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for the we

Team Name : OUT OF PRESSURE

Team Details : 1. Anchal Kumari
2. Nikita Kumari
3. Jyoti Yadav

Problem Statement

Fashion-savvy GenZ individuals crave unique and standout styles that reflect their values, such as sustainability and innovation.

Traditional methods of identifying fashion trends are **slow, often inaccurate** and neglect **cultural diversity and inclusivity**, limiting **opportunities for local artisans and the LGBTQ+ community**.

An innovative platform is urgently needed to integrate **traditional Indian handicrafts** with modern fashion, empowering artisans to showcase their craftsmanship on a global scale.

There's a clear need for **an automated, data-driven solution that uses advanced technology to give real-time insights into current and future fashion trends**.

Additionally, we need to transform retail growth by using **sustainable practices, data insights, and augmented reality (AR) technology** to promote **eco-friendly fashion.**

- Desire for Unique and Trendy Styles
- Inefficiency in Trend Identification
- Need for Data Driven Solutions
- Sustainable Retail Growth
- Leveraging Technology for Customer Engagement
- Social Media Data Utilization

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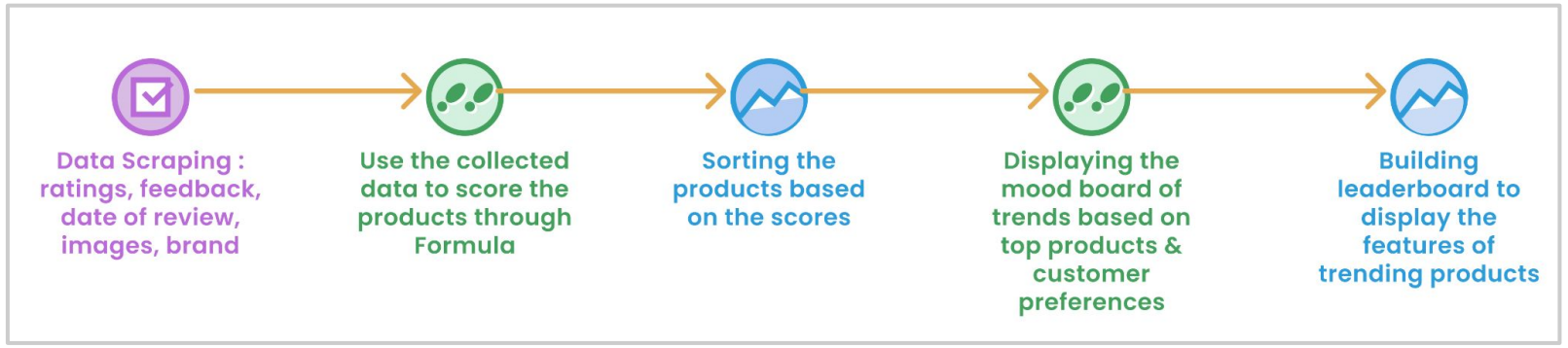
Solution

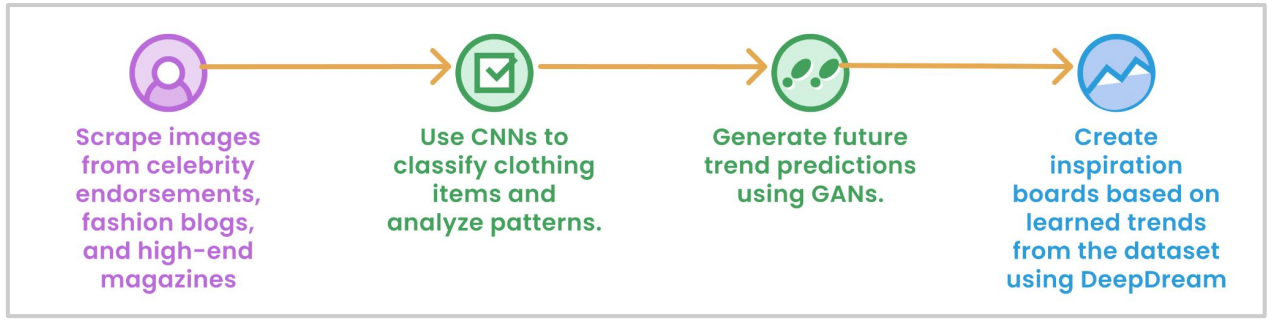
TrendIQ Fusion is an AI-powered platform that predicts and identifies fashion trends using advanced data analytics and machine learning. It integrates web scraping, NLP, image recognition (CNNs), GANs, and trend analysis (DeepDream) to provide comprehensive insights.

Key Features

1. **Current Trends Identification :**



2. **Future Trends Prediction :**



3. **User Interface :**

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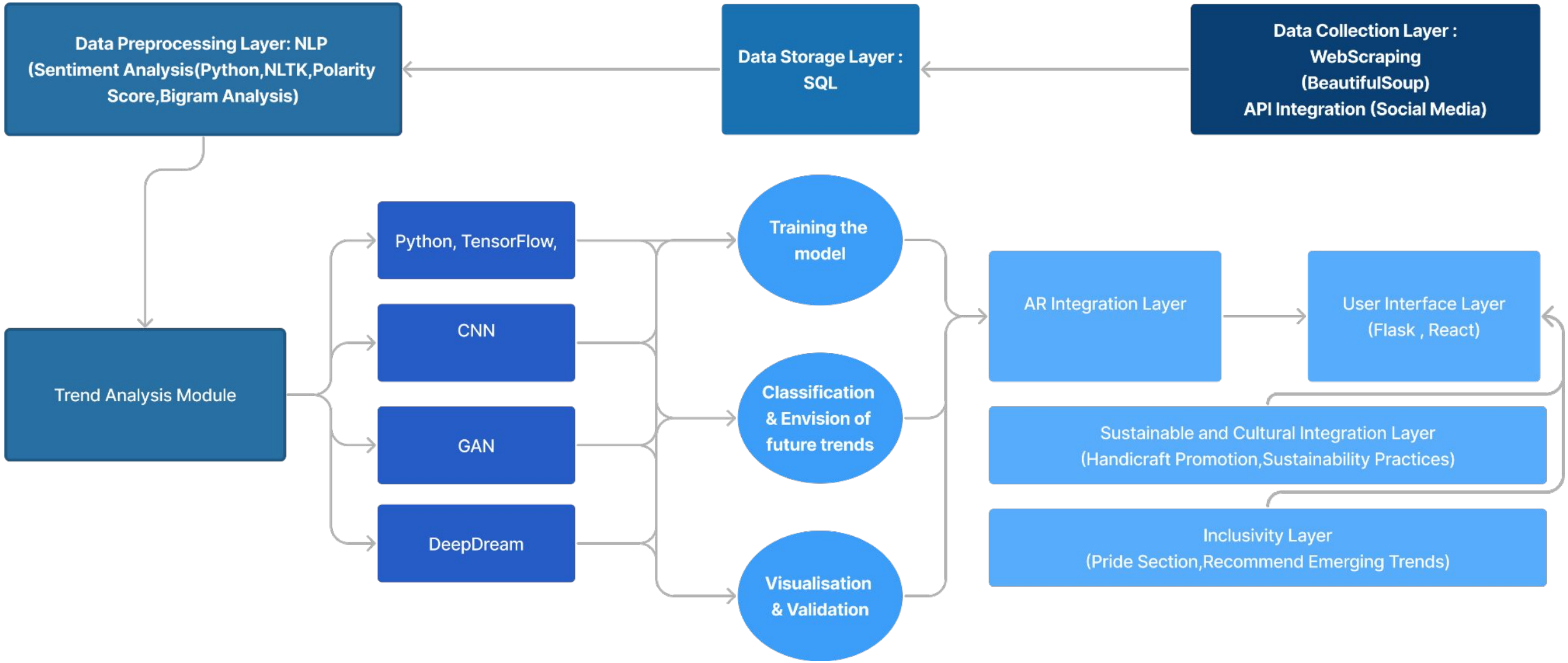
System Architecture



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Technical Details:

Tech Stack:

- Web Scraping: Python (BeautifulSoup).
- Data Cleaning / Preprocessing : Python (Pandas, NumPy)
- Natural Language Processing (NLP): Python (NLTK, Sentiment Analysis).
- Image Recognition: Python (TensorFlow) for CNNs.
- Generative Models: Python (TensorFlow) for GANs and DeepDream.
- Data Visualization: Flask APIs, Tableau, Matplotlib.

Modules Overview:

1. **Scraping and Data Collection:**

➔ Web Scraping: Extract product data and customer feedback from e-commerce websites , social media APIs.
➔ Data Storage: Store scraped data in structured formats for further analysis.

2. **Sentiment Analysis:**

➔ Vader Polarity Score: Compute sentiment scores to assess customer sentiment towards products.

3. **Trend Analysis:**

➔ CNNs for Classification: Classify clothing items and identify patterns using image data.
➔ GANs for Future Trends: Generate future trend predictions based on learned patterns.
➔ DeepDream for Visualization: Create visually appealing trend boards to highlight future trends.

4. **User Interface:**

➔ Flask for Backend APIs: Implement APIs to serve data to the frontend. Front End Techstack : ReactJS.

Unique Selling Proposition (USP):

TrendIQ Fusion differentiates itself through its comprehensive, technology-driven approach to trend identification and prediction. Unlike traditional methods, it:

- **Promoting Indian Handicraft and Fashion Culture :** Promote the rich heritage of Indian handicraft by integrating traditional elements with modern fashion trends, helping local artisans reach a global audience. This feature supports sustainable fashion and showcases unique, culturally rich styles.
- **LGBTQ+ Fashion Inclusivity:** Includes a dedicated section for LGBTQ+ fashion trends, using AI for personalized recommendations that celebrate diversity and emerging community trends, fostering inclusivity in fashion.
- **Dynamic Affiliate Partnership Model :** Collaborate with influencers, bloggers, and content creators on platforms like Instagram, YouTube and employing advanced AI algorithms, we dynamically adjust a tiered commission structure to reward affiliates based on performance, sales volume, and product trendiness.
- **Incorporates Advanced AI Models:** Leverages CNNs, GANs, and DeepDream for accurate and innovative trend predictions.
- **Enhances User Engagement:** Provides interactive visualizations and AR-based shopping experiences, enriching customer engagement.
- **Automates Data Collection and Analysis:** Efficiently aggregates and analyzes fashion trend data from diverse online sources.

Future Scope :

- **Virtual try-ons:** Use AR technology to allow users to virtually try on clothes where users can mix and match outfits.
- **Gamification:** Implement a gamification system that tracks user activities and rewards them with points that can be redeemed for discounts or special offers.
- **Recycling and Donation:** Provide information and services for recycling or donating old clothes.

Benefits

1. **For Consumers:**
- **Personalization:** Receive personalized fashion recommendations tailored to unique style preferences and current trends.
- **Sustainability:** Support eco-friendly practices by making informed choices from sustainable product offerings.
- **Interactive Experience:** Enjoy immersive shopping experiences with AR technology, creating a more engaging and enjoyable shopping journey.
2. **For Fashion Retailers:**
- **Enhanced Decision-Making:** Leverage real-time trend insights to inform product development and marketing strategies effectively.
- **Operational Efficiency:** Automate data collection and trend analysis processes, saving time and resources.
- **Customer Engagement:** Enhance interaction with customers through AR technology for virtual try-ons and personalized recommendations.
3. **Cultural Integration and Empowerment:** Integrates traditional Indian handicrafts with modern fashion trends, empowering local artisans to showcase their craftsmanship globally. This supports sustainable fashion practices and offers culturally rich, unique styles to consumers.
4. **Inclusivity and Diversity:** Promotes inclusivity with dedicated sections for LGBTQ+ fashion trends, celebrating diversity in fashion choices.