Track the Trends
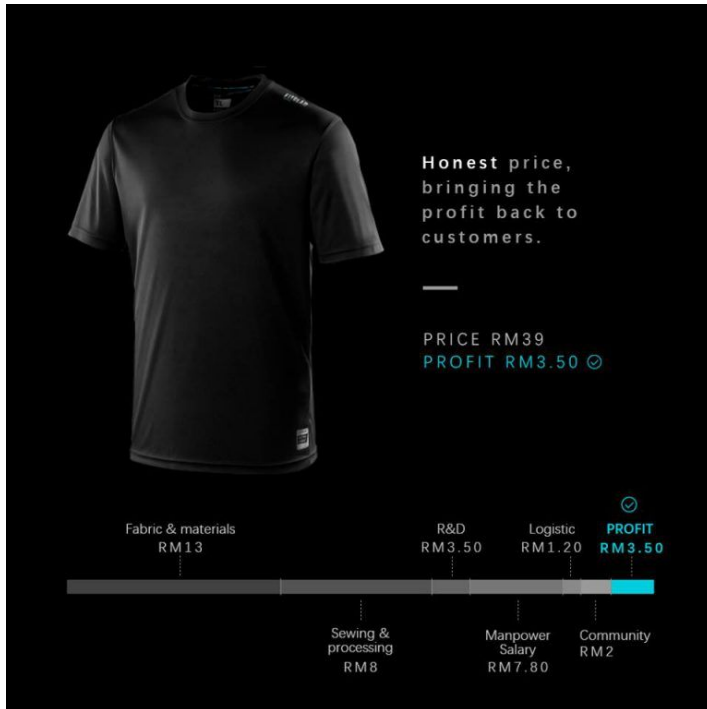
By Notts

*insert elevator music here

Winning in fashion industry requires understanding the trend in customers.

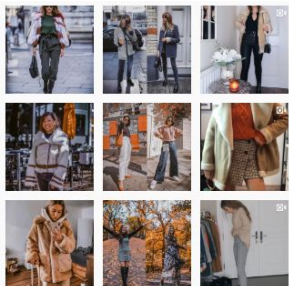FITGEAR™

Winning in fashion industry requires understanding the trend in customers.

Honest price, bringing the profit back to customers.

PRICE RM39
PROFIT RM3.50 ✓

Fabric & materials
RM13

R&D
RM3.50

Logistic
RM1.20

✓
PROFIT
RM3.50

Sewing & processing
RM8

Manpower Salary
RM7.80

Community
RM2

"They started off with a capital of RM3k out of their own pockets and managed to acquire 10,000 customers in the first 3 months of operating."- Vulcan Post

System Overview

Extract images from **social media**

Parse into **Fashion API, Face API**

Data analytics on style, garment preferences on varying age, gender

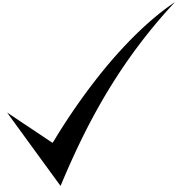**Fashion trend** segmented based on different demographics

Value of the system

✓ Analyses current fashion trends through a **huge dataset that updates itself.**

✓ Enables designers & brands to set **creative direction** for new clotheslines.

✓ Segments the analysis based on **demographic** (age, gender).

*sneak peek here

https://kind-ride-784513.netlify.com/

NOTTS

HOLD ON

We're searching for the latest trend.

Want to see what's the current fashion trend?

I have good news for you, You've found the right place.

←　　→

NOTTS

Top Feature

Style

- 90s
- Business
- Elegant

Color

- ivory_black
- dim_grey
- lamp_black
- grey
- beige

Garment

- Jacket
- Skirt
- Jeans
- Dress
- Blouse

- ivory_black
- Elegant
- Business
- Dress

- beige
- wheat
- Outdoor
- Business
- Coat
- Jacket

- gainsboro
- ivory_black
- Elegant
- Sexy
- Dress