

*TRENDY
IS
THE LAST STAGE
BEFORE
TACKY.*

KARL LAGERFELD

Trend Analysis and Fashion Forecasting

a text-based approach

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Guiding Question

Can I use user-generated textual content to identify current fashion trends and predict their growth or decline?

Workflow

Web-scraping



mongoDB®

CHICTOPIA

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Still Into Plaid

Updated on Mar 17, 2014



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Tags

Leather

Lunch Date

Winter

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Black Leather Biker Asos Jacket // shop at asos.com

Plaid Nasty Gal Pants

Black Crop Nastygal Top // shop at nastygal.com

Black Mesh New Look Heels

Lia_Siouti's Thoughts:

New outfit post at last! I have bought these amazing pants and crop top from Nasty Gal, ages ago and hadn't got the chance to wear them till now! I am still so into plaid, it is kinda starting to feel like classic and it's still growing into me. Combined with the crop top, cause the weather was just too good, to not show some mindriff! The mesh details of these New Look heels from Asos, found their way into my heart and closet and make me want to buy everything mesh. Shoes, tops, pants, everything looks so chic when mesh is involved.

More From Lia_Siouti



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Lia_Siouti
from Θεσσαλονίκη,
Μακεδονία Ελλάδα
45240 chic points
<http://www.murderontheatwalk...>

Users You May Like



FashionZen from Amsterdam, Netherlands

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ALLTHINGSSLIM from NY/LA

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AIB from Manila, Philippines

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lissakahayon from Manila, Philippines

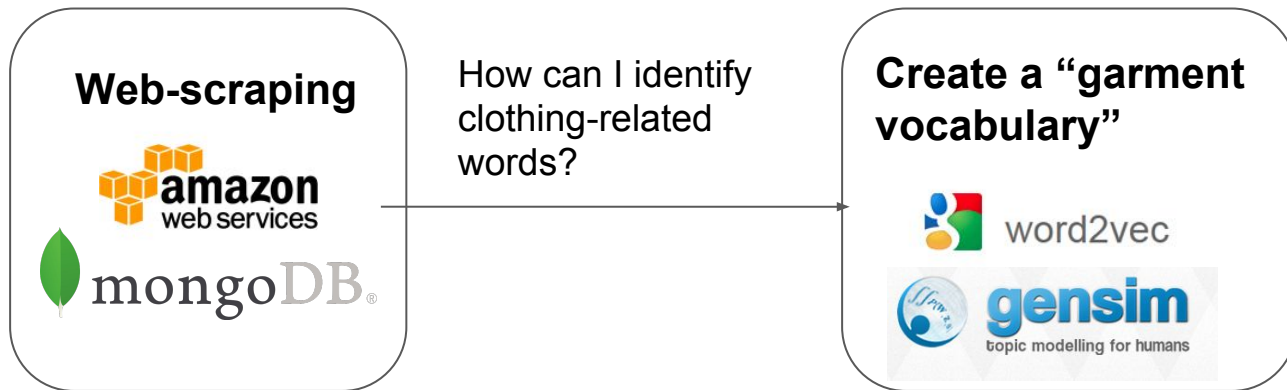
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EveHearabouts from Bucharest, Romania

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Workflow



jumper
blouse
sunnies
skinnies
pumps
wedges
scarf
blazer
handbag
gladiators
trousers
sunglasses
belt
suit
sandals
shirt
glasses
oxfords
sneakers
cardigan
purse
sweater
flats
legging
socks
cardi
top
bag
gucci
romper
skirt
tshirt
pants
cutoffs
dress
lv
shorts
boots
vest
tights
booties
tee
backpack
coat
hoodie
shirts
sweatshirt
leggings
jeans
stockings
shoes
clutch
tunic
chanel
heels
jumpsuit

Workflow



2009

gladiator sandals

leggings

fringed vest

chambray shirt

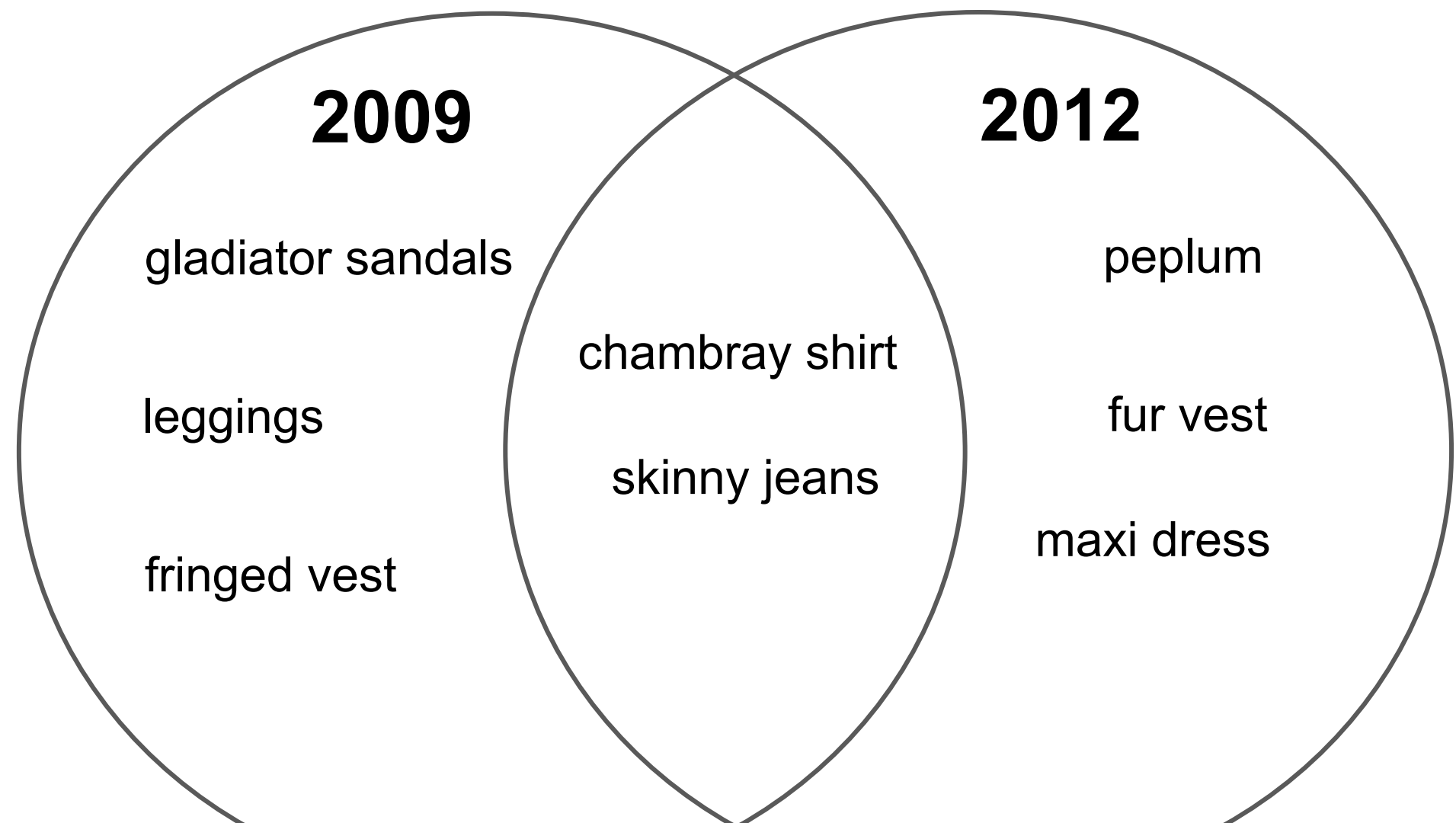
skinny jeans

2012

peplum

fur vest

maxi dress



2009

gladiator sandals

gladiator wedges

leggings

denim leggings

liquid leggings

fringed vest

fringe boots

chambray shirt

skinny jeans

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fringed vest

fringe boots

chambray shirt

denim shirt

skinny jeans

maxi dress

2012

peplum ✓

peplum top

peplum dress

peplum skirt

fur vest

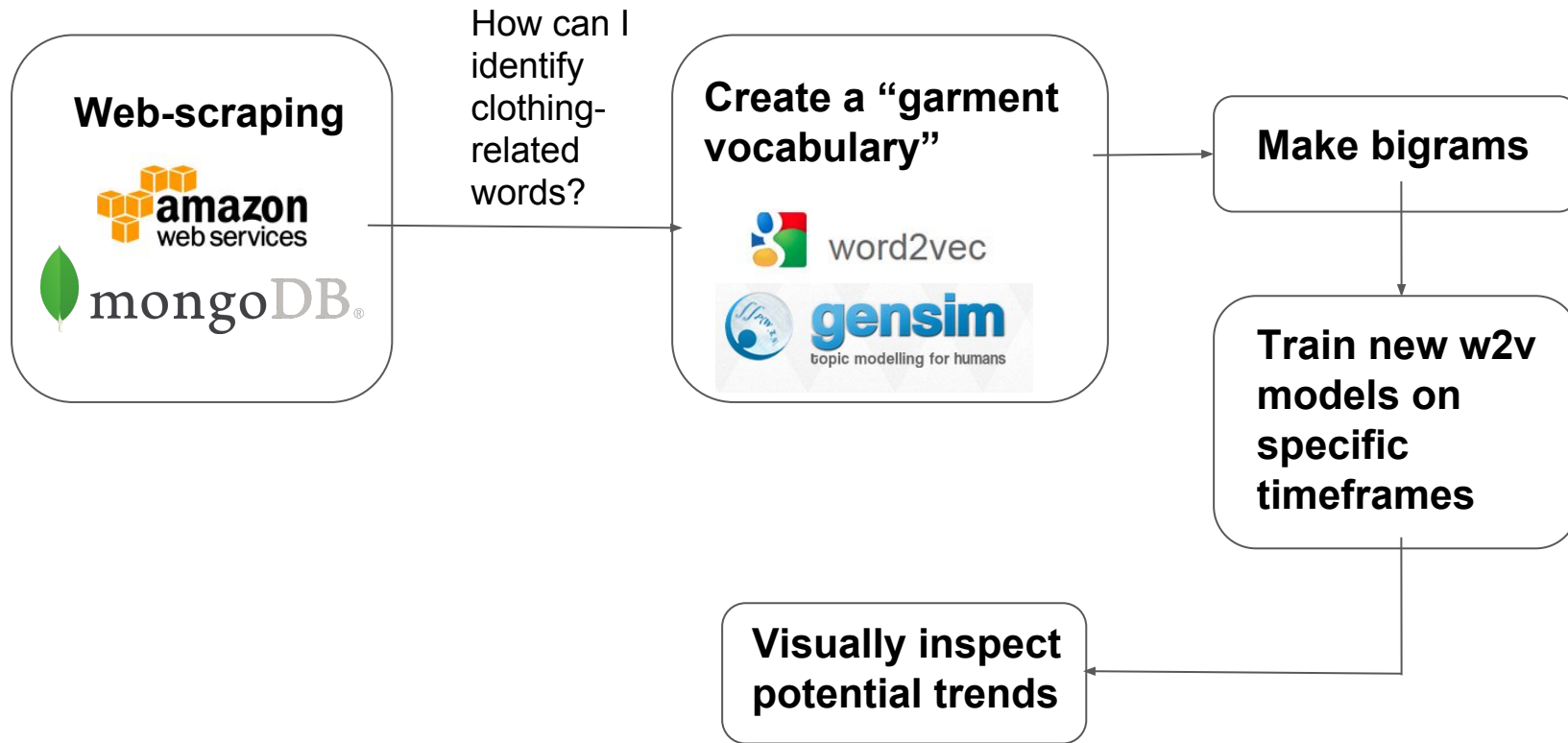
maxi dress

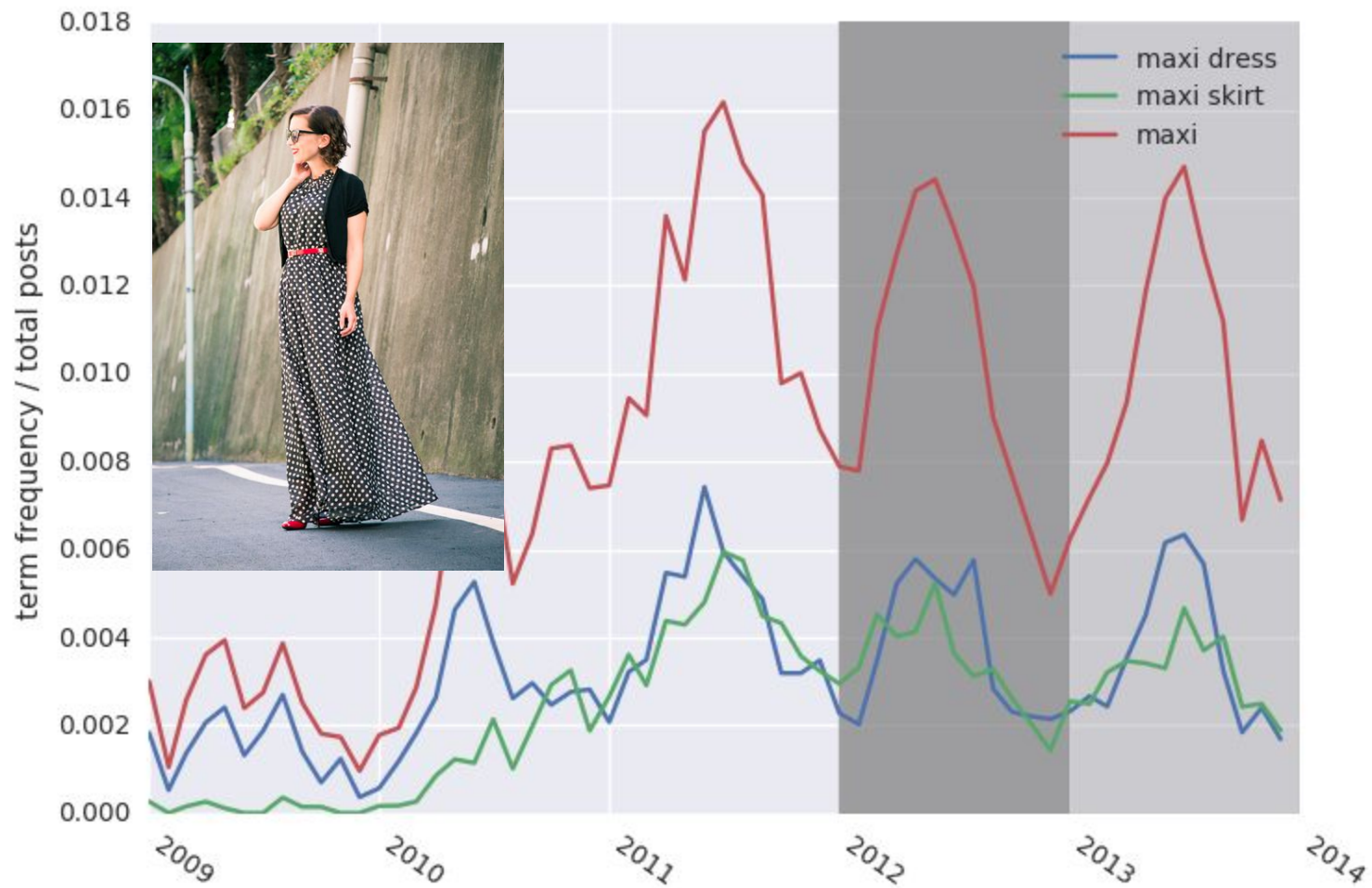
maxi skirt

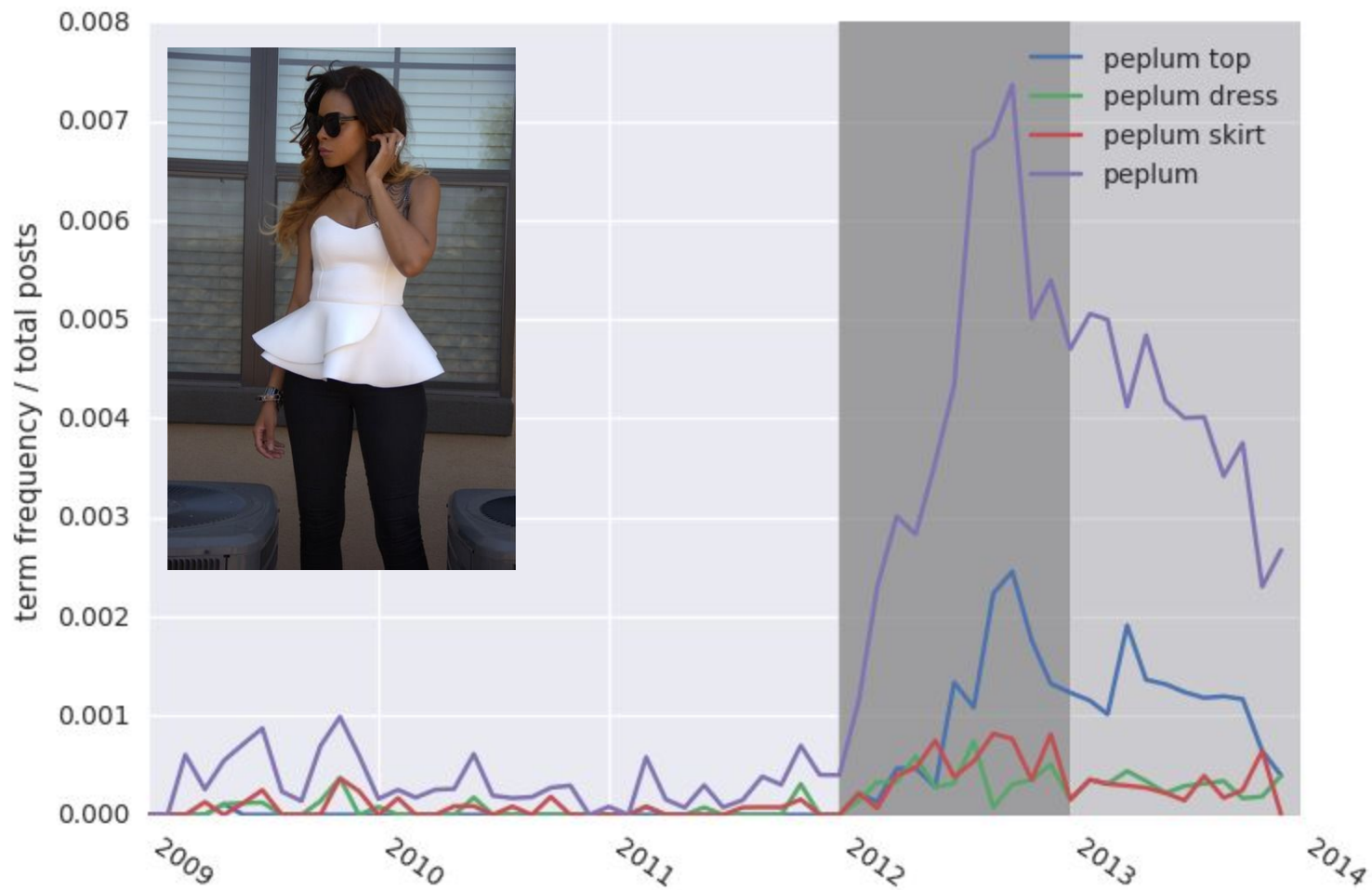
chambray shirt

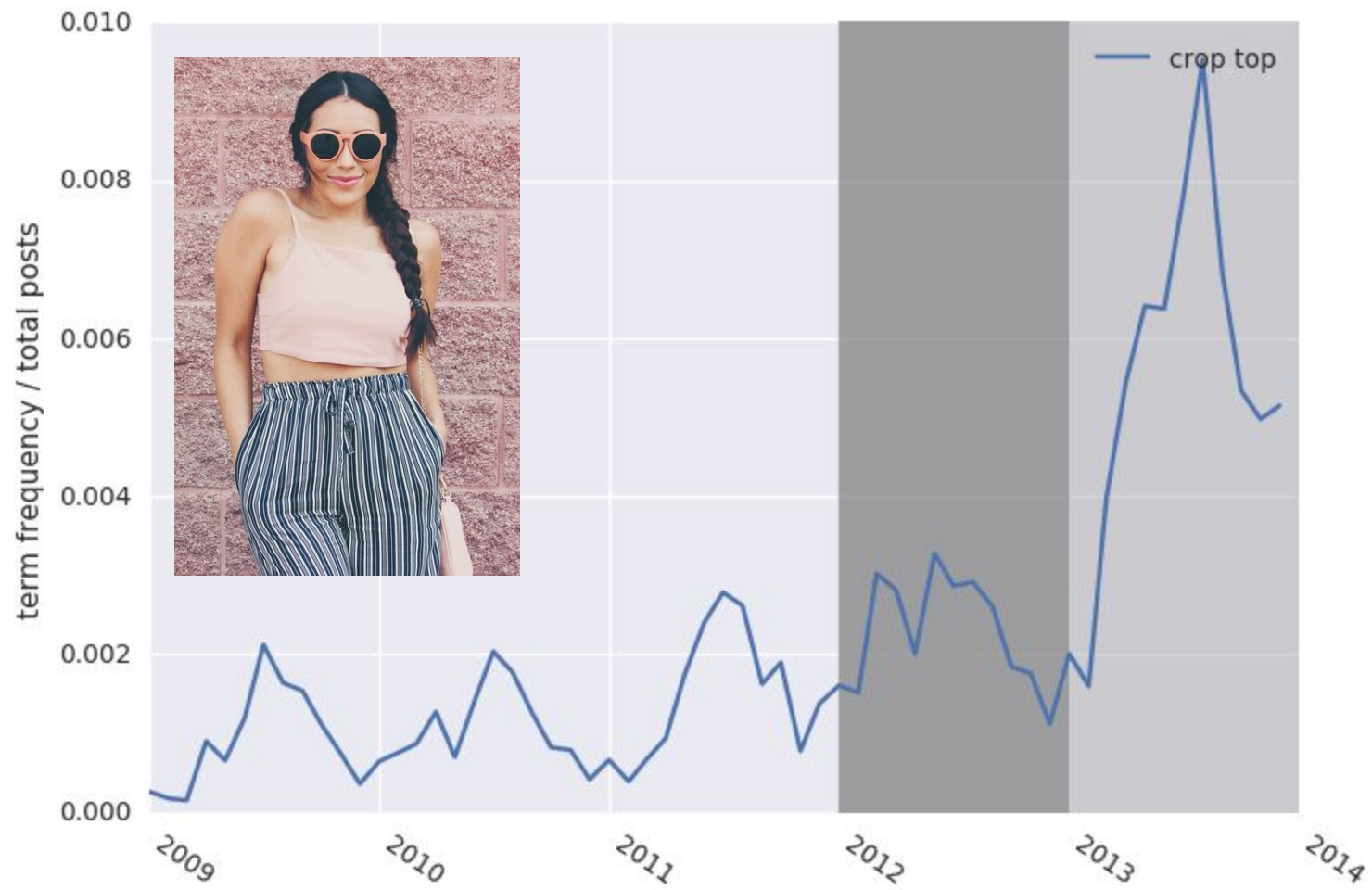


Workflow









Next steps

- Examine the functions of term frequency over time to find similar patterns over a shifted time window in order to predict future trends.
- Create a process for travelling between garments and descriptors for iterative bigram creation.

*THANK
YOU*

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