|  |
| --- |
| Smart Fashion Recommender Application |
| Literature Survey on the selected project& Information Gathering |
|  |

Introduction :

According to different studies, e-commerce retailers, such as Amazon, eBay, and Shopstyle, and social networking sites, such as Pinterest, Snapchat, Instagram,,Facebook, Chictopia, and Lookbook, are now regarded as the most popular media for fashion advice and recommendations .Research on textual content, such as posts and comments [[**23**](https://www.mdpi.com/2227-9709/8/3/49/htm#B23-informatics-08-00049)], emotion and information diffusion , and images has attracted the attention of modern-day researchers, as it can help to predict fashion trends and facilitate the development of effective recommendation systems An effective recommendation system is a crucial tool for successfully conducting an e-commerce business. Fashion recommendation systems (FRSs) generally provide specific recommendations to the consumer based on their browsing and previous purchase history. Social-network-based FRSs consider the user’s social circle, fashion product attributes, image parsing, fashion trends, and consistency in fashion styles as important factors since they impact upon the user’s purchasing decisions .FRSs have the ability to reduce transaction costs for consumers and increase revenue for retailers. With the exception of a single study from 2016 that focuses only on apparel recommendation systems [[**10**](https://www.mdpi.com/2227-9709/8/3/49/htm#B10-informatics-08-00049)], no current research presents recent advances in research on fashion recommendation systems. Therefore, the purpose of this paper is to present an integrative review of the research related to fashion recommendation systems. Moreover, Guan et al. cited research published until 2015. Therefore, the first objective of this paper is to review the most recent research published on this topic from 2010 to 2020. The previous study did not provide an in-depth analysis of the computational methods or algorithms corresponding to the fashion recommendation systems. This review study aims to fulfill this research gap and rigorously study the principles underlying, the methods used by, and the performance of the state-of-the-art fashion recommendation systems. To the best of our knowledge, this in-depth study is first of its kind. It includes research articles related to image parsing, clothing and body shape identification, and fashion attribute recognition, which are critical parts of fashion recommendation systems (FRSs).

Proposed System:

Product images taken under controlled environments give higher accuracy in product retrieval and prediction. However, photos taken in a random environment, such as selfies and street style photos, create challenges for the model and lead to inaccurate predictions. Therefore, there should be more research on image parsing, as it is crucial to understand product attributes and human postures, which are applied to predict consumers’ fashion preferences. Besides, the development of new state-of-the-art algorithms to analyze randomly captured social media or street photos would be helpful to overcome different obstacles related to image resolution, background, and other technical features. Database generation is always challenging for researchers, particularly when the model is designed to identify new factors and product contents from images that were not identified earlier. The annotation or labeling of such a database is a tedious, time consuming and costly process.

Advantage:

* Fashion virtual try-on
* Fashion synthesis
* Better communication