

Welcome to MCFR'22

It is our great pleasure to welcome you to the *1st Workshop on Multimedia Computing towards Fashion Recommendation – MCFR 2022*. The goal of this workshop is to timely showcase innovative methodologies and solutions for promoting the research line of multimedia computing towards fashion recommendation, and identify the future research directions. We believe that *MCFR 2022* will provide you with a unique and valuable opportunity to share ideas with other researchers and practitioners working in the broad fields, such as information retrieval, multimedia, and machine learning.

Our workshop attracted submissions from various countries, including China, Italy, Netherlands, Germany, and Australia. All submissions were first validated by workshop chairs, and then assigned at least three PC members for reviewing. The final acceptance decisions were made by the workshop chairs. The statistic regarding the reviewed and accepted submissions is given as follows:

<i>Track</i>	<i>Reviewed</i>	<i>Accepted</i>	
Full Technical Papers	8	4	50%

MCFR'22 is held entirely virtually with half a day. One invited keynote talk and four talks of accepted papers will be given. We expect that these valuable and insightful talks will benefit your understanding of the emerging research in fashion domain:

- [Keynote] *Fashion Meets Computer Vision*, Wen-Huang Cheng (National Yang Ming Chiao Tung University)
- [Accepted Paper] *On Leveraging the Metapath and Entity Aware Subgraphs for Recommendation*
- [Accepted Paper] *Orthogonal Vector-Decomposed Disentanglement Network of Interactive Image Retrieval for Fashion Outfit Recommendation*
- [Accepted Paper] *CI-OCM: Counterfactual Inference towards Unbiased Outfit Compatibility Modeling*
- [Accepted Paper] *I-MALL An Effective Framework for Personalized Visits. Improving the Customer Experience in Stores*

Organizing *MCFR'22* was a team effort. First, our sincere thanks go to the authors who actively contributing the content of the workshop and share their recent progress on fashion recommendation. Second, we would like to express our heartfelt gratitude to the program committee, who worked very hard in reviewing papers and providing feedback for authors. Finally, we sincerely thank the recognition and support from ACM MM 2022.

We hope that you will find this workshop interesting and thought-provoking.

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Weili Guan, Yibing Zhan, Tat-Seng Chua**
MCFR'22 Program Chairs