Context

Fashion Retailers try to draw inspiration from external sources such as e-commerce portals and online fashion magazines to design the next set of fashion products that they can launch in order to delight the customer. However, it is a manual effort intensive process, requiring a large team of fashion designers.

In order to reduce dependency and make the overall process more efficient, the Retailer wants a scalable tech solution to extract winning designs of apparels and footwear in a consumable format, so that the same can be incorporated in the upcoming design of fashion products.

Problem Statement

A fashion retailer wants to source ongoing and upcoming fashion trends from major online fashion portals and online magazines in a consumable and actionable format, so that they are able to effectively and efficiently design an upcoming fashion product portfolio.

Brief Details

Retailers and Fashion label owners browse through multiple online portals and magazines and identify key trends based on different information available on these portals. For example, an online store such as https://shop.nordstrom.com/ can help the retailer identify the trending styles by looking at the products that got the highest star rating. Similarly, by looking at a fashion magazine such as https://www.vogue.co.uk/ retailer can get to know what fashion trends are being endorsed by major celebrities.

Some of the key portals and magazines are given below :
www.wgsn.com
www.fashionvignette.blogspot.com
http://stylebubble.co.uk/
http://trendcouncil.com/web/

Deliverables for Phase I (Idea Submission)

- For the product vertical t-shirt, identify a scalable way of identifying the major fashion trends from ecommerce portals
  - Identify the products that are better performers (in a rank-ordered fashion)
  - Help the user view the trending products as well as the lagging products
  - *Please note, that the product vertical t-shirt might have different nomenclature in different websites (tshirt, t_shirt, t-shirt, polo-tshirt etc)*
- For the same product vertical, identify the upcoming fashion trends from online portals
  - Identify a logic for classifying the products as per their trendiness
  - Help the user view the trending as well as lagging products
- The solution should be scalable
  - The solution should be replicable to include different websites
  - The solution should be replicable across multiple product categories

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