



IMS ENGINEERING COLLEGE GHAZIABAD

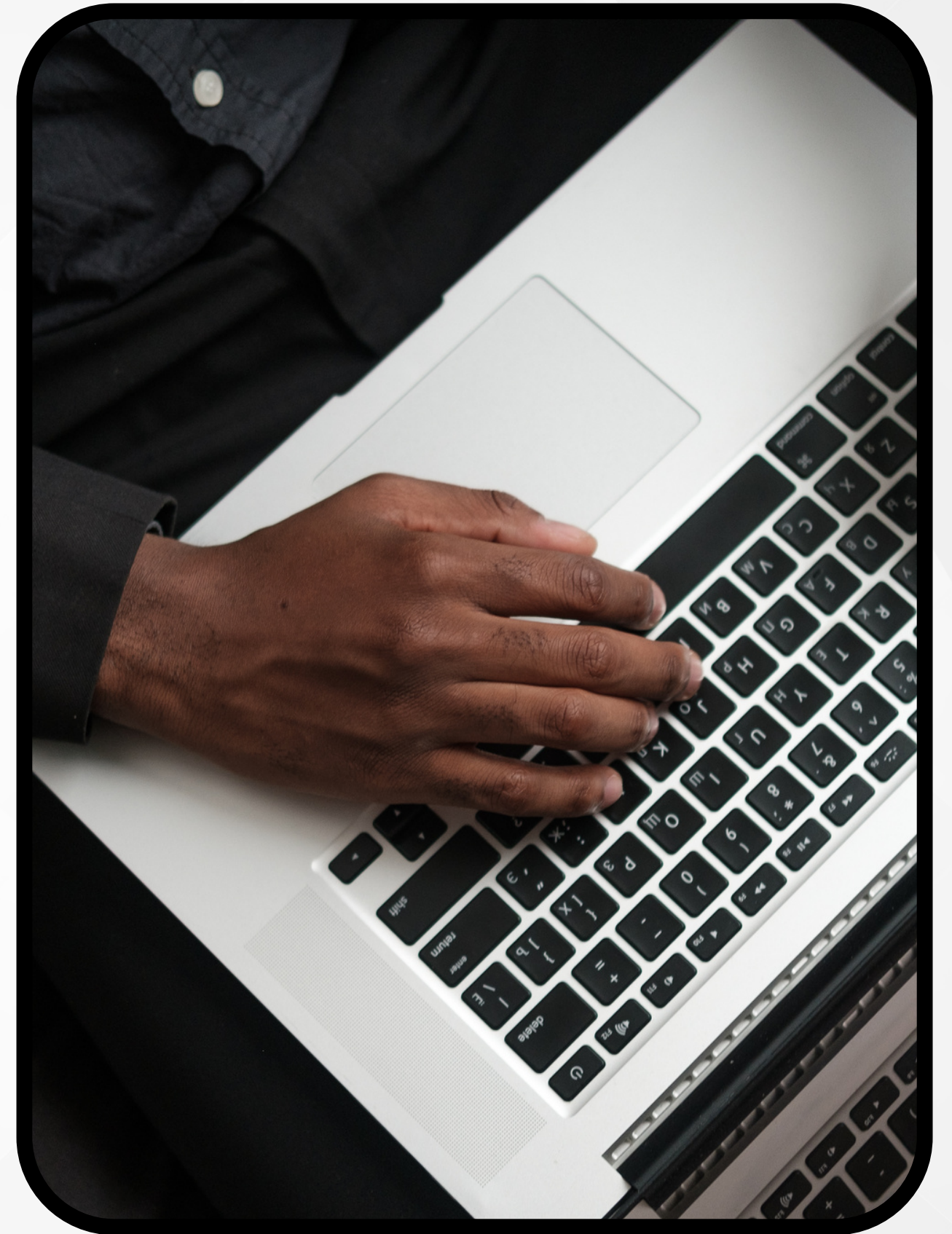
SYTLE SQUARE

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INTRODUCTION

- Welcome to **SYTLE SQUARE** where fashion meets technology in the most innovative way! We understand that finding the perfect outfit online can be a challenge, which is why we've introduced a groundbreaking feature to enhance your shopping experience – the Virtual Try-On.
- At **STYLE SQUARE** we believe that trying on clothes should be as easy as a click of a button. Our Virtual Try-On feature allows you to see how our latest styles look on you without leaving the comfort of your home. No more second-guessing or worrying about whether that dress or pair of jeans will flatter your unique style.



WHAT IS VIRTUAL TRY ON

- A virtual try-on is a feature commonly found in online shopping platforms that allows users to digitally try on clothing and accessories before making a purchase. This technology utilizes augmented reality (AR) or computer vision to superimpose the chosen clothing items onto a user's image, creating a virtual representation of how the items would look on them.
- Here's how a virtual try-on typically works:
- **Selection of Items:** Users choose the clothing items from the online store's catalog.
- **Activation of Virtual Try-On:** By clicking on a "Virtual Try-On" button or a similar feature, users activate the virtual try-on experience.
- **Camera Interaction:** Users may be prompted to use their device's camera
- **AR Overlay:** The chosen clothing items are digitally overlaid onto video in real-time, aligning with the body's contours and movements.



NEED OF VIRTUAL TRY-ON

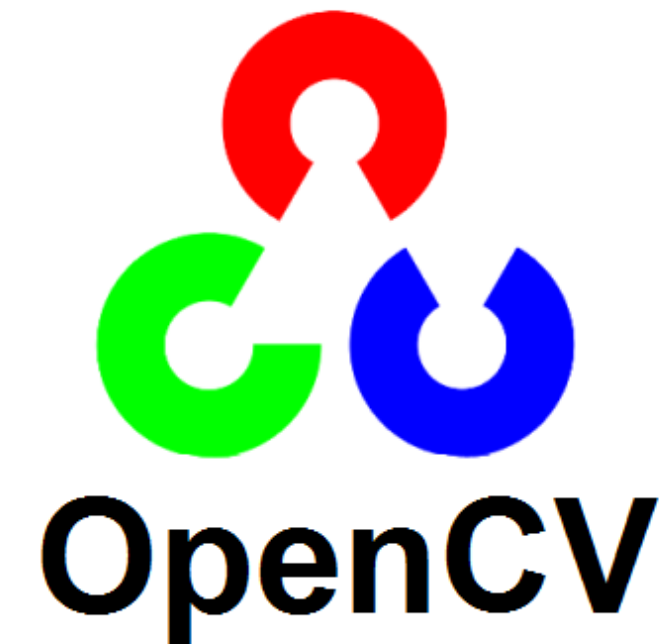
- The virtual try-on technology addresses several key needs and challenges in the online retail industry, enhancing the overall shopping experience for customers. Here are some reasons why virtual try-on features are increasingly becoming essential:
- **Improved Confidence in Purchases:** Being able to see oneself in the chosen items boosts confidence in the purchase decision, leading to higher customer satisfaction.
- **Reduced Returns and Exchanges:** Accurate Sizing: Virtual try-on helps customers select the right size, minimizing the chances of ordering clothing that doesn't fit properly.
- **Enhanced Engagement and Interactivity:** Virtual try-on adds a personalized and interactive element to the online shopping experience, making it more enjoyable and engaging.
- **Tech Advancements:** With advancements in AR and VR, incorporating virtual try-on features showcases the integration of cutting-edge technology in the retail space.
- **Style Verification:** Users can assess the style and fit of the clothing virtually, reducing the need for returns based on style preferences.
- **Personalization:** Virtual try-on adds a personalized and interactive element to the online shopping experience, making it more enjoyable and engaging.
- **Sharing Options:** Users can share their virtual try-on experiences with friends or on social media, fostering a sense of community and feedback.
- **Market Differentiation:** Offering a virtual try-on sets retailers apart in a competitive market, attracting tech-savvy consumers who seek innovative and convenient shopping experiences.



TECHNOLOGIES USED

- **OPEN CV**

OpenCV is a great tool for image processing and performing computer vision tasks. It is an open-source library that can be used to perform tasks like face detection, objection tracking, landmark detection, and much more. It supports multiple languages including python, java C++



- **MEDIAPIPE**

MediaPipe is an open-source framework for building pipelines to perform computer vision inference over arbitrary sensory data such as video or audio. Using MediaPipe, such a perception pipeline can be built as a graph of modular components.



- **HTML**

HTML, which stands for HyperText Markup Language, is the standard markup language used to create and design web pages. It provides a structure for web content, allowing developers to define the layout and presentation of text, images, links, forms, and other elements within a web page.

- **CSS**

CSS, which stands for Cascading Style Sheets, is a style sheet language used to describe the presentation and formatting of a document written in HTML or XML. CSS allows developers to control the layout, appearance, and styling of web pages.

- **Java Script**

JavaScript is a versatile programming language that is primarily used for adding interactivity and dynamic behavior to web pages. As one of the core technologies for web development, JavaScript enables developers to create responsive and engaging user interfaces.



ADVANTAGES OF STYLESPHERE

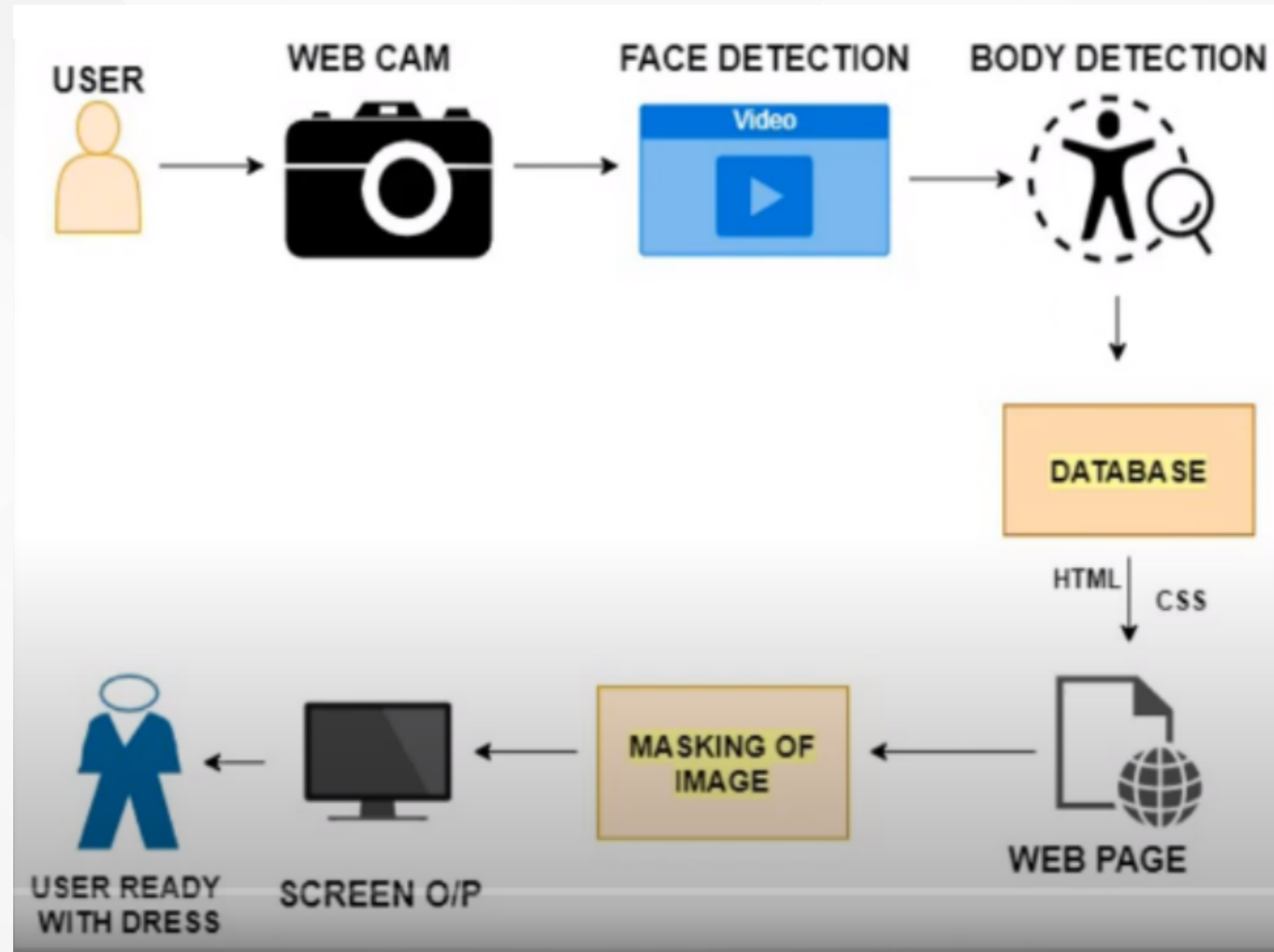
A clothing website with a virtual try-on feature offers several advantages, enhancing the overall shopping experience for customers. Here are some key advantages:

- **Increased Confidence in Purchases**
- **Personalised Shopping Experience**
- **Enhanced Engagement and Interactivity**
- **Visual Decision-Making**
- **Access to a Wider Range of Styles**
- **Adaptation to Online Shopping**
- **TrendsCustomer Satisfaction and Loyalty**



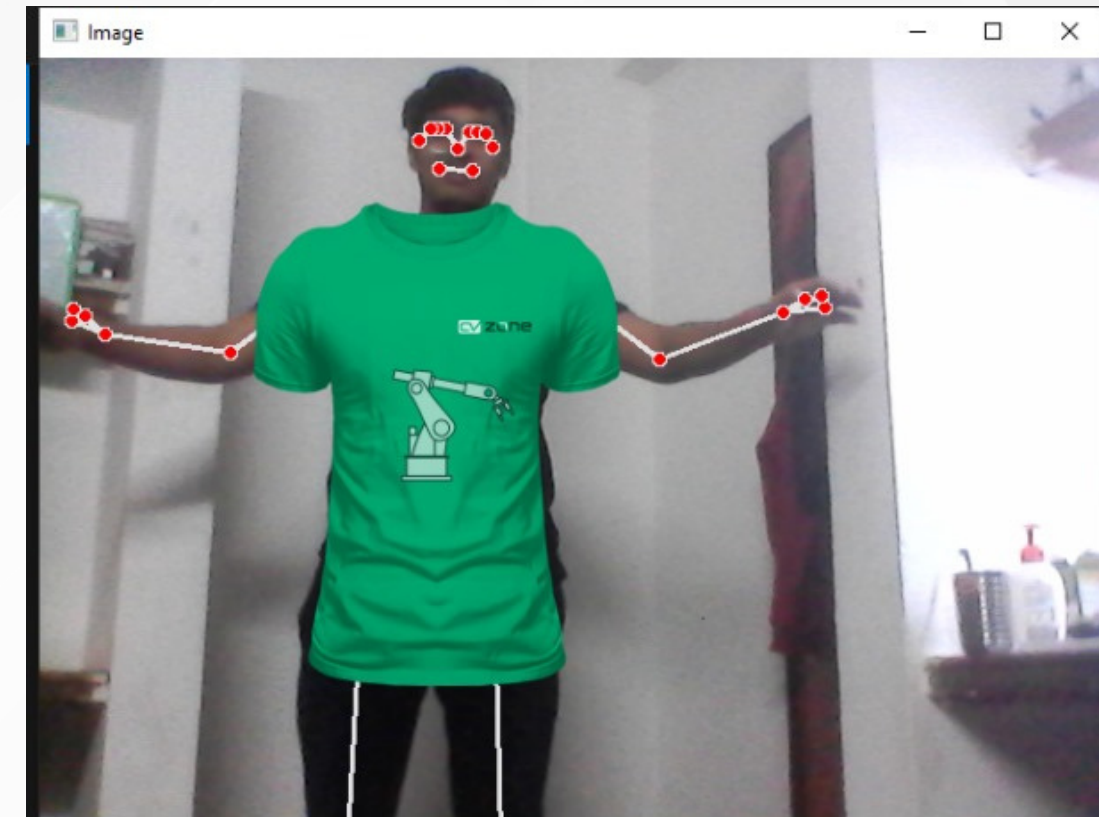
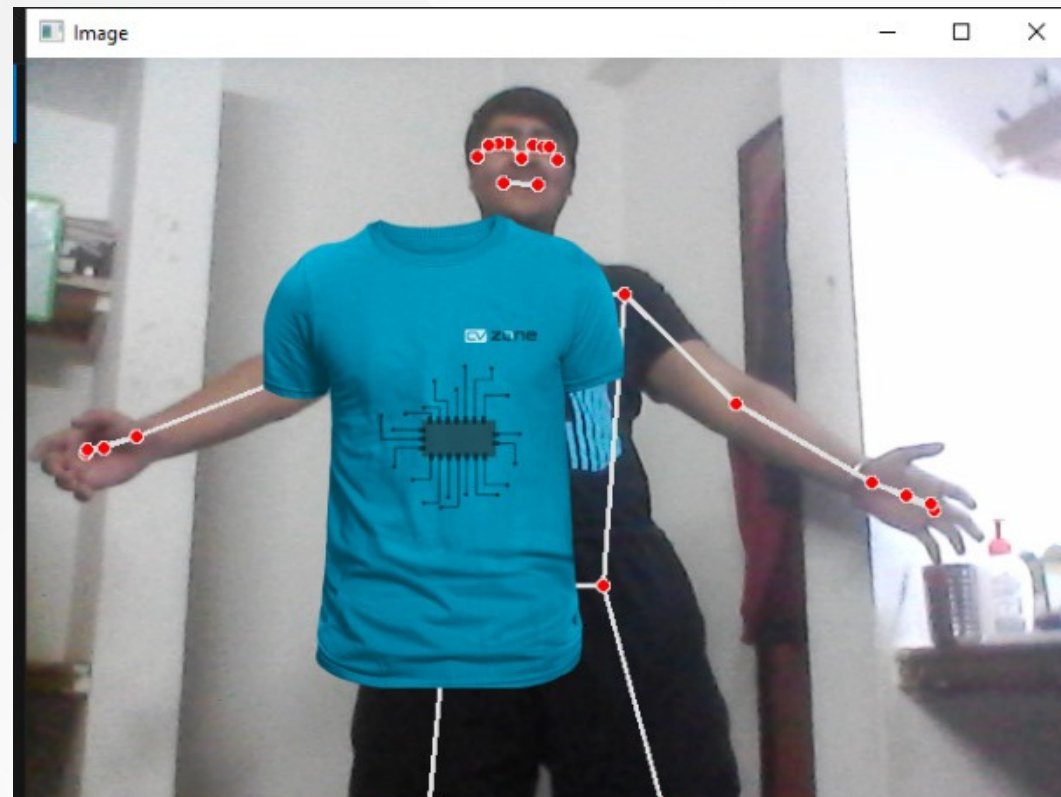
METHODOLOGY

- Flowchart of the program

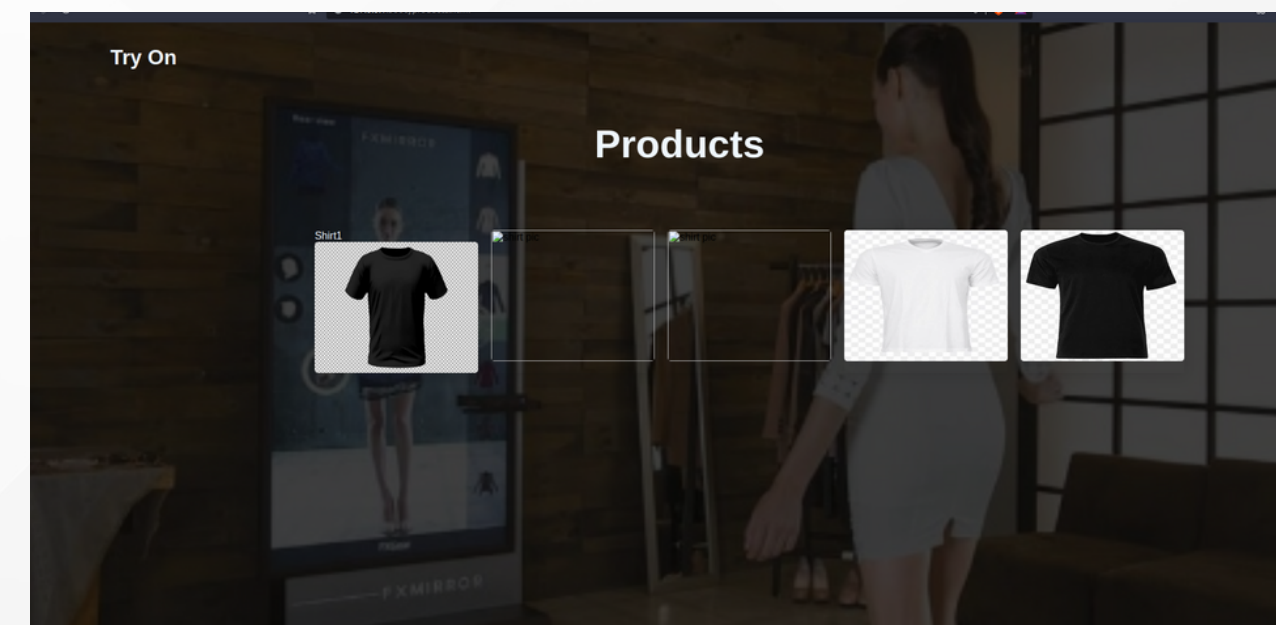
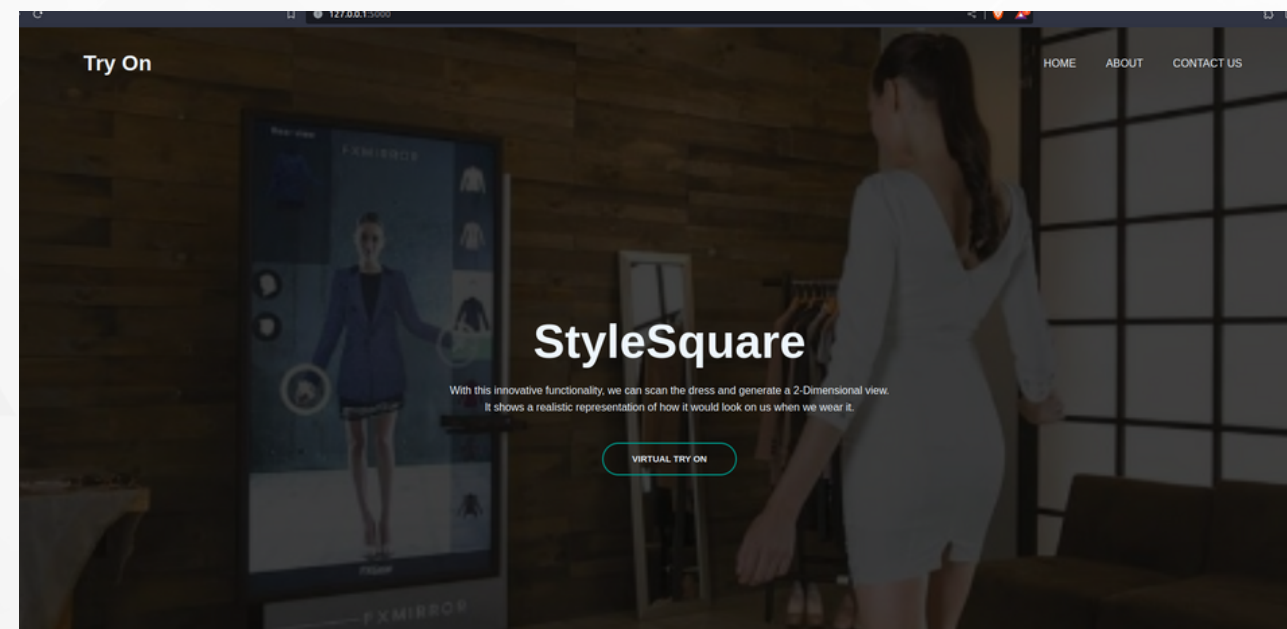


WORK DONE

- **Virtual try-on**



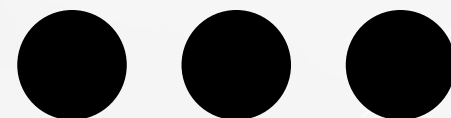
- **Website**



CONCLUSION

In conclusion, the **STYLE SQUARE** website, with its innovative Virtual Try-On feature, represents a groundbreaking approach to online shopping that transcends traditional boundaries. The incorporation of this technology not only revolutionizes the way customers interact with the platform but also addresses key challenges in the e-commerce landscape.

In essence, the **STYLE SQUARE** website with Virtual Try-On is not just a platform for purchasing clothes; it's a technological marvel that transforms the online shopping landscape. By seamlessly blending technology and fashion, the brand is at the forefront of providing a customer-centric, interactive, and confidence-boosting shopping experience. As we navigate the ever-evolving world of e-commerce, [Clothing Brand Name] sets the standard for the future of online fashion retail. Thank you for your attention, and we look forward to shaping the future of fashion together.



THANK YOU