Training Report

on

FashionAura – Personalized Fashion Styling Platform

Submitted in partial fulfillment of the requirements for the award of the degree of

BACHELOR OF TECHNOLOGY

in

COMPUTER SCIENCE AND ENGINEERING (ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING)

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CANDIDATE'S DECLARATION

We hereby declare that the work presented in this training report entitled **"FashionAura – Personalized Fashion Styling Platform"**, submitted in partial fulfillment of the requirement for the award of the degree of Bachelor of Technology in Computer Science and Engineering(Artificial Intelligence and Machine Learning), submitted to **Panipat Institute of Engineering & Technology**, is an authentic record of our own work carried out during the period from **7 Feburary, 2025 to 20 May, 2025** under the guidance of **Dr. Richa Choudhary**

The work reported in this project report has not been submitted by us for the award of any other degree or diploma.

Date:
Place: PIET

Signatures:

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<u>ACKNOWLEDGEMENT</u>

We would like to express our sincere gratitude to **Dr. Richa Choudhary**, our mentor and guide, for her invaluable support and guidance throughout the course of our technical training project. Her insights, encouragement, and constant motivation played a pivotal role in the successful completion of our web-based project, **FashionAura**.

We extend our thanks to the faculty members of the **Department of Computer Science and Engineering (AI & ML)** for creating an environment of learning and innovation.

We also acknowledge the help provided by various online platforms and tools that contributed to our development journey. A special thanks to **GitHub Pages** for enabling us to deploy and host our project live on the web.

__ABSTRACT__

FashionAura is a web-based platform aimed at transforming the way individuals engage with fashion by offering personalized styling services and digital fashion consultancy. The platform is thoughtfully designed to cater to diverse fashion preferences, offering features such as **personal styling, wardrobe makeovers, and expert fashion consultations**. It also integrates direct links to trusted online fashion retailers like **Myntra, Ajio, Amazon Fashion, Nykaa Fashion**, and **Purplle**, ensuring that users have immediate access to curated shopping destinations aligned with their personal style.

The platform's front-end is developed using **HTML, CSS, and JavaScript**, ensuring a seamless and responsive user experience across various devices. The design focuses on clarity, elegance, and user-friendly navigation, which enhances engagement and encourages exploration. Users can explore styling tips, access fashion resources, and get inspired through a minimalistic yet impactful layout.

As part of our technical training, this project not only highlights our proficiency in front-end development but also demonstrates our ability to build solutions that blend **creativity, usability, and functionality**. FashionAura is more than a website—it's a digital fashion companion designed to empower users to express themselves confidently through style. It lays the groundwork for future expansion into personalized AI-based fashion advice, user accounts, and full-stack integration.

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CHAPTER 1:

INTRODUCTION

FashionAura is a web-based platform developed to redefine the way individuals perceive, develop, and express their unique fashion identities. In today's fast-paced digital world, personal styling has become a dynamic field where individuality and technology intersect. FashionAura addresses this growing demand by offering a minimalist, aesthetically pleasing, and intuitive interface that provides a variety of fashion-related services.

The core vision behind FashionAura is to empower users to take control of their style journeys through expert guidance, curated fashion content, and seamless access to online fashion stores. The platform serves both as a virtual stylist and a shopping assistant. Designed during our technical summer training, the website was an opportunity for us to apply theoretical web development concepts to a live, user-centric project, enhancing both our technical and creative skills.

CHAPTER 2

OBJECTIVES

- To design and develop a visually appealing, responsive fashion-themed website that works across all devices.

- To provide accessible digital services for users including personal styling, wardrobe planning, and fashion consultation.

- To create a user-friendly platform that serves as a launchpad for fashion exploration and transformation.

- To integrate curated shopping links that connect users directly to trusted e-commerce platforms.

- To strengthen our understanding of front-end web technologies and improve design thinking.

CHAPTER 3

FEATURES AND SERVICES

1. Personal Styling – Offers customized style suggestions based on user personality, preferences, and fashion goals.

2. Wardrobe Makeover – Guides users in updating, decluttering, and organizing their wardrobe to reflect a modern and efficient style.

3. Fashion Consultation – Provides expert tips and recommendations for outfit selection, seasonal dressing, and event-based styling.

4. Shop with Us – Presents curated and verified links to top fashion retailers such as Amazon Fashion, Myntra, Nykaa Fashion, Purplle, and Ajio to simplify the online shopping process.

CHAPTER 4:

TECHNOLOGIES USED

- HTML5 – Used to structure the content and layout of the website.

- CSS3 – Employed to design and stylize the elements for a visually appealing and responsive design.

- JavaScript – Used minimally to manage interactions, such as smooth scrolling and basic dynamic elements.

- GitHub Pages – Utilized for hosting and deploying the website, enabling real-time access and version control.

CHAPTER 5:

WEBSITE ARCHITECTURE

The FashionAura website is designed to ensure seamless navigation and modern aesthetics. Its structure is divided into distinct, well-defined sections that enhance both functionality and user experience:

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1. Hero Section / Landing Page

- Contains the **main banner** with the project name *FashionAura*.

- Features an introductory line: *"Your Style, Our Passion."*

- Acts as a visual hook with bold fonts and a centered layout to draw user attention immediately upon page load.

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2. Services Section

- Highlights the three core offerings:

    - **Personal Styling**

    - **Wardrobe Makeover**

    - **Fashion Consultation**

- Each service is represented by a distinct heading and explanatory text.

- Designed with a clean white background and well-aligned typography.

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3. Explore / Resources Section

- Titled **"Explore with Us"**, it provides hyperlinks to reputed fashion platforms:

    - Amazon Fashion

    - Myntra

    - Nykaa Fashion

    - Purplle

    - Ajio

- Each link is visually styled as a button or hyperlink with spacing for easy access.

- Encourages users to transition from style consultation to direct shopping experiences.
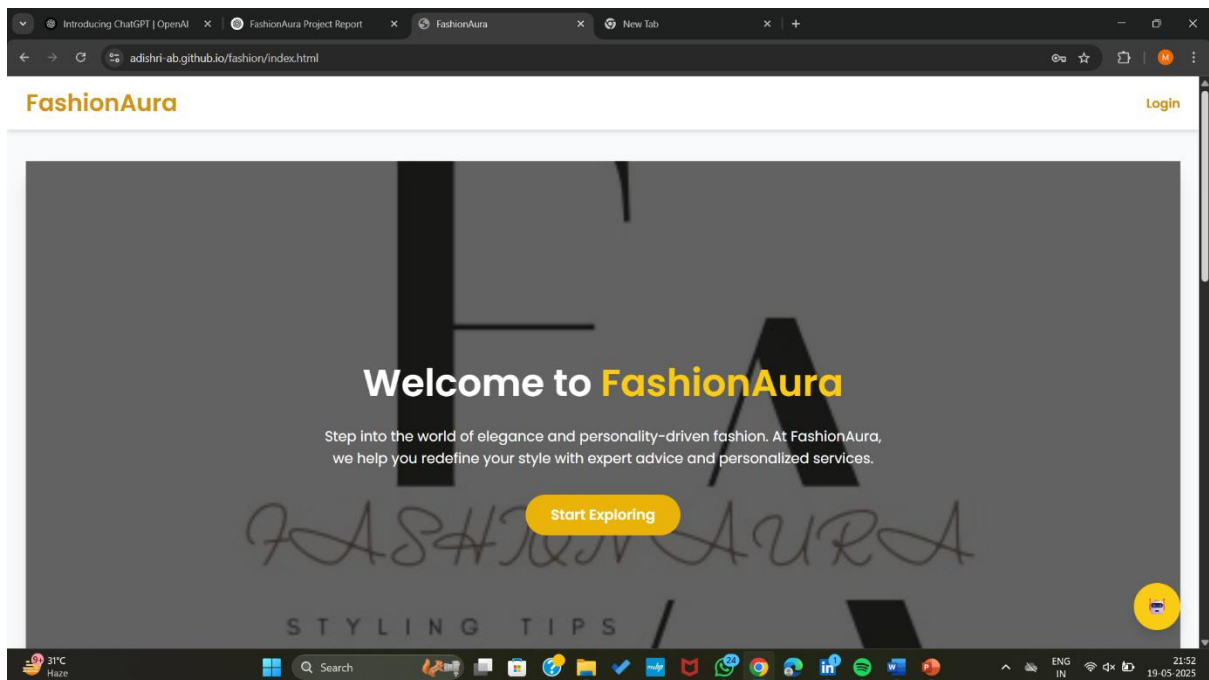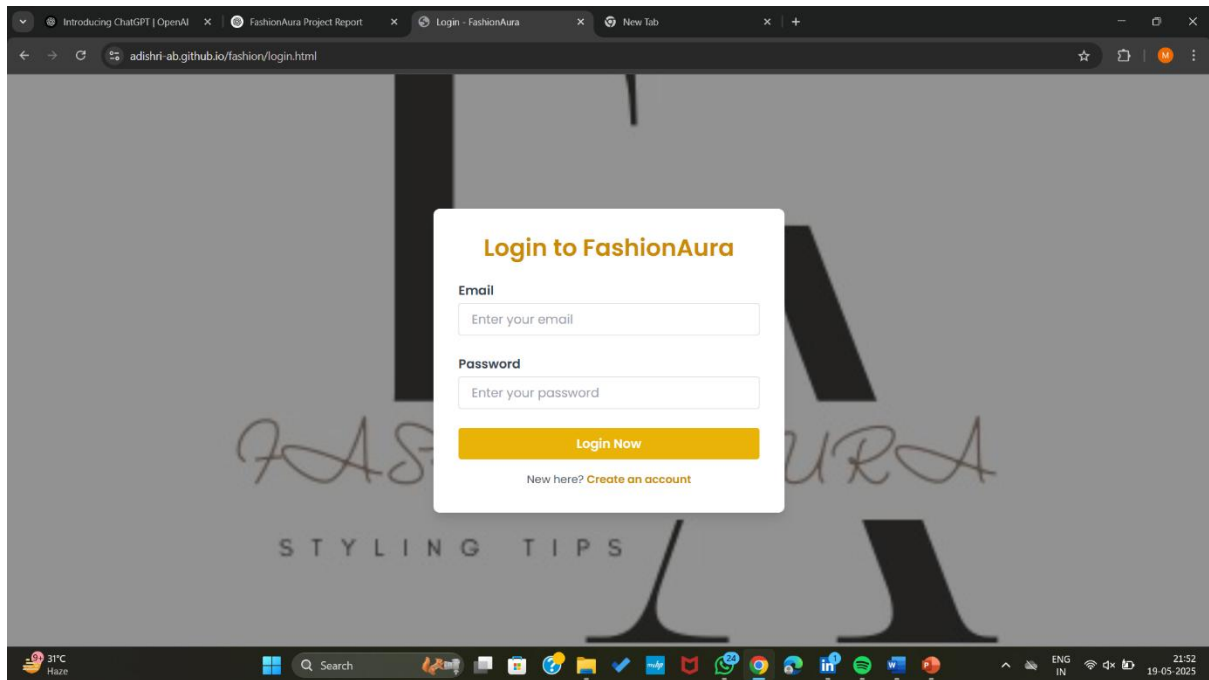
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4. Footer Section

- Includes:

  o Designer credits: *"Designed & Developed by Muskan, Aadishri & Vanshika"*

  o Navigation buttons (if present).

  o Contact or reference info placeholder.

- Uses a contrasting color theme (dark background with white text) to signal the end of the page and provide closure.
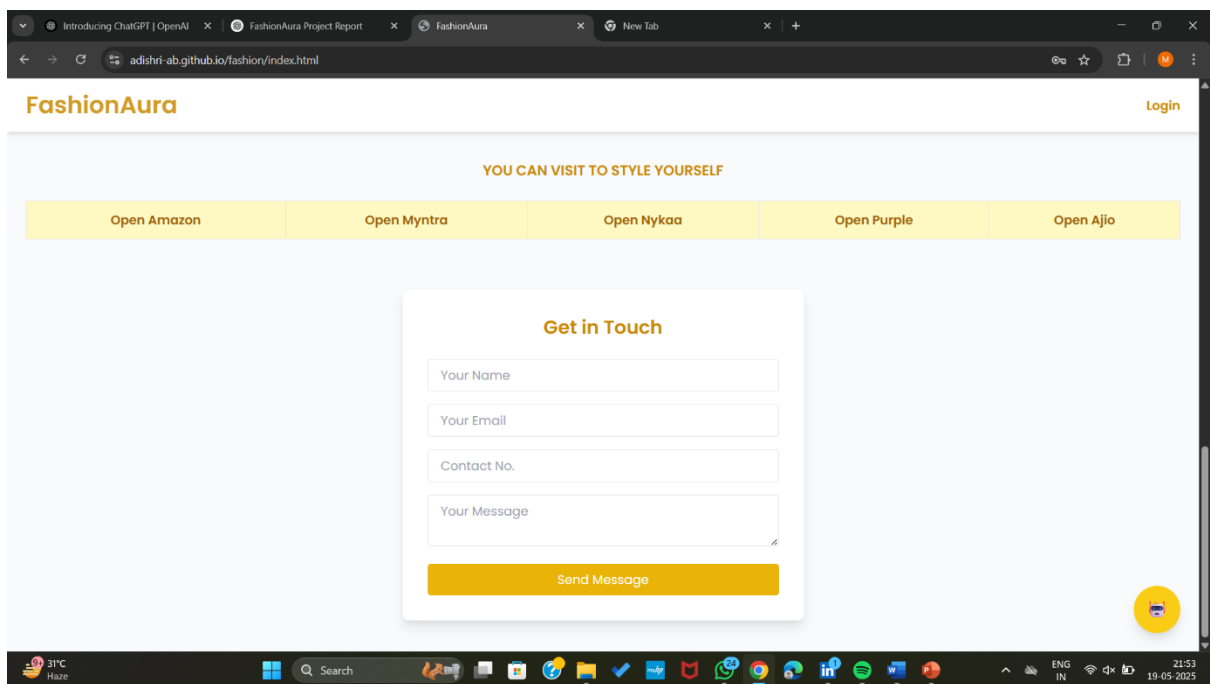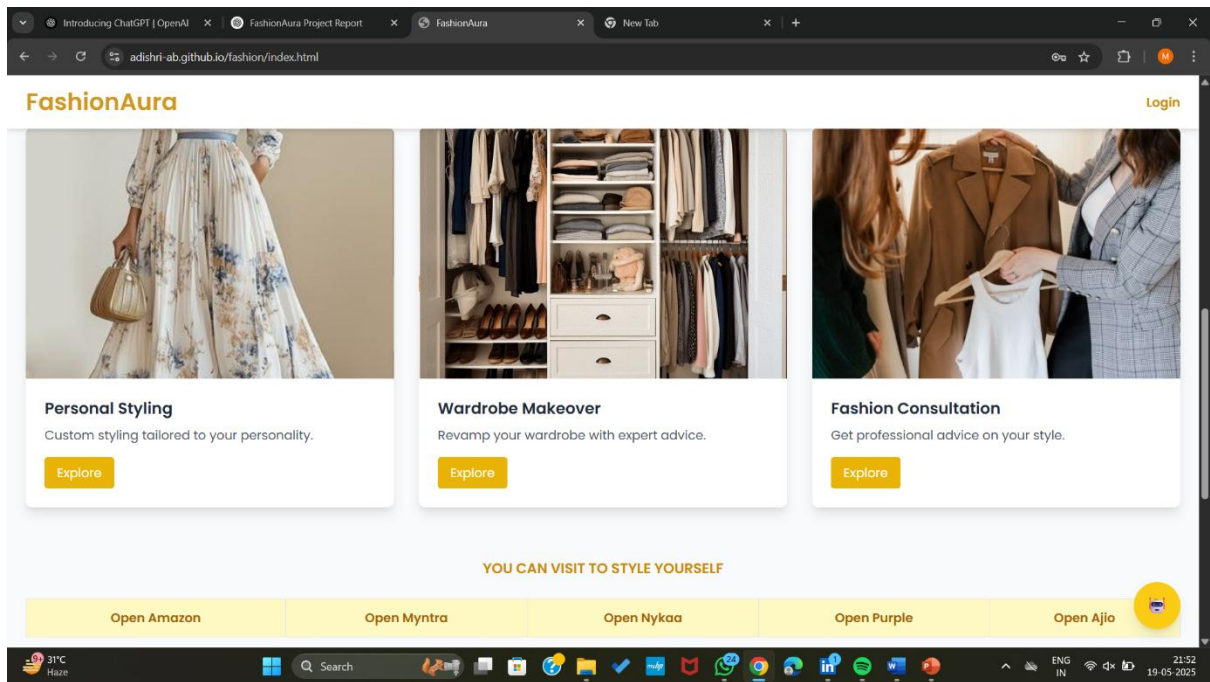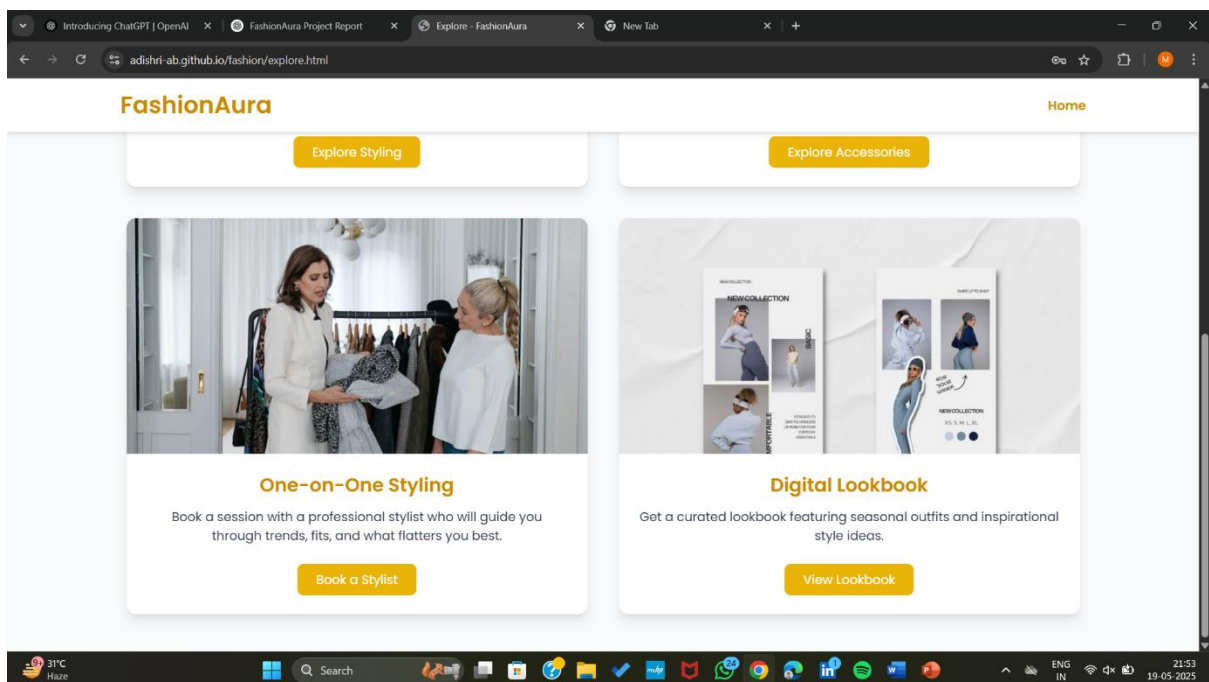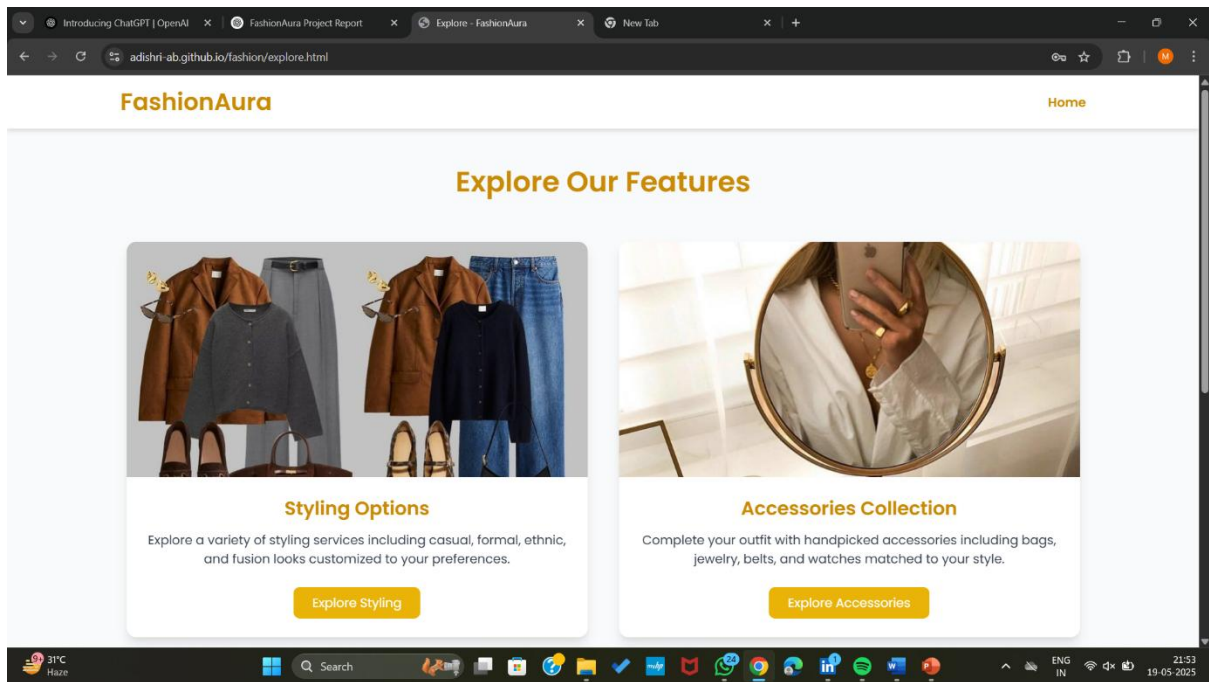

Design Architecture

- Built with a **modular and reusable CSS structure**, ensuring ease of updates.

- The layout follows **mobile-first responsiveness**, making it accessible across phones, tablets, and desktops.

- Visual hierarchy is maintained using spacing, font variation, and section contrast.

CHAPTER 6:

SCREENSHOTS

Explore Our Features

Styling Options

Explore a variety of styling services including casual, formal, ethnic, and fusion looks customized to your preferences.

Explore Styling

Accessories Collection

Complete your outfit with handpicked accessories including bags, jewelry, belts, and watches matched to your style.

Explore Accessories

One-on-One Styling

Book a session with a professional stylist who will guide you through trends, fits, and what flatters you best.

Book a Stylist

Digital Lookbook

Get a curated lookbook featuring seasonal outfits and inspirational style ideas.

View Lookbook

CHAPTER 7:

CHALLENGES FACED

- Designing a consistent and responsive layout that functions smoothly across desktop, tablet, and mobile devices.

- Ensuring visual balance and modern aesthetics while maintaining usability.

- Managing internal navigation between sections and fixing anchor link responsiveness.

- Deploying and testing the website on GitHub Pages with real-time link verification.

CHAPTER 8:

FUTURE ENHANCEMENTS

- Implement user accounts and login functionality to save styling preferences and consultation history.

- Integrate interactive style quizzes to offer AI-generated personalized suggestions.

- Expand to a full-stack platform with backend support using Flask or Node.js.

- Add scheduling features for one-on-one virtual stylist appointments.

- Incorporate chatbot integration or a virtual assistant for live fashion Q&A.

- Enable user-generated content such as style boards or reviews.

CHAPTER 9:

CONCLUSION

FashionAura marks our entry into the world of real-world web development. It reflects our ability to combine design, creativity, and code into a functional platform that addresses user needs in the lifestyle and fashion domain. The project has strengthened our knowledge of HTML, CSS, and version-controlled deployment while also improving our sense of aesthetics and UI/UX design.

Beyond its technical relevance, FashionAura is a project we are proud of—it demonstrates how technology can help individuals feel more confident in their style choices. This training experience was a practical and rewarding journey that prepared us for more complex development challenges.

CHAPTER 10:

REFERENCES

- https://adishri-ab.github.io/fashion
- https://github.com
- https://www.nykaafashion.com
- https://www.myntra.com
- https://www.purplle.com
- https://www.amazon.in
- https://www.ajio.com
- https://www.pinterest.com