

BY JILL RAKOVITIS
JULY 9TH 2025



A large, semi-transparent circular overlay containing a photograph of a woman from the waist up, wearing a light-colored, flowing dress. She is looking down and slightly to her left. The background behind the overlay shows a bright, possibly overexposed sky and some architectural elements like a street lamp.

WHAT'S NEXT: FORECASTING FASHION TRENDS WITH AI

WHY I DID THIS PROJECT

I started this project because I wanted to help brands make smarter design decisions.

Fast fashion moves quickly, but too often it misses the mark. Trends are guessed. Pieces don't land. Inventory piles up.

I wanted to know if AI could help us see the patterns more clearly — not just from the runway, but from what people are actually wearing, saving, and sharing.

If we can understand what customers truly want, we can create better collections, reduce waste, and design with more intention.

That's the future I'm interested in building.





WHAT SPARKED THIS PROJECT

I started with a dataset of over 1,800 real-world outfit images not editorials or lookbooks, but the kinds of photos that show up on Pinterest boards and Reels.

I wanted the model to learn how to see what we see: the layers, the textures, the little styling details that forecast where fashion is headed next.

This wasn't about runway trends. It was about finding patterns in what people are already wearing — and figuring out how brands can use that to design smarter, reduce waste, and connect better with their customers

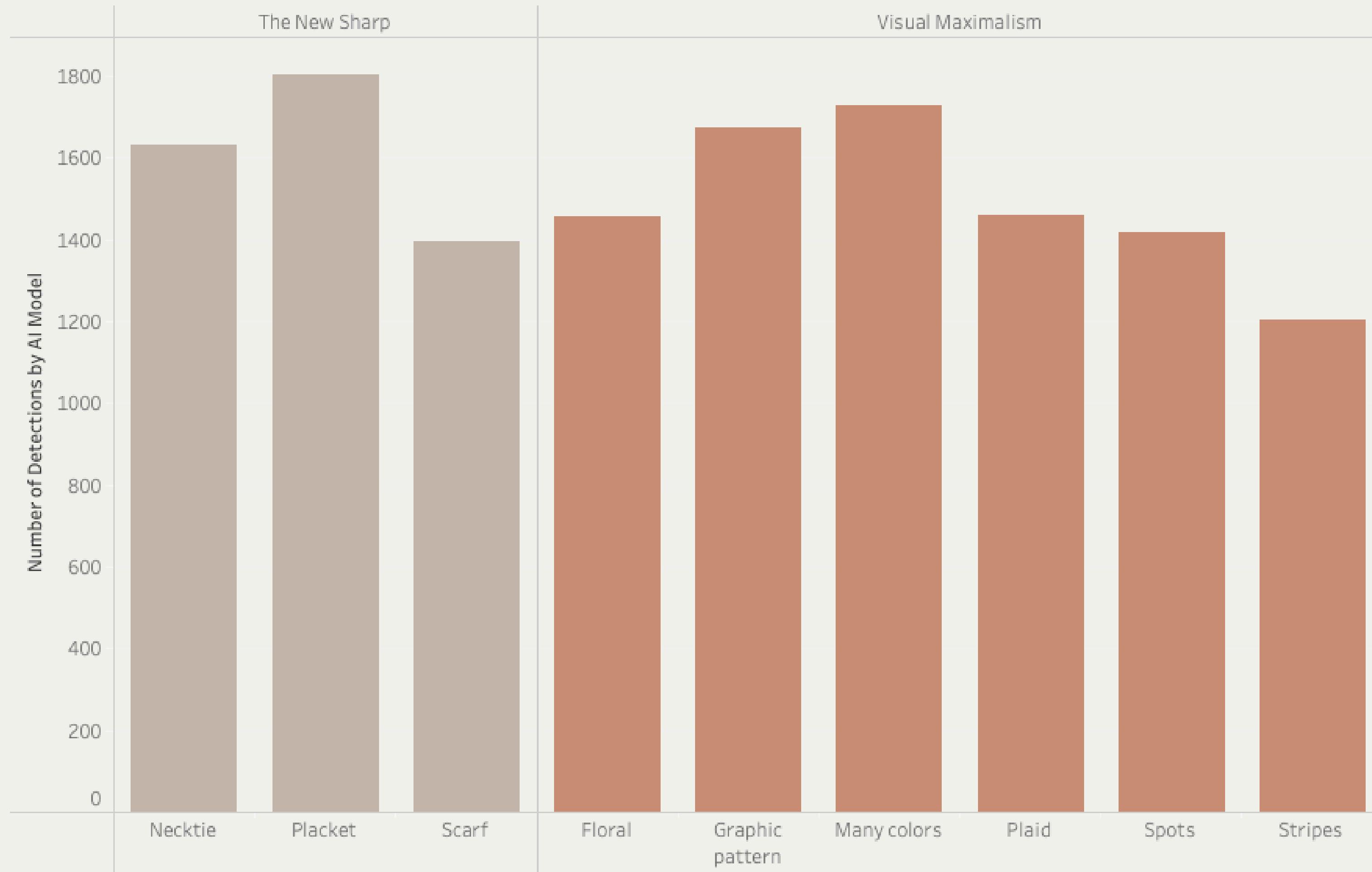


HOW IT WORKS

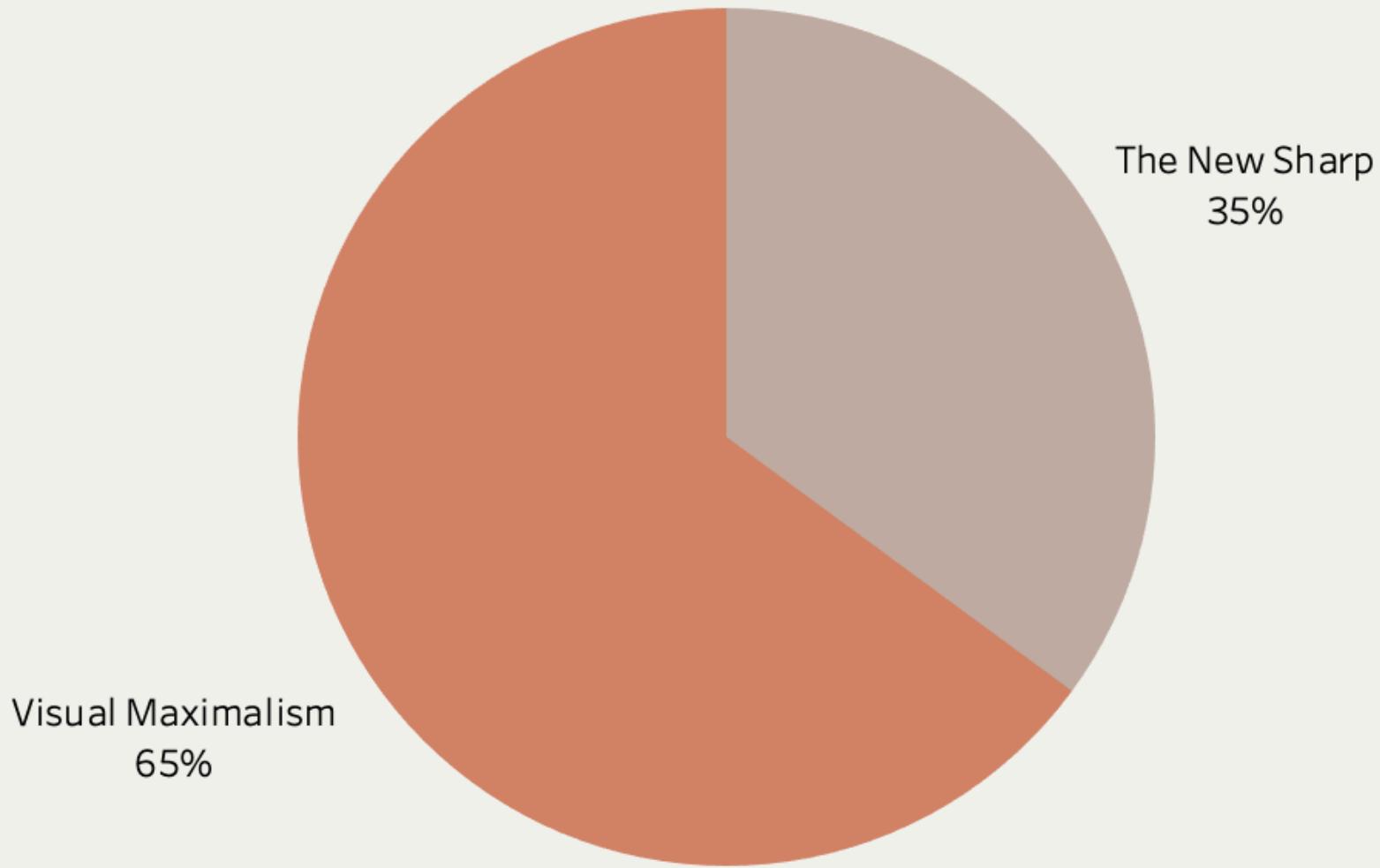
- 1.I collected and labeled over 1,800 real-world outfit images
- 2.I trained a multi-label classification model to detect fashion details
- 3.The model predicted visual attributes like scarf, pattern, neckline, etc.
- 4.I grouped those predictions into trend themes
- 5.Then I built dashboards in Tableau to analyze and visualize those trends



Top Trend Labels



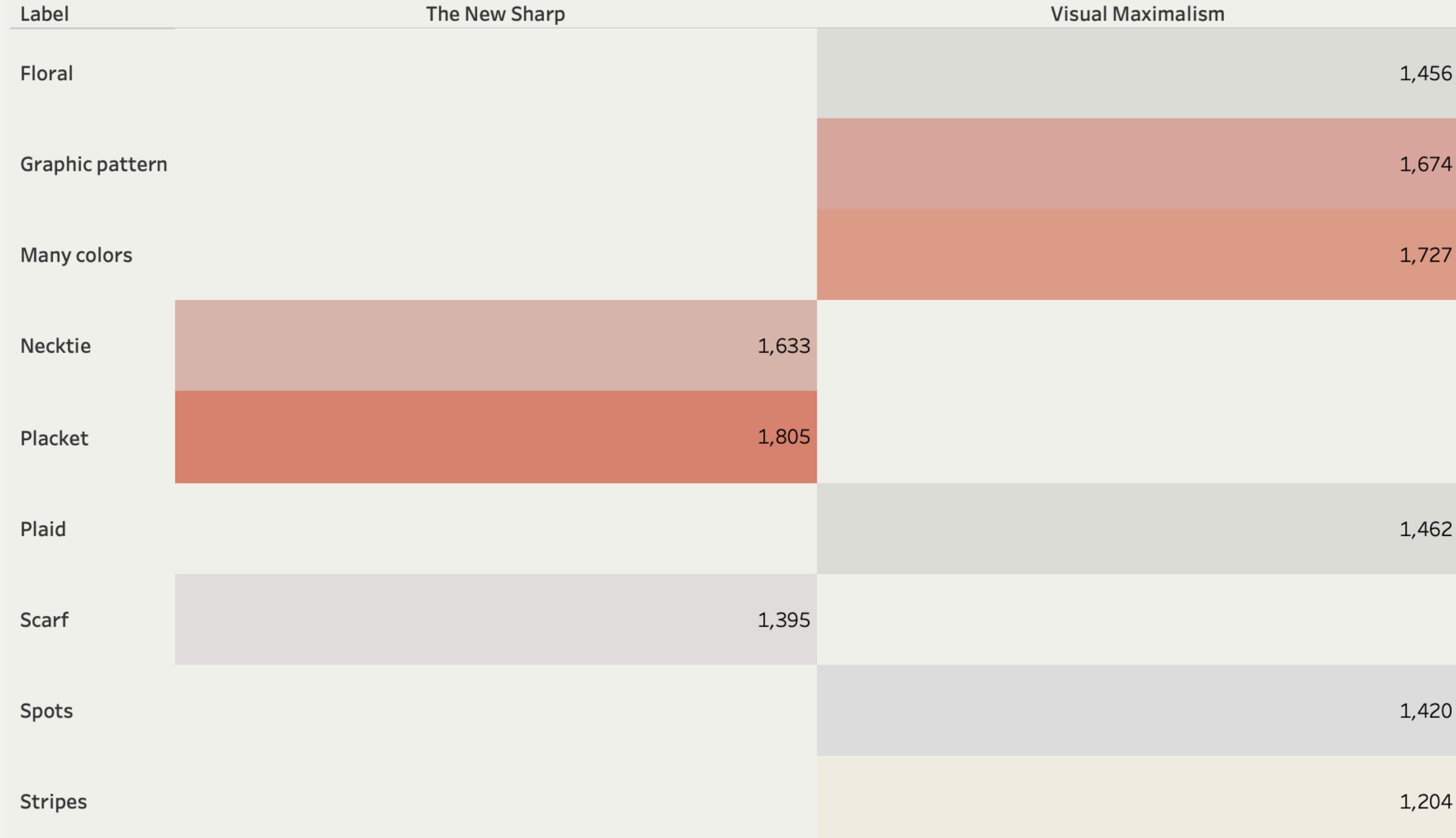
Visual Maximalism: A Clear Front-Runner



The Style Signatures Behind Each Trend



Trend Group



What Trend Dominates The Dataset?



Trend Group



0 200 400 600 800 1000 1200 1400 1600 1800

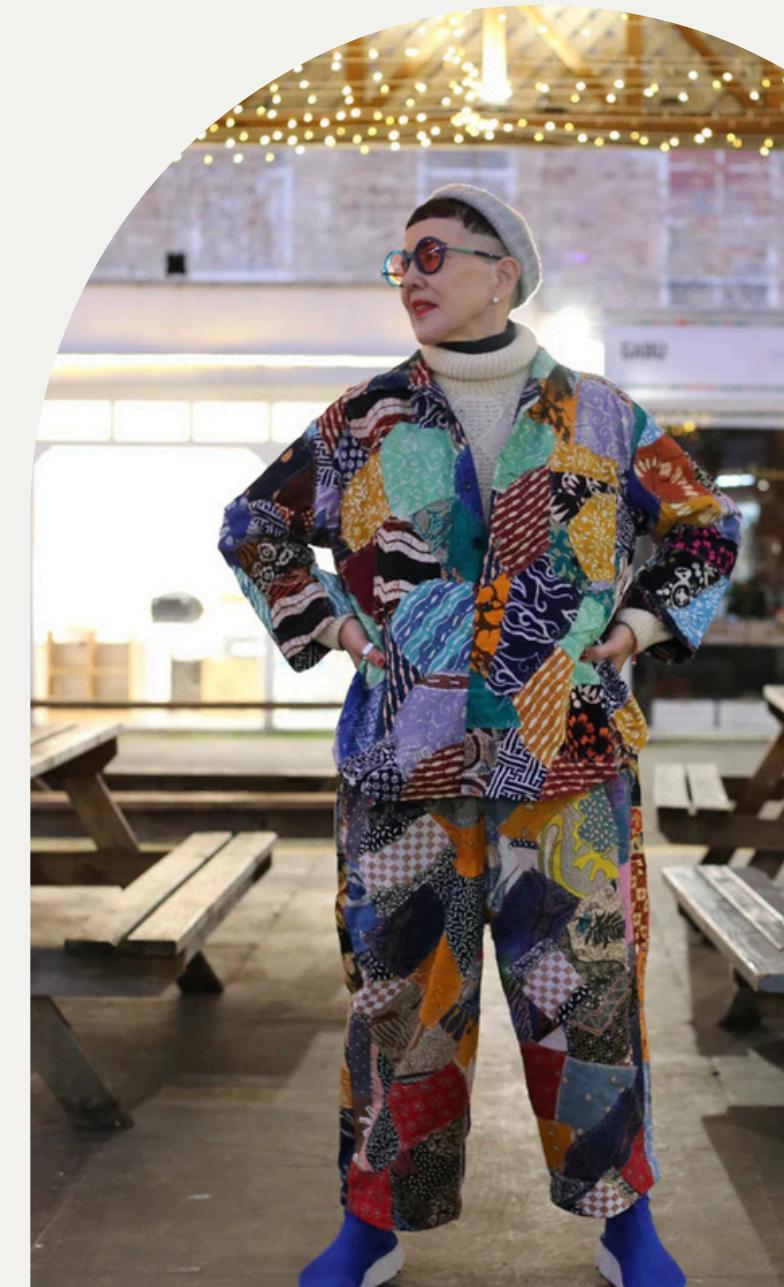
Number of Distinct Images

THE NEW SHARP



Structured, sleek, and slightly androgynous—this trend sharpens the silhouette with plackets, ties, and precision tailoring.

VISUAL MAXIMALISM



A riot of prints, layers, and saturated color. Maximalism thrives on contrast and expressive, styled-to-be-seen outfits.

HOW BRANDS CAN USE THIS.

- **Better Inventory Planning**

Forecasting trends from real-world data helps merchandisers stock what people actually want, before they even ask for it.

- **More Intentional Design**

Designers can reference visual patterns and details that are already resonating, cutting down on guesswork and throwaway trends.

- **Aligning Collections with Customer Taste**

Style signatures like color, print, or layering help brands create collections that feel relevant and personal to their audience.

- **Reducing Overproduction**

When brands design with real demand in mind, they waste less. Smarter trend detection leads to more sustainable fashion.





THE FUTURE OF TREND FORECASTING

- **From Gut to Data-Driven**

Fashion has always relied on intuition. But AI lets us scale that instinct backed by what people are actually wearing, sharing, and saving.

- **Real-Time Signals, Real-Time Design**

As social media and street style evolve daily, trend forecasting will shift from seasonal reports to continuous, dynamic insights.

- **Smarter, More Sustainable Fashion**

By listening closely to what's already working, brands can design more intentionally, waste less, and meet the moment more gracefully.





Sources:

Data & Images:

- Pinterest trend boards (curated)
- ClothingAttributeDataset (Open Source)
 - Instagram Street Style Images
- Visuals predicted via ResNet18 model

Tools Used:

- Python + PyTorch
 - Tableau
 - Canva
- Jupyter Notebook