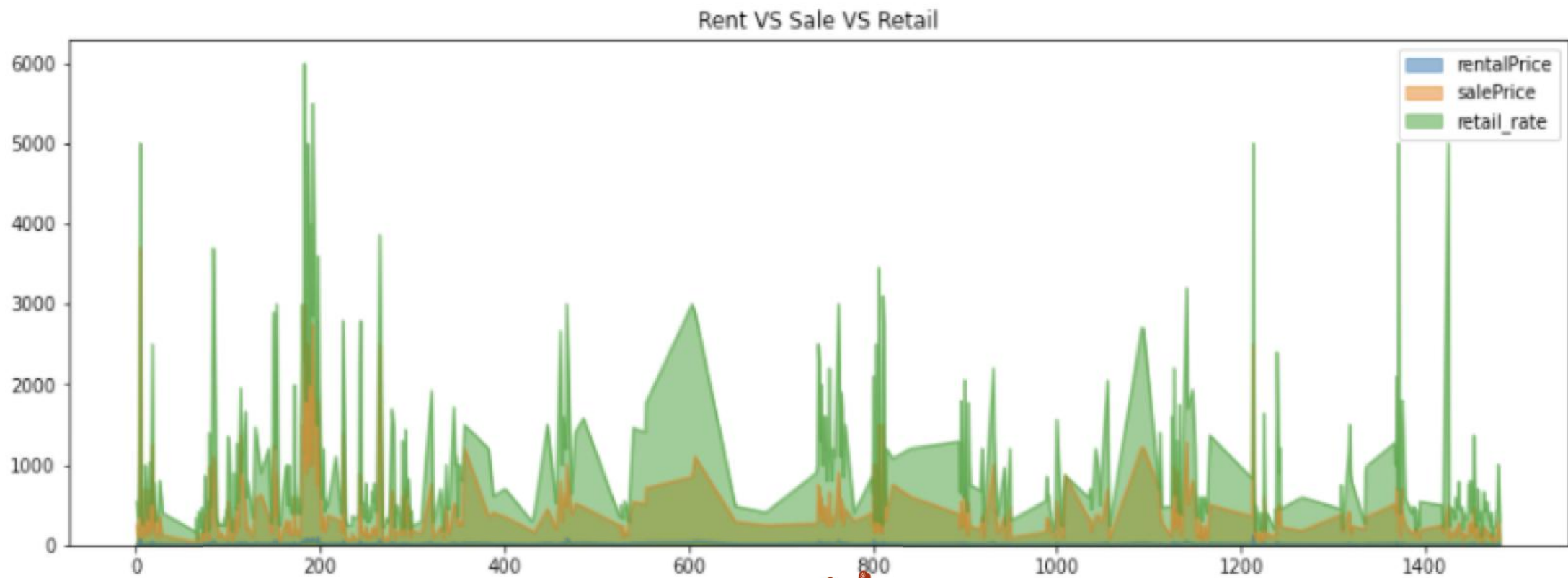
Top 10 Categories of clothing



Items & Costs

- Price difference between:
renting
vs buying pre-worn
vs retail price.

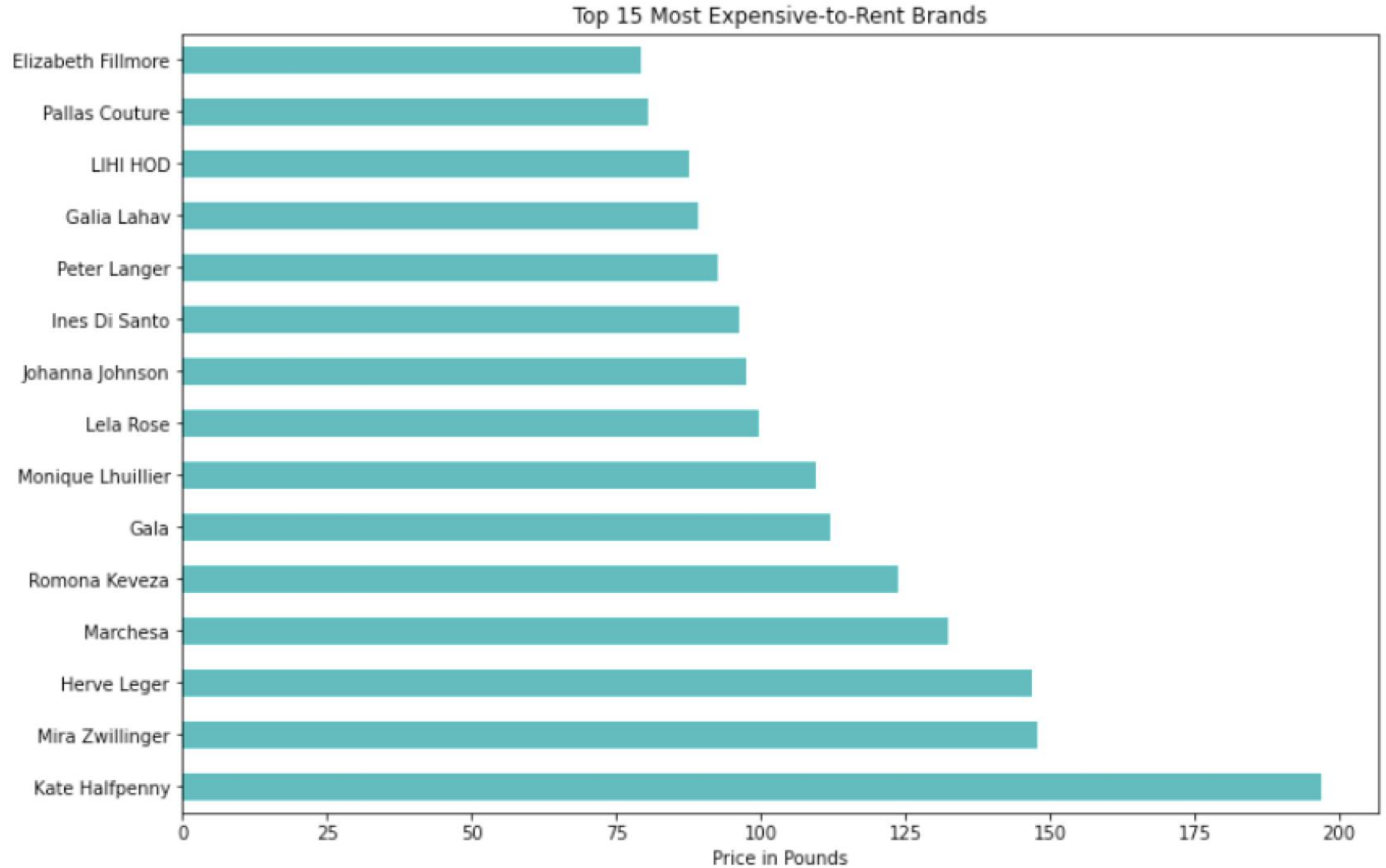




Huge Difference!!

Brands

- ❑ Total: 954 brands
- ❑ Our Dataset -330 Brands
- ❑ Most Expensive Brands to Rent.

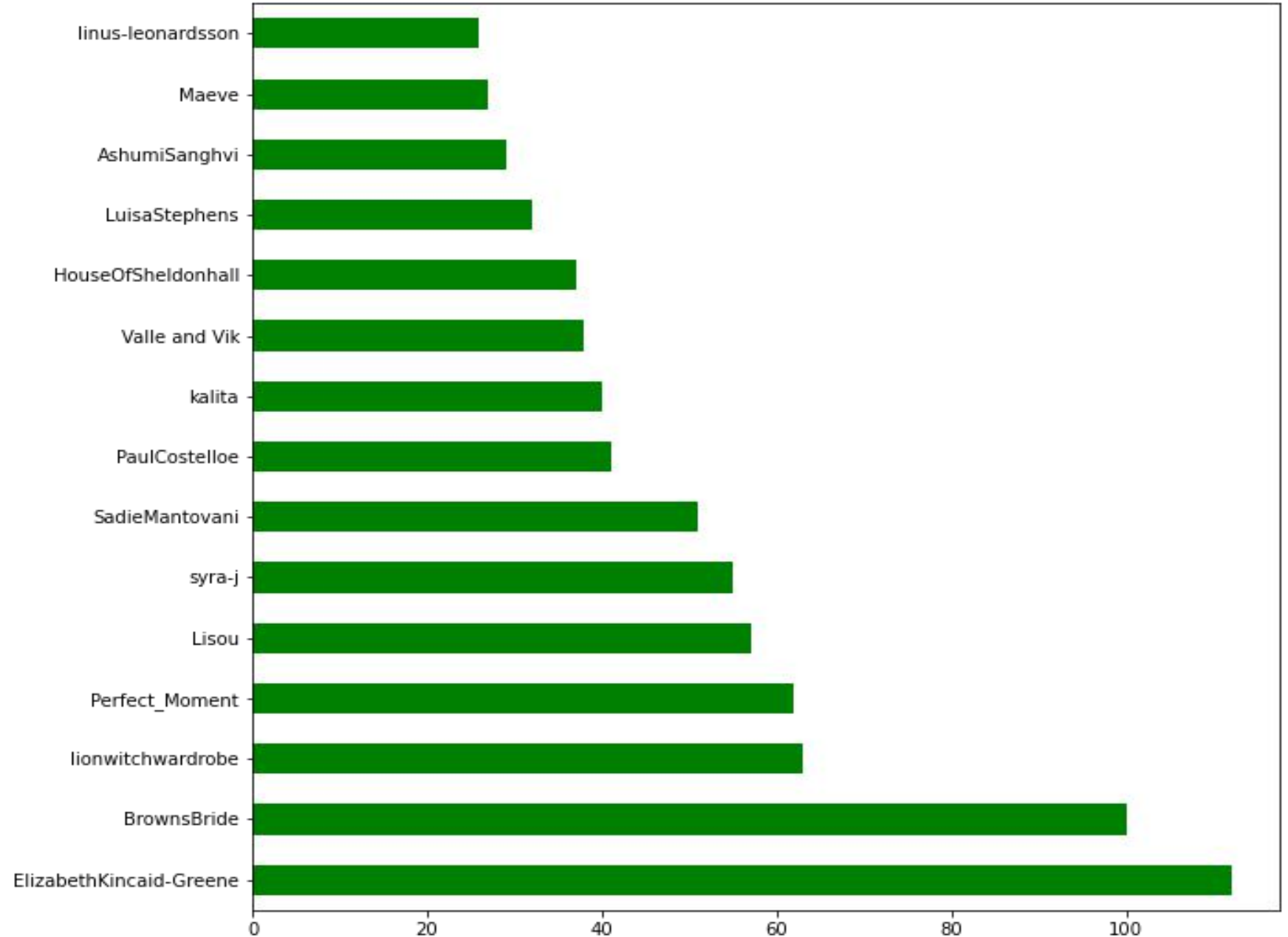


Remark: 1.00 British Pound = 1.39 US Dollars

Vendors

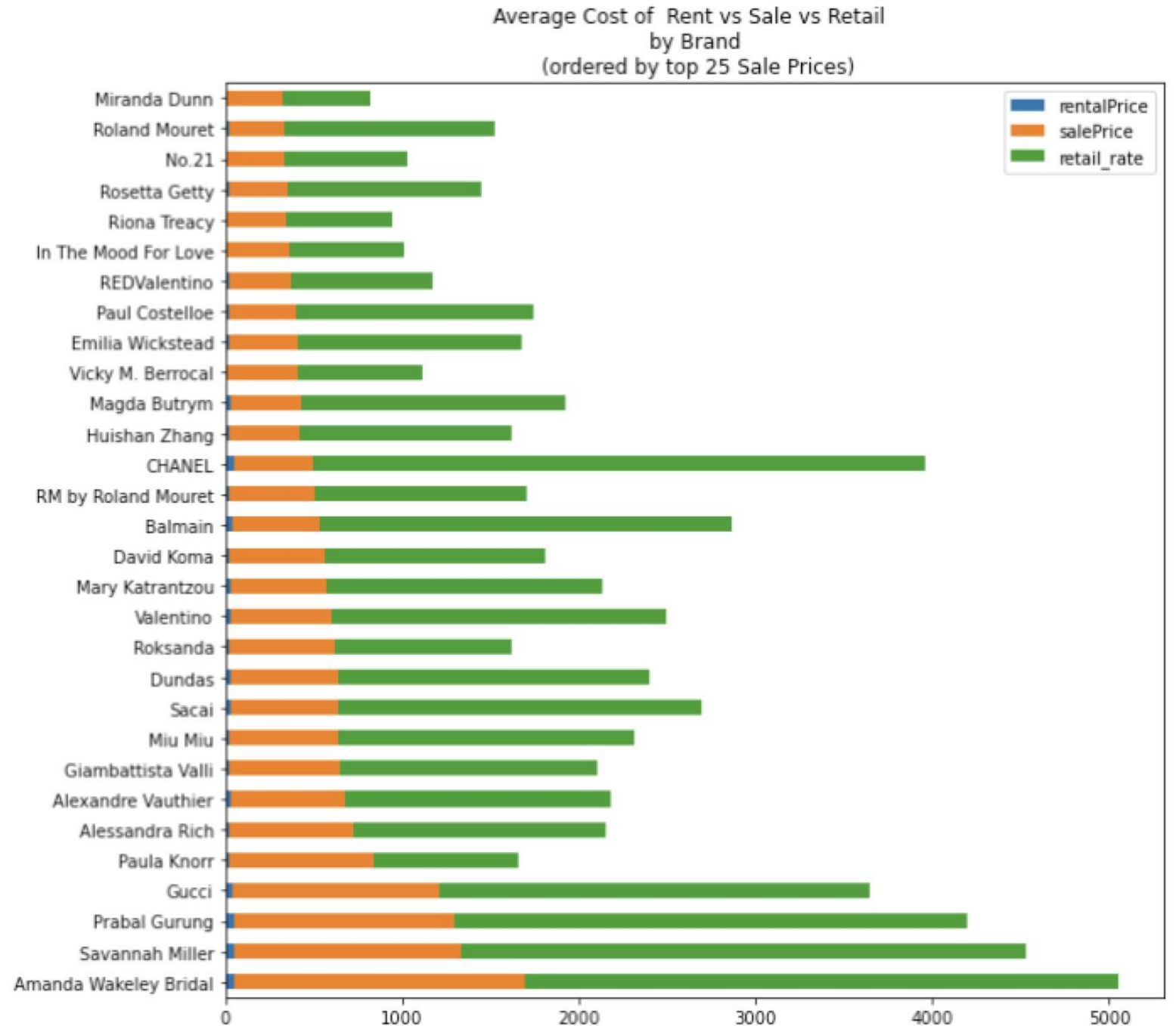
- ❑ Top 15 Represented Vendors
- ❑ Most Expensive Vendors

The top 15 Represented Vendors/Users
(by number of items per Vendor/User)



Vendors

- Comparing the average cost





Insights and Conclusions

Insights Drawn from the Analysis + Suggestions

- ❑ 1. Huge value benefit for customers. Democratization of Fashion.
- ❑ 2. Huge Inventory - > Renting is already popular -> Dresses!!!
 - ❑ +Environmental Benefit.
- ❑ 3. Large vendors->brands themselves.
 - ❑ >Include future collaborations with models, celebrities, and internet personalities.
 - ❑ >Strong marketing foundation-> lot of traffic and business towards MWHQ.
 - ❑ (See: 'Amazon Influencers.')
- ❑ 4. Tiny inventory of Men's clothing available for rental. Opportunity for new demographic.

Challenges and Next Steps

CHALLENGES

- ☐ Scraping website using traditional web-scraping methods.
- ☐ Extracting data into usable form.
- ☐ Prevent restrictions, timeouts, or blockages from website-end.
- ☐ Data Cleaning for Exploratory Analysis

NEXT STEPS

- ☐ Research on Business Competitors.
- ☐ Scraping their websites and doing a comparative analysis.

Thank You!

