

Ideation: Digital Wardrobe

Catalina Elena Popescu

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1 Introduction

Digital Wardrobe is an app designed for users that want to do more efficient online shopping for clothes and accessories. It works like a Personal Shopping Assistant that helps you keep your home wardrobe organized and at the same time suggests pieces that might work with what you already own. It also helps you find pieces similar to the ones your favourite influencers from social media are wearing or similar to pieces you are seeing in the streets based on your description.

This app benefits to users by helping them create their dream wardrobe more efficiently, but also to companies that have fashion retail platforms, by integrating this app onto their platform, they can help their clients find their desired pieces more quickly and increase their profits.

2 Expected List of Features

Digital Wardrobe should be able to support various complex features like image recognition algorithms and natural language processing, should be accessible cross platform and have mobile capability. Moreover it should have access to a large database with fashion products that has labels either coming from an unsupervised learning algorithm or manually labelled by employees of the respective company. The labels should describe the product with as many details as possible, i.e.: colour, size, material, style, but also little details like gold buttons, leather fringes etc.

An user should be able to create a personalized account and select styles that he likes or that he would like to try out, upload photos and/or descriptions of pieces he already owns and search for items either similar to their description/photos or pieces that are complementary to what they have in their wardrobe.

From a fashion retail company perspective, this app can be integrated as a feature to their already existing platform or it can be used separately by their users and recommend pieces that they sell.

3 Market Survey

There are a couple of apps on the market that deal with finding similar pieces of fashion items with the ones they detect in photos. One example of such an app is Screenshop [1], which became quite popular for the accuracy of its algorithm. There are also apps that tackle the organizing your wardrobe idea, like Stylebook [2], a very cool app where you can digitally keep your wardrobe in order and save inspirational styles saved from Pinterest and other social media apps.

Digital Wardrobe combines these two apps' ideas in a single one so that you can enjoy efficiently organizing your clothes and also shop for more that work well with what you already have.

References

- [1] Screenshop app. <https://www.screenshopit.com/>.
- [2] Stylebook closet app. <https://www.stylebookapp.com/>.