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Team Name:

Team Members:

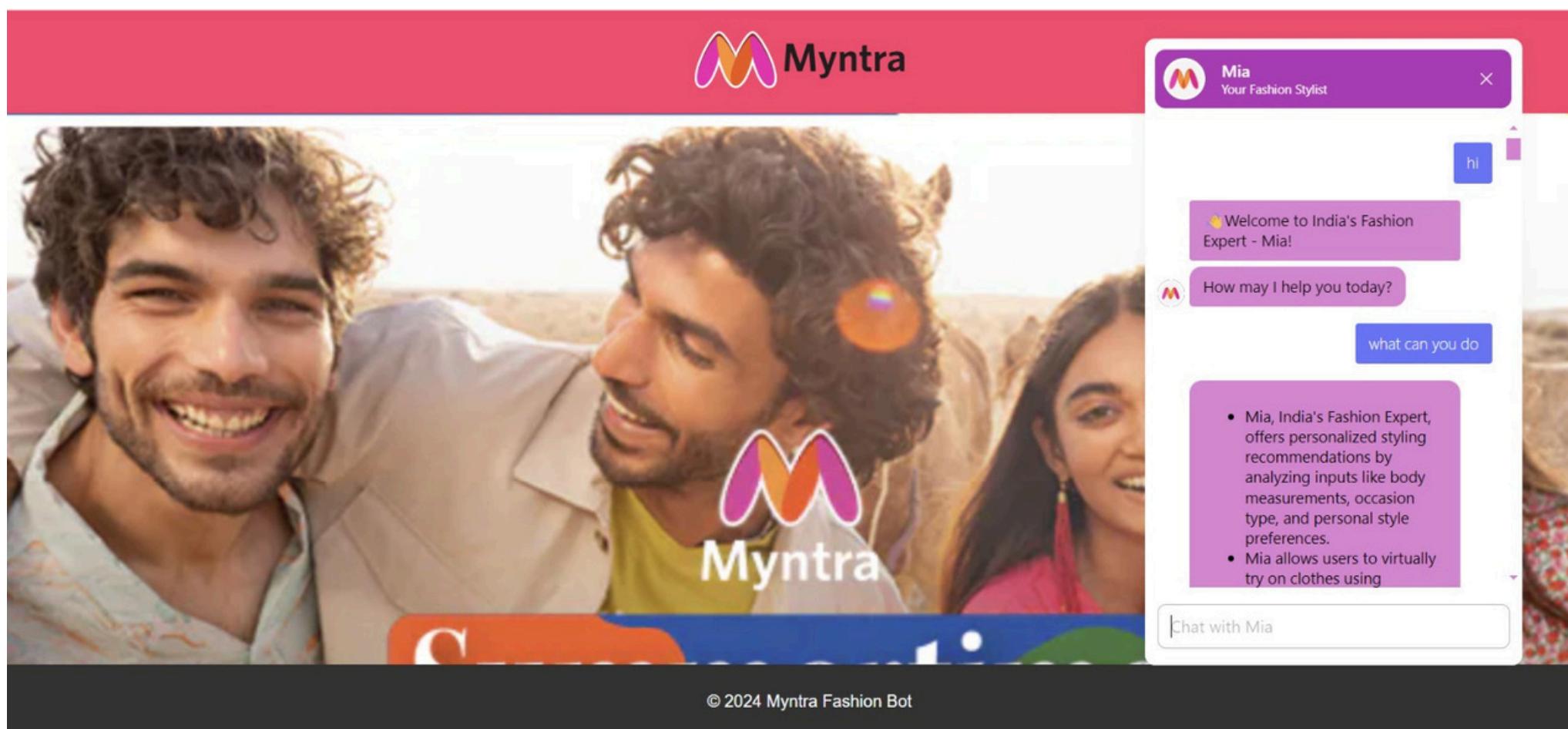
Let's_Do_It

- Pujita
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Problem Statement

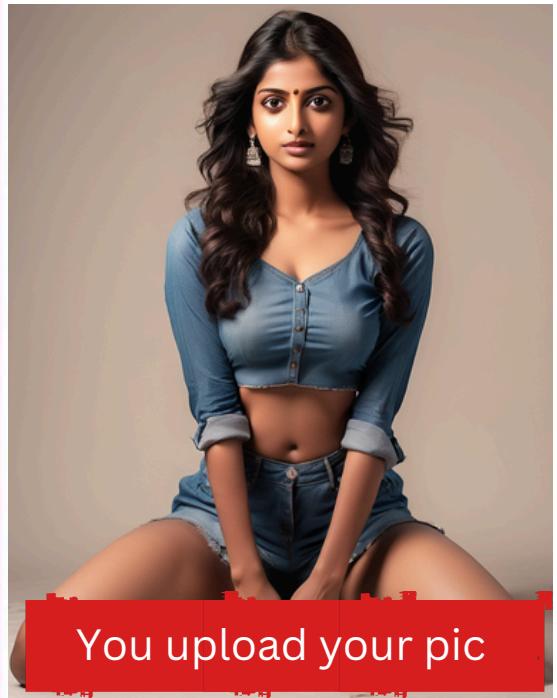
- As we know, Online fashion shopping often leaves customers in a sartorial abyss, unsure if that cute top will transform them into a **fashion icon or a fashion disaster**. and our platform, sometimes, lack the magical touch of **personalization** and the wizardry of **realistic visualization**. The result? A tsunami of returns dissatisfied customers!
 - Customers want to find outfits that **perfectly match their unique style** and body type—without the drama of returns.

Objective



To create a **web-based fashion chat-bot** that combines AI-powered fashion styling with **a virtual try-on feature based on users' images** and promises to deliver **lifelike visualizations** of how **the latest fashion trends** will look on customers. Waving a goodbye to fashion faux pas and hello to the new virtual stylist!

Solution



You upload your pic



You upload product pic

A screenshot of a mobile application interface. At the top, it says "Mia Your Fashion Stylist". Below that is a button labeled "Show image results". In the center, there is a small image of a woman in a similar outfit to the one on the left. Below this image are two buttons: "Here is your picture." and "Do you like it?". To the right of the image is a cartoon illustration of a woman's face on a pink book cover with the word "FASHION" written on it.

Virtual TryOn from Mia

Virtual Try On

A model was deployed which takes users and product images and combine them using variational auto encoder.



Content Based Filtering/ Collaborative Filtering

This searches the web for similar keywords to style you for your occasion
Recommending Accessories and providing reference images

Chat with Mia

Suggestion for a particular Occasion

A screenshot of a mobile application interface. At the top, it says "Mia Your Fashion Stylist". Below that is a blue message bubble containing the text "can you style me up for brunch". Underneath this, there is a purple message bubble containing the text "Look 1: Casual and Sporty Outfit:". Below this is a large image of a woman standing outdoors in a white tank top, blue jeans, and sunglasses.



Mia
Your Fashion Stylist

Body Measurements

Enter your Bust size(inches), Waist size(inches), Hip size(inches).

bust size = 40, waist size = 32, hip size = 42

recommend for kurta

Your measurements indicate that you have a bust size of 40 inches, a waist size of 32 inches, and a hip size of 42 inches. These measurements suggest an hourglass figure with a relatively larger hip size compared to your bust and waist.

You should wear an XL size

Chat with Mia

Size Recommender

It searches it's knowledge base and recommend you the perfect size for different clothing without the hassle of reading different sizing charts



Mia
Your Fashion Stylist

what's some fashion trends right now

Current Fashion Trends in India
Fashion trends in India, as popularized by influencers, encompass a diverse mix of styles. Here are some of the trendy fashion styles right now:

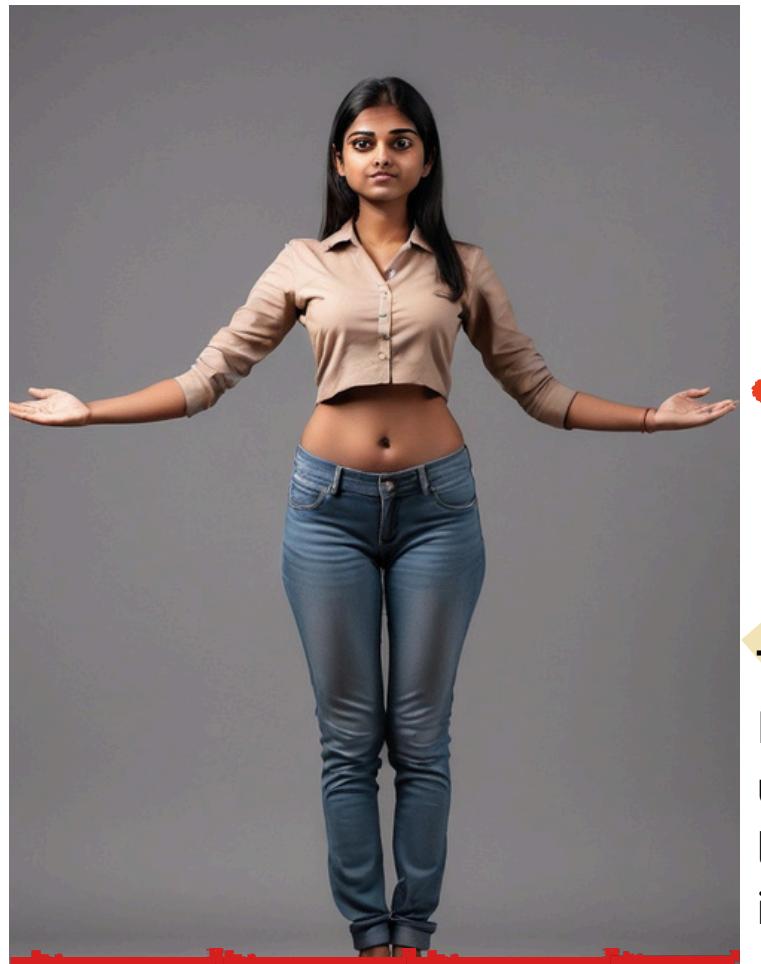
1. Coquette:
 - Influencers: Eden La, Mrunal Panchal, Aryaki Joon.
 - Characteristics: Romantic and feminine style with soft colors, lace, and ruffles. Emphasizes fitted silhouettes, dainty accessories, floral prints, and vintage-inspired

Chat with Mia

Trend Analyser

Analyzes what's in trend by the category of products and brands sold. It uses our Style Predictor Model and latent trends around fashion influencers to predict the output

Impact on GenZ



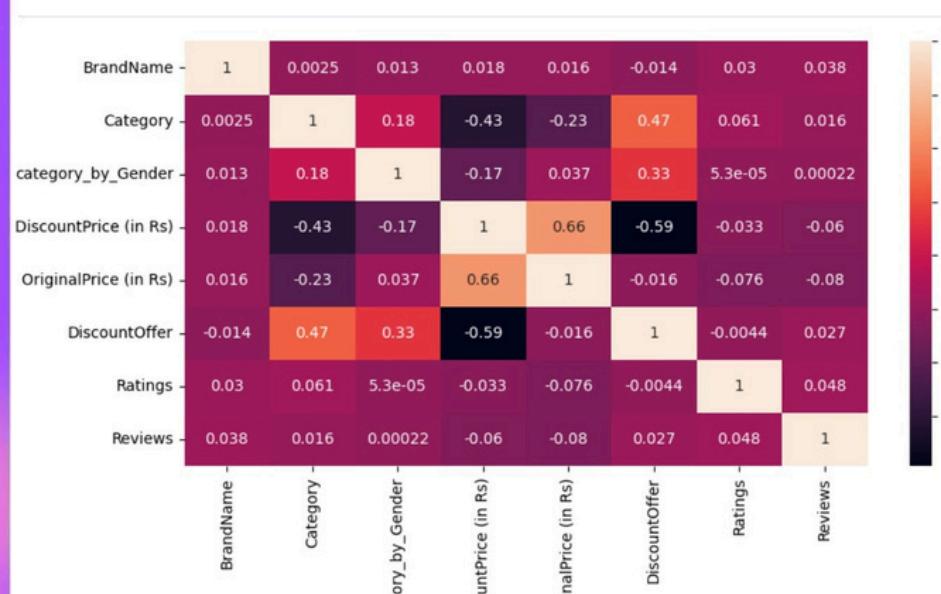
This is Mia- Our AI Model



The Revolutionary Impact on Users!
Mia's virtual try-on feature allows users to see how clothes will fit and look on their own bodies, mimicking in-store fitting rooms- bridging the gap between online and in-person shopping experiences.



Next could be you!

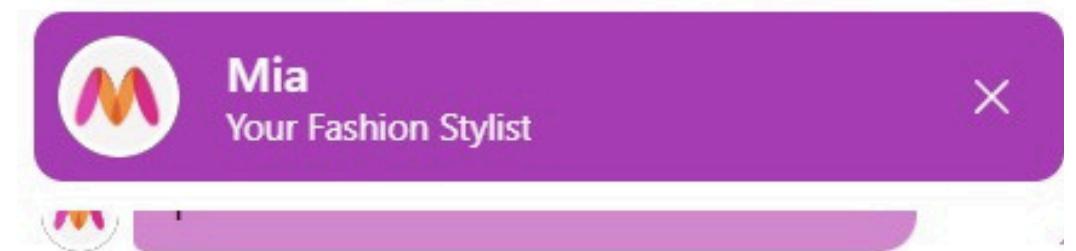


Products Analyzer

Our Correlation Matrix helps us to understand the correlation between products and customers. What to recommend and what to not.

Solving Fashion Queries Effortlessly

By staying updated with the latest fashion trends and analyzing what's popular, Mia ensures your outfit choices are always current and fashionable.



Mia, will you suggest gold or silver jewelry with a black dress?

I would suggest gold jewelry with a black dress if you're looking for a timeless and elegant look. Gold tends to pop against the black, adding a touch of warmth and luxury to the ensemble.



Chat with Mia

Industrial Impact

Try On Visualization

The market for virtual try-on features is rapidly expanding, driven by increasing demand for personalized and interactive online shopping experiences. **Myntra** which already is such a strong brand **if offers such technology** can **build stronger customer loyalty**, as customers are more likely to return to platform that provide such innovative shopping experiences.

Market Potential and Revenue Generating Success



Fashion Queries

This Personal Stylist **provides instant answers** to your fashion queries like "**What goes with what?**" but beware! **It is biased towards the ongoing trends!**

Your Personal Stylist Solves Fashion Queries Effortlessly



Trend Analyzer

The Trend Analyzer feature keeps you **ahead of the fashion curve** by **analyzing popular products and brands sold on Myntra**. It provides you with up-to-date insights on what's hot, helping you make decisions and stay stylishly in vogue. Also you would love this if you're a techie

Trend Analyzer: Stay Ahead with Insights on Popular Products



Size Recommender



your AI friend in your pocket!

