PROBLEM STATEMENT

➤ The rapid growth of e-commerce has revolutionized shopping, yet **challenges persist** in the online fashion experience. Users frequently **face difficulty in accurately visualizing how clothing items will fit and look** on themselves when browsing online catalogs, leading to **purchase hesitation** and **high return rates.** This uncertainty impacts **satisfaction and conversion rates.**

➤ Secondly, the **absence of social interaction and collaborative features** within these platforms diminishes the interactive and communal aspects that are traditionally enjoyed in physical retail settings. Users **lack opportunities to seek feedback from friends or share their fashion choices**, which reduces their **engagement levels** and the time they spend on the platform.

Enhancing the online shopping experience *involves integrating advanced technologies like **virtual try-on features** and **collaborative wardrobe platforms**. These solutions **aim** to **improve user confidence** in purchasing decisions and create a more **immersive, socially engaging** environment.*
This approach encourages longer session times and fosters increased platform loyalty.

Myntra

PROPOSED SOLUTION

**StyleSync: Redefining Online Fashion Shopping**

StyleSync seamlessly blends cutting-edge **Virtual Try-On Technology** with a **dynamic Collaborative Wardrobe Platform,** creating an immersive social shopping experience. Users can visualize outfits through augmented reality, share virtual closets, and receive real-time feedback from friends. Powered by AI-driven personalized recommendations, *StyleSync* **enhances decision-making, reduces returns, and boosts satisfaction**. By integrating social features, we transform solitary browsing into a vibrant community experience, **extending engagement and driving conversions**.
 StyleSync doesn't just sell clothes – it cultivates a thriving fashion ecosystem where individual style meets collective creativity, delivering the joy of shopping together in the digital age.

Myntra

PROPOSED SOLUTION

Taking a picture using webcam or any other device
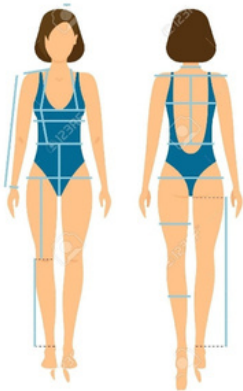
Scanning user's body for taking accurate measurements
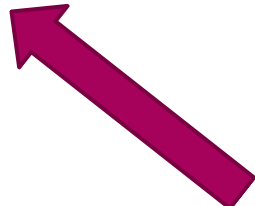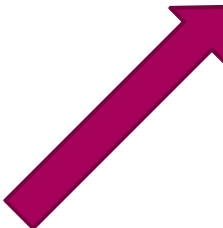
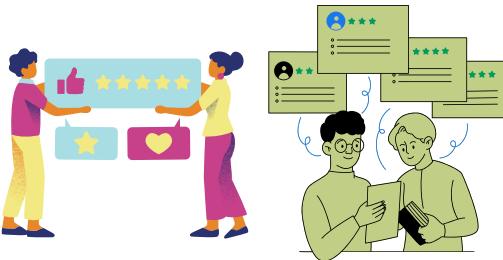**Choosing garment image to try on**

Virtual Try-On

Fashion awareness and taste in fashion will be filtered. Final Order based on feedback.

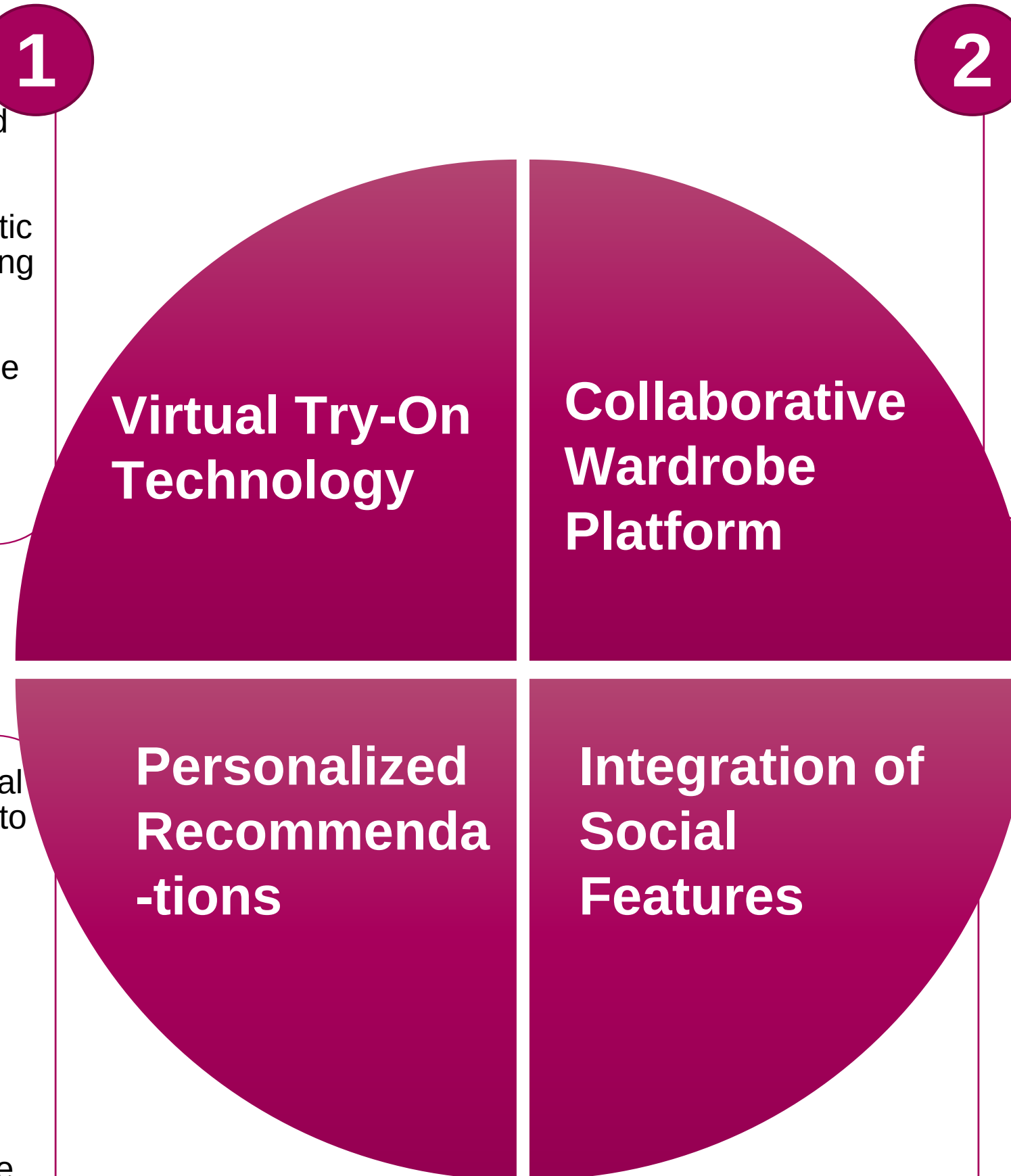**Adding favourite items to your closet/ wardrobe.**

Your followers and friends will be able to see your Shared Closet and can give feedback.

Feedback in the form of likes, comments and Stars.

SOLUTION DEEP-DIVE

1

○ **Enhanced Visualization:** Enable users to virtually try on clothing items using augmented reality (AR) or virtual fitting rooms.

○ **Improved Decision-Making:** Provide a realistic preview of how clothes will fit and look, reducing purchase uncertainty and hesitation.

○ **Lower Return Rates:** By allowing users to see how items look on them before buying, this technology can decrease return rates and increase customer satisfaction.

2

○ **Social Interaction:** Facilitate sharing of virtual wardrobes with friends, allowing users to seek feedback and suggestions in real-time.

○ **Community Engagement:** Encourage users to collaborate on outfit ideas, enhancing social interaction and fostering a sense of community.

○ **Extended Session Times:** By providing a platform for shared fashion exploration, users are likely to spend more time engaging with content and interacting with friends.
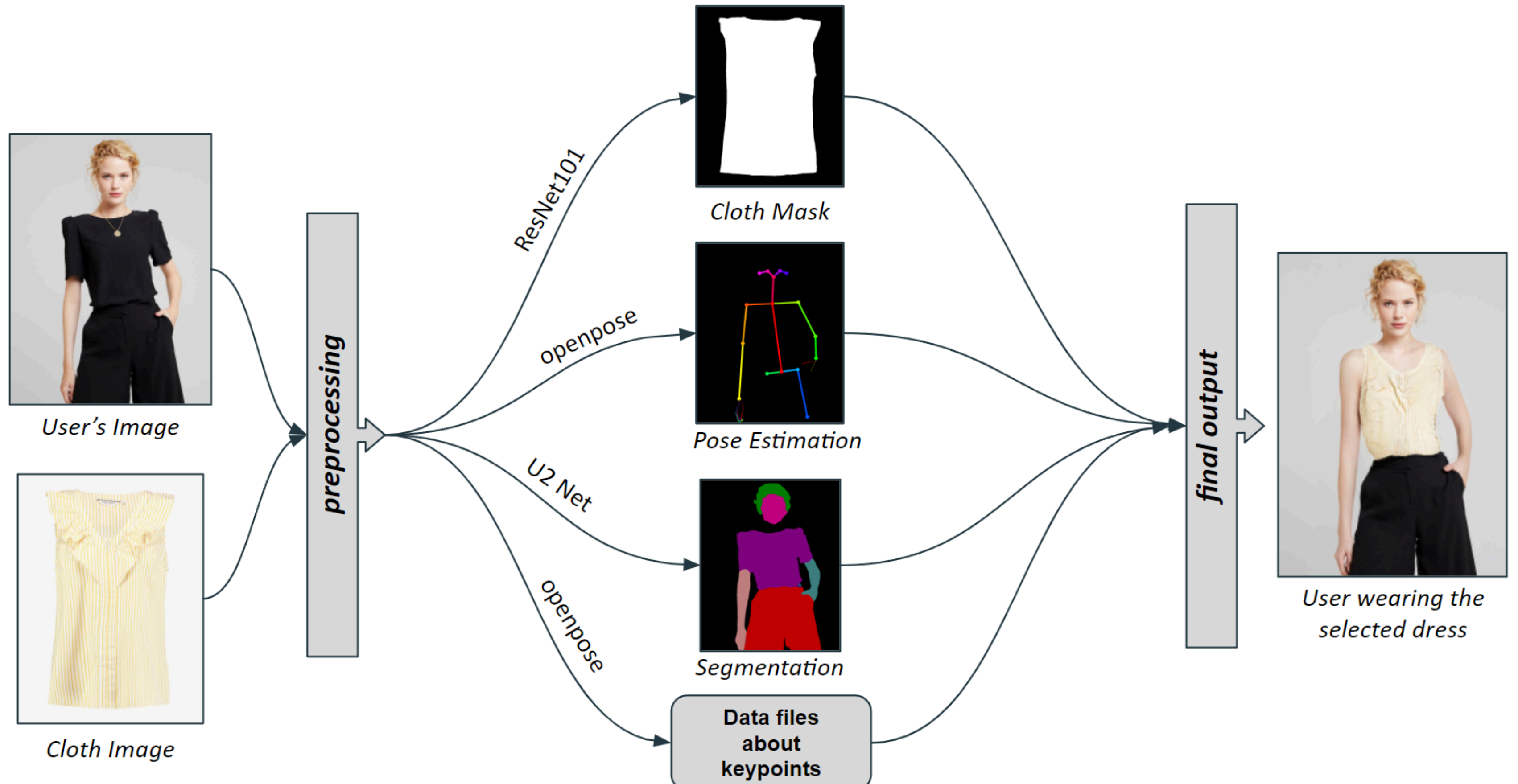
Virtual Try-On Technology

Collaborative Wardrobe Platform

Personalized Recommenda-tions

Integration of Social Features

4

○ **Tailored Suggestions:** Utilize data from virtual try-on sessions and collaborative interactions to offer personalized clothing recommendations.

○ **Increased Relevance:** Enhance user experience by suggesting items based on individual preferences and feedback from peers.

○ **Boosted Conversion Rates:** Personalization can lead to higher conversion rates as users discover items that align closely with their style preferences.

3

○ **Seamless Sharing:** Enable easy sharing of virtual outfits and fashion discoveries on social media platforms.

○ **Social Influence:** Leverage social sharing to amplify user engagement and attract new users through peer recommendations.

○ **Enhanced User Connectivity:** By integrating social elements, platforms can foster stronger connections among users, promoting a more vibrant and active community.

User's Image

Cloth Image

preprocessing

ResNet101

openpose

U2 Net

openpose

Cloth Mask

Pose Estimation

Segmentation

Data files about keypoints

final output

User wearing the selected dress

Myntra

IMPACTS ON

FASHION INDUSTRY

- **Virtual presentations & Influencer collaborations:** Shifts marketing focus to virtual and community-driven strategies

- **Sustainability boost:** Better-informed purchases will reduce overproduction and waste.

- **Blurring physical & Digital:** Shopping experiences will merge online and offline.

- **Retail transformation:** Traditional stores might need to integrate virtual and social elements to stay relevant.

CUSTOMER EMPOWERMENT

- **Enhanced shopping experience:** Customers gain confidence in purchases through virtual try-ons and peer feedback.
- **Reduced return rates**
- **Increased social connection:** Shopping becomes a shared, interactive experience even when physically apart.
- **Personalized style development**

SOCIAL COMMERCE REVOLUTION

- Merges social media engagement with e-commerce functionality
- Increases user retention and platform stickiness
- Creates new advertising and influencer marketing opportunities

Myntra