

INST733-IM01: Database Design-Spring 2023

Project Proposal

Date: 03/07/2023

Team - 9: Emily in Paris Fans

Project Name: Emily in Paris Outfits Database

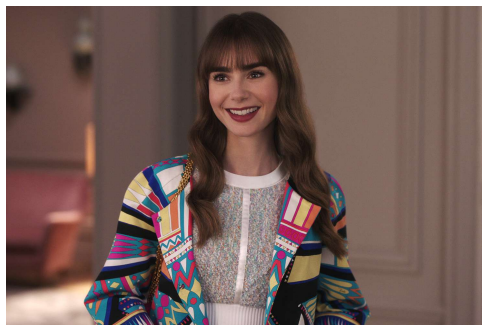
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Introduction

The global sensation that is Emily in Paris has enamored audiences with its portrayal of a young American woman navigating life and work in the romantic city of Paris. One of the show's notable features is the unique and fashionable outfits worn by the lead character, Emily. Designing a database centered on her various ensembles would not only be an interesting project but also a pragmatic one.

Emily in Paris has also gained massive popularity on social media platforms like Instagram, where fans have created dedicated fan pages for the show's outfits, particularly Emily's. A database centered on Emily's outfits can help track the popularity of different styles and brands featured in the show, which can be valuable for marketers and retailers looking to leverage the show's popularity.

Building a database devoted to Emily's outfits is a practical and worthwhile project with real-world applications in the realms of fashion, marketing, and cultural studies. Developing a logical and physical design for the database would enable students to acquire valuable skills that can be used in a variety of settings. Ultimately, this project represents an excellent opportunity to learn about database development while also delving into the fascinating world of fashion and culture.



Target Audience

The Emily in Paris outfits database has the potential to benefit a broad range of individuals and organizations, with the following target audiences and their potential applications:

Fashion enthusiasts - Fashion enthusiasts can utilize this database to explore Emily's outfits, gain inspiration, and keep up with the latest fashion trends. They can use the search function to look for specific clothing items such as dresses, blazers, earrings, and shoes, and access information on the brand, designer, and season.

Fans of the show - There are more than 2.5 million fans on Instagram who follow the fashion style from the show. Fans can use the database to track Emily's outfits, get ideas for their own fashion choices, and find out where to purchase specific pieces of clothing, such as shoes or dresses.

In conclusion, the Emily in Paris outfits database has the potential to provide valuable insights and applications to a diverse group of users, from fashion enthusiasts to cultural studies researchers. It can serve as a source of inspiration for fashion choices, inform design decisions, and recognize emerging trends in the fashion industry.

Questions the Database Will Answer

The Emily in Paris outfits database would be able to answer a variety of questions related to the outfits worn by Emily and other characters in the show. Some potential queries include:

- Which outfits are most popular among fans of the show?
- Which outfits have been featured in popular media or received the most attention on social media?
- Which designer created the most expensive outfit in the show?
- How many outfits did each character wear throughout the entire show?
- What is the average cost of an outfit worn by Emily in the series?
- How many dresses did Emily wear in the series, and which episode featured the most dresses?
- What is the most expensive item of clothing worn by Emily in the series?
- How many outfits does Emily wear in each episode?

- What is the average cost of the outfits worn during the show?
- Which outfits are worn by Emily at specific locations in Paris and what is the significance of those locations?
- What is the average price range of the outfits worn by Emily and how does it compare to similar outfits in the market?
- What is the most popular outfit by a particular designer worn by Emily?
- Which character wore the most expensive outfit in the show?
- Which episode featured the most outfit changes for a character?
- Which designer created the most outfits worn by Emily?
- How many unique outfit pieces did Emily wear throughout the entire show?
- What was the most popular designer among all characters in the show?
- What was the total cost of all outfits worn by Emily in season 1?
- How many outfits worn by Emily included a blazer or coat?
- How many different types of accessories did Emily wear in the show?
- How do the outfits worn by Emily compare to those worn by other characters in the show?
- What is the price range for the outfits worn by Emily in the show?

Potential Entities/Tables with Attributes/Columns

The following are the tables and attributes which will be included in the database. However, there might be additional tables such as locations and popularity of certain outfit.

Outfits

- OutfitID
- OutfitName
- CharacterID

Outfit pieces

- OutfitID
- Dress
- Top
- Bottom
- Earrings

- Shoes
- Bag
- Accessories1
- Accessories2
- Coat
- Blazer

Designers

- DesignerID
- DesignerName
- OutfitID
- PieceType
- OutfitpieceName

Price

- OutfitID
- Price
- PurchaseAvailability

Characters

- CharacterID
- Name

alternatives

- AltID
- OutfitID
- PieceType

Outfit_popularity

- Outfit_ID
- post_engagement

Entities and Tables Not Included

The episodes will only be considered in the context of outfits. The duration of certain episodes, their release dates will not be included, since they are not related to the outfits and out of range in this project.

Apart from this, only 2 of the accessories used for the outfits are included in the tables for conciseness. A few alternatives have been provided due to limited similarity with the actual show outfits.

Sample Data

Sample data has been collected and entered manually into a Google Sheets spreadsheet from @emilyinparisoutfits, a fanmade Instagram account dedicated to record outfits worn in the Netflix show “Emily in Paris.” Each post on the account contains information about each individual piece, the cost, character that wore it, and episode that the outfit was seen in. From it, we have organized the data into seven different tables: Photo links, Outfits, Outfitpieces, Designers, Characters, and Alternatives. We will be working off data from the Instagram account, reformatted into csv files for our database design.

Some different instagram accounts have been used to update tables and include more information as well. For example, the alternatives table has been taken from @themrsdrago. Since most of the clothes have been designed by worldwide famous fashion designers, Wendy Drago provided some similar, but affordable options of clothing for every Emily fan. Apart from this she also provided locations from the Emily in Paris show, so that tourists in this city can visit their favorite spots. This could also be incorporated into our database.

The draft **EERD** of the database is as below:

The EERD is not final, and has some mistakes. They will be eliminated throughout the project and will have changes (tables, columns, relationships).

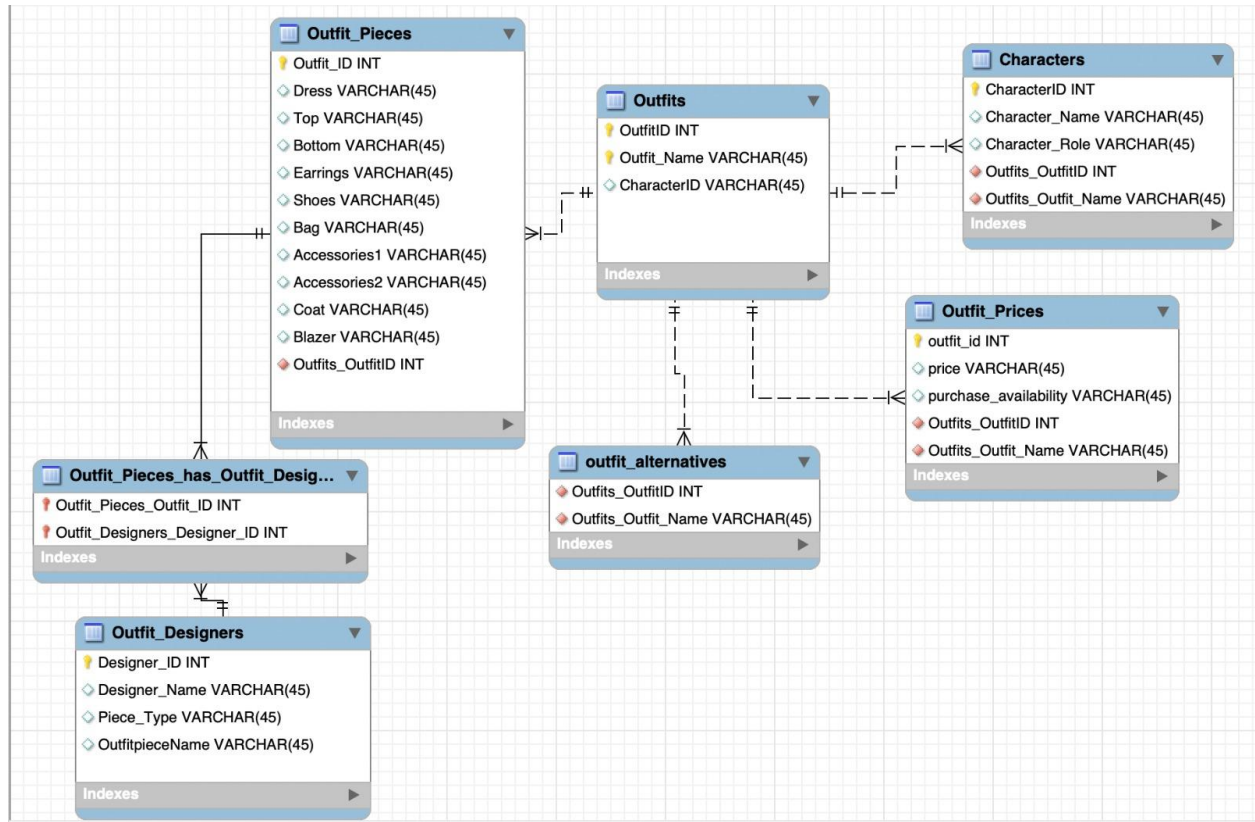


Figure 2. EERD of the Emily in Paris Outfits

References

1. *Star, D. (2020, October 2). Watch Emily in Paris: Netflix official site. Watch Emily in Paris | Netflix Official Site. Retrieved March 7, 2023, from <https://www.netflix.com/title/81037371>*
2. *Emily in Paris outfits (@emilyinparisoutfits) - instagram. (n.d.). Retrieved March 8, 2023, from <https://www.instagram.com/emilyinparisoutfits/>*
3. *Wendy Drago | Emily in Paris outfits (@themrsdrago) - instagram. (n.d.). Retrieved March 8, 2023, from <https://www.instagram.com/themrsdrago/>*