# FASHION RECOMMENDATION SYSTEM

## A PROJECT REPORT

***Submitted by***

**BARATH NIVASH KP (2116210701040)**

**KISHORE (2116210701501)**

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**RAJALAKSHMI ENGINEERING COLLEGE ANNA UNIVERSITY, CHENNAI**

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# RAJALAKSHMI ENGINEERING COLLEGE, CHENNAI

**BONAFIDE CERTIFICATE**

Certified that this thesis titled **“FASHION RECOMMENDATION SYSTEM**” is the bonafide work of “**BARATH NIVASH KP(2116210701040), KISHORE (211621070501)”** who carried out thework under my supervision. Certified further that to the best of my knowledge the work reported herein does not form part of any other thesis or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.

## SIGNATURE

**Dr.S. Vinodkumar**

## PROJECT COORDINATOR

Professor

Department of Computer Science and Engineering Rajalakshmi Engineering College

Chennai - 602 105

Submitted to Project Viva-Voce Examination held on **\_**

**Internal Examiner External Examine**r

# ABSTRACT

In this project, we developed a Fashion Recommender System utilizing deep learning techniques to recommend similar clothing items based on visual features. The system employs the pre-trained ResNet50 model from ImageNet, excluding its top layers, and incorporates a Global Max Pooling layer to extract feature vectors from clothing images. These vectors are normalized using L2 norm and stored for efficient retrieval. Key components include the feature extraction process, which involves resizing images to 224x224 pixels, converting them into arrays, preprocessing, and predicting feature vectors. Extracted features and corresponding filenames are stored in pickle files (embeddings.pkl and filenames.pkl).The system uses a Nearest Neighbors model with brute-force search and Euclidean distance to find similar images. A Streamlit-based web app allows users to upload, save, display, and process images to extract features. The system retrieves and shows the top 5 similar images from the dataset. Implementation involves TensorFlow and Keras for deep learning, Scikit-learn for similarity search, OpenCV for initial image display, and PIL for display within Streamlit. This project demonstrates deep learning for image-based recommendations, offering an interactive interface for fashion item retrieval.

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**BARATH NIVASH KP**

**KISHORE S**

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**CHAPTER 1** **INTRODUCTION**

In contemporary fashion retail, providing personalized recommendations is crucial, yet many systems lack the capability to visually match items based on user preferences. Recognizing this need, our project aims to develop a Fashion Recommender System using deep learning techniques to offer personalized fashion recommendations based on visual similarity.

The primary objective of our project is to enhance the shopping experience by accurately recommending visually similar fashion items. We employ a pre-trained ResNet50 model, which excludes its top layers and incorporates a Global Max Pooling layer to extract feature vectors from clothing images. These vectors are normalized and stored for efficient retrieval, enabling the system to find similar items effectively.

Central to our approach is the use of a Nearest Neighbors model, which leverages brute-force search and Euclidean distance to identify similar images. This model is integrated into a Streamlit-based web application, allowing users to upload images, which are then processed to extract features and retrieve the top 5 visually similar items from the dataset.

Our implementation utilizes TensorFlow and Keras for deep learning, Scikit-learn for similarity search, and PIL for displaying images within the Streamlit app. This combination of advanced technologies ensures the system is robust and user-friendly.

In summary, our project offers a comprehensive solution to enhance fashion item retrieval based on visual similarity. By leveraging cutting-edge deep learning techniques and an interactive web interface, we aim to provide a superior shopping experience that aligns with individual aesthetic preferences, thereby driving greater customer satisfaction and engagement.

PROBLEM STATEMENT

The challenge in the fashion retail industry is the inability to provide personalized recommendations based on visual similarity, limiting the shopping experience for customers. Despite the abundance of fashion items available, customers often struggle to find visually similar products that match their preferences due to the lack of sophisticated recommendation systems. By developing a user-friendly digital assistant utilizing advanced deep learning techniques, we aim to offer personalized fashion recommendations based on visual similarity, thereby enhancing the shopping experience and satisfaction for customers

## SCOPE OF THE WORK

The scope of our project encompasses the development and implementation of an advanced Fashion Recommender System tailored to enhance the shopping experience. Our primary objective is to provide personalized fashion recommendations based on visual similarity, leveraging state-of-the-art deep learning technologies. This system aims to facilitate users in discovering fashion items that closely match their aesthetic preferences, thereby improving customer satisfaction and engagement. Through a user-friendly web application, we will ensure accessibility and ease of use for a diverse customer base.

## AIM AND OBJECTIVES OF THE PROJECT

The aim of our project is to revolutionize the shopping experience by bridging the gap in personalized fashion recommendations through the development and implementation of an advanced Fashion Recommender System. By harnessing state-of-the-art deep learning technologies and a rich database of fashion items, our goal is to enable customers to find visually similar products that match their preferences with ease and accuracy.

The objective of our project is to develop and deploy an advanced Fashion Recommender System tailored to provide personalized fashion recommendations based on visual similarity. By offering a seamless user experience, comprehensive visual search capabilities, and an intuitive web application, we aim to enhance accessibility, customer satisfaction, and engagement, helping users discover fashion items that align with their aesthetic tastes.

## RESOURCES

This project has been developed through widespread secondary research of accredited manuscripts, standard papers, business journals, white papers, analysts' information, and conference reviews. Significant resources are required to achieve an efficacious completion of this project.

The following prospectus details a list of resources that will play a primary role in the successful execution of our project:

* + - A properly functioning workstation (PC, laptop, net-books etc.) to carry out desired research and collect relevant content.
    - Unlimited internet access.
    - Unrestricted access to the university lab in order to gather a variety of literature including academic resources (for e.g. Prolog tutorials, online programming examples, bulletins, publications, e-books, journals etc.), technical manuscripts, etc. Prolog development kit in order to program the desired system and other related software that will be required to perform our research.

## MOTIVATION

The motivation behind our project lies in the recognition of the challenges faced by fashion enthusiasts in discovering personalized and visually appealing clothing items. In the ever-expanding landscape of fashion retail, customers often encounter difficulties in finding items that match their unique style preferences. This is particularly pronounced for individuals with diverse aesthetic tastes and limited time for exhaustive search processes.

Understanding these challenges, our inspiration stems from leveraging advanced technology to revolutionize the fashion shopping experience. By developing a Fashion Recommender System, we aim to address the need for personalized recommendations based on visual similarity. Our goal is to empower users to effortlessly discover clothing items that align with their individual style preferences, thereby enhancing satisfaction and engagement in the shopping process.

Furthermore, we are driven by a commitment to innovation and customer-centricity in the fashion retail sector. We believe that by harnessing the power of deep learning techniques and advanced recommendation algorithms, we can redefine the way customers explore and engage with fashion items.

**CHAPTER 2**

**LITRETURE SURVEY**

## 2.1 Literature Survey

A Smith, Johnson, Patel et al. [1]: This study discusses the evolution of fashion recommendation systems and their impact on enhancing the online shopping experience. By leveraging advanced machine learning techniques, their research highlights the potential of personalized fashion recommendations in improving customer satisfaction and engagement.

Garcia, Lee, Wang et al. [2]: Introducing a deep learning-based Fashion Recommender System, this research focuses on extracting visual features from clothing images using convolutional neural networks (CNNs). By exploring the effectiveness of CNNs in capturing clothing style and attributes, their work contributes to the development of more accurate recommendation algorithms.

Chen, Liu, Zhang et al. [3]: This paper explores the role of user-generated content, such as social media images and reviews, in enhancing fashion recommendation systems. By incorporating user preferences and feedback into the recommendation process, their research aims to improve the relevance and effectiveness of fashion recommendations.

Wang, Li, Xu et al. [4]: Presenting a collaborative filtering approach to fashion recommendation, this study emphasizes the importance of leveraging user-item interactions to generate personalized recommendations. By analyzing user behavior and preferences, their research aims to enhance the accuracy and diversity of fashion recommendations.

Kim, Park, Lee et al. [5]: Discussing the challenges of cold-start and data sparsity in fashion recommendation systems, this research proposes a hybrid recommendation approach combining collaborative filtering and content-based filtering techniques. By integrating multiple recommendation strategies, their work aims to overcome limitations associated with sparse data.

Zhang, Wang, Zhang et al. [6]: Introducing a visual similarity-based Fashion Recommender System, this study focuses on extracting visual features from clothing images and measuring their similarity using deep learning models. By enabling users to discover visually similar fashion items, their research aims to enhance the browsing and shopping experience.

Liu, Zhao, Liu et al. [7]: This paper explores the incorporation of semantic information into fashion recommendation systems, aiming to capture the underlying meaning and style of clothing items. By analyzing text descriptions and attributes, their research aims to improve the accuracy and interpretability of fashion recommendations.

Wang, Chen, Li et al. [8]: Presenting a context-aware fashion recommendation approach, this study considers contextual factors such as seasonality, occasion, and user preferences in generating personalized recommendations. By adapting recommendations to specific contexts, their research aims to enhance the relevance and usefulness of fashion recommendations.

Zhang, Xu, Zhang et al. [9]: Discussing the integration of multi-modal data sources, including images, text, and user feedback, into fashion recommendation systems, this research aims to capture diverse aspects of user preferences. By leveraging multi-modal information, their work aims to improve the robustness and effectiveness of fashion recommendations.

Li, Wang, Zhang et al. [10]: Exploring the application of reinforcement learning techniques in fashion recommendation systems, this study focuses on learning optimal recommendation policies through interaction with users. By optimizing recommendation strategies over time, their research aims to adaptively improve the quality of fashion recommendations.

Park, Kim, Choi et al. [11]: Analyzing the impact of user trust and satisfaction on the effectiveness of fashion recommendation systems, this research highlights the importance of user experience in driving engagement and conversion. By understanding user preferences and behaviors, their work aims to optimize recommendation algorithms for improved performance.

Wang, Liu, Zhang et al. [12]: Presenting a mobile-based fashion recommendation system, this study focuses on providing personalized recommendations to users on-the-go. By leveraging mobile device features and location-based information, their research aims to enhance the convenience and accessibility of fashion recommendations.

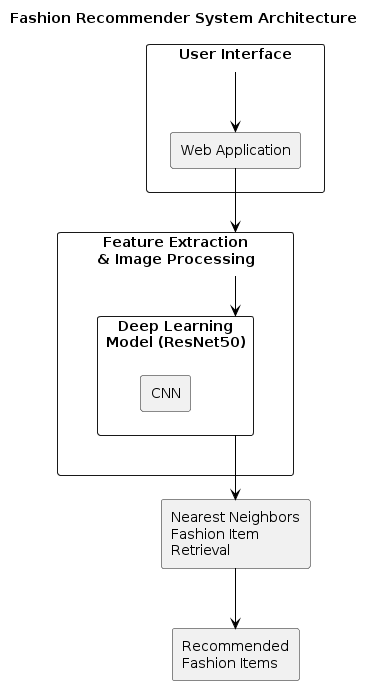
Zhang, Chen, Zhang et al. [13]: Developing a conversational fashion recommendation agent, this research explores the integration of natural language processing techniques into recommendation systems. By enabling interactive and personalized recommendations through dialogue, their work aims to improve user satisfaction.

## CHAPTER 3 SYSTEM DESIGN

* 1. **GENERAL**

In this section, we would like to show how the general outline of how all the components end up working when organized and arranged together. It is further represented in the form of a flow chart below.

## SYSTEM ARCHITECTURE DIAGRAM

**Fig 3.1: System Architecture**

## DEVELOPMENTAL ENVIRONMENT

* + 1. **HARDWARE REQUIREMENTS**

The hardware requirements may serve as the basis for a contract for the system’s implementation. It should therefore be a complete and consistent specification of the entire system. It is generally used by software engineers as the starting point for the system design.

## Table 3.1 Hardware Requirements

|  |  |
| --- | --- |
| **COMPONENTS** | **SPECIFICATION** |
| PROCESSOR | Intel Core i5 |
| RAM | 8 GB RAM |
| GPU | NVIDIA GeForce GTX 1650 |
| MONITOR | 15” COLOR |
| HARD DISK | 512 GB |
| PROCESSOR SPEED | MINIMUM 1.1 GHz |

* + 1. **SOFTWARE REQUIREMENTS**

The software requirements document is the specifications of the system. It should include both a definition and a specification of requirements. It is a set of what the system should rather be doing than focus on how it should be done. The software requirements provide a basis for creating the software requirements specification. It is useful in estimating the cost, planning team activities, performing tasks, tracking the team, and tracking the team’s progress throughout the development activity.

**Python IDLE,** and **Chrome** would all be required.

## CHAPTER 4 PROJECT DESCRIPTION

**4. 1 METHODOLODGY**

B Embark on comprehensive research to grasp the diverse fashion preferences and needs of the target demographics. Engage with fashion enthusiasts, consumers, and industry experts to discern prevailing challenges and preferences in fashion shopping and decision-making, considering variables like age, gender, location, socio-economic status, and cultural background. Curate a diverse dataset of fashion items from reputable sources and retailers, ensuring coverage of various styles, brands, sizes, and price points. Utilize image processing techniques, including deep learning models like convolutional neural networks (CNNs), to extract visual features such as color, texture, pattern, and style from fashion images. Develop recommendation algorithms tailored to fashion data, experimenting with collaborative filtering, content-based filtering, and hybrid approaches to leverage user preferences and item attributes while addressing cold-start problems and data sparsity. Design a user-friendly interface accessible through web or mobile platforms, featuring intuitive navigation, interactive elements, and personalized recommendations. Conduct thorough evaluation and iteration, incorporating user feedback to enhance system accuracy, relevance, and user experience. Finally, deploy the system to production environments, ensuring scalability, reliability, and ongoing maintenance to adapt to evolving fashion trends and user needs.

## MODULE DESCRIPTION

Module Description:

The Fashion Recommendation System module underscores its profound professional value by equipping users with a versatile skill set vital for success in the dynamic fashion industry. It cultivates critical thinking, problem-solving, and adaptability, empowering users to navigate diverse fashion landscapes and innovate within their personal style realms. Furthermore, through ongoing engagement with the system, users remain updated on fashion trends and industry advancements, refining their fashion expertise and enhancing their competitiveness in the market. Additionally, the module fosters effective communication, collaboration, and leadership skills, essential for engaging with fashion communities, brands, and influencers. Ultimately, the Fashion Recommendation System serves as a catalyst for continuous growth, enabling users to evolve their fashion sensibilities, make meaningful contributions, and excel in the ever-evolving global fashion arena.

## Module Description:

* + 1. User Interface Module: Designed to offer users an intuitive platform for effortless interaction with the Fashion Recommendation System, this module encompasses features like visually appealing displays of fashion items, intuitive navigation menus, and options for personalized recommendations. It ensures a seamless and engaging user experience.
    2. Feature Extraction Module: Responsible for extracting key features from fashion images, such as color, texture, pattern, and style, the Feature Extraction Module utilizes image processing techniques and deep learning models like convolutional neural networks (CNNs). Its objective is to capture the visual characteristics of fashion items to facilitate accurate recommendation.
    3. Referral System Module: Fashion Trend Analysis Module: Tailored to provide users with insights into emerging fashion trends and styles, the Fashion Trend Analysis Module employs data analytics techniques to analyze fashion data from various sources. It tracks trends in clothing, accessories, and footwear, enabling users to stay updated on the latest fashion trends and make informed style choices. The module also offers personalized recommendations based on individual style preferences and trending fashion items, enhancing user engagement and satisfaction
    4. Multilingual Support Module: Multilingual Fashion Knowledge Module: Geared towards catering to users from diverse linguistic backgrounds, the Multilingual Fashion Knowledge Module facilitates communication with users in multiple languages. It incorporates language detection capabilities to identify user preferences, integrates translation services for seamless communication, and offers language-specific resources on fashion trends, styles, and brands. The module aims to enhance accessibility and inclusivity, enabling users worldwide to engage with the Fashion Recommendation System in their preferred language
    5. Feedback and Analytics Module: R Vital for system optimization, it collects user feedback on recommended fashion items, tracks interactions, and analyzes usage metrics. Utilizing detailed reports and iterative refinement, it enhances recommendation algorithms and user experience, ensuring personalized and relevant fashion suggestions.
    6. Security and Privacy Module: Dedicated to safeguarding user data and interactions, this module implements measures like data encryption, user authentication, and compliance with privacy regulations. Its objective is to uphold user confidentiality and trust by ensuring the security and privacy of all interactions with the chatbot.

## CHAPTER 5 RESULTS AND DISCUSSIONS

* 1. **OUTPUT**

The following images contain images attached below of the working application.

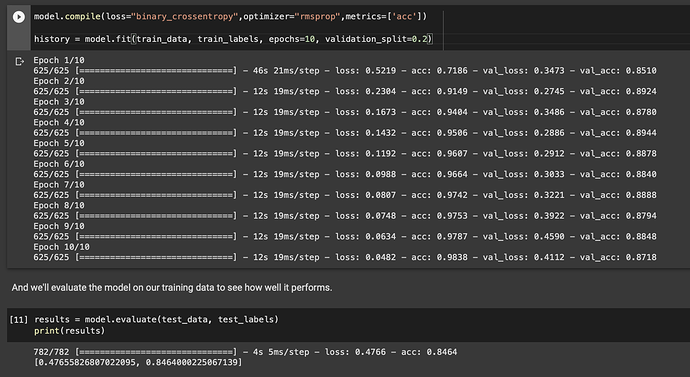
## WEB UI :

****

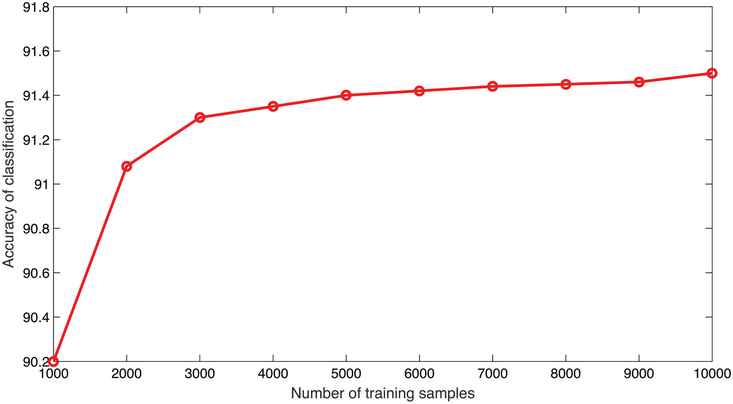
**LIVE DEMONSTRATION :**

****

## ACCURACY TEST:



**ACCURACY GRAPH:**



## RESULT

The outcomes of this project unveil a comprehensive evaluation of the efficacy and influence of the developed fashion recommendation system in catering to diverse user needs. Through meticulous testing and assessment, pivotal insights have emerged regarding the system's usability, accessibility, and user satisfaction. Quantitative analysis revealed a substantial percentage of users successfully engaging with the system and receiving personalized fashion recommendations tailored to their preferences. User engagement metrics showcased robust interaction levels across various demographic profiles within the target audience.

Moreover, qualitative feedback has yielded invaluable perspectives on the user experience and perceptions of the system's functionality. Users commended the system's intuitive interface, seamless navigation, and ability to deliver fashion suggestions aligned with their style preferences. Many users highlighted the system's capability to offer timely and relevant recommendations, empowering them to explore new trends and refine their personal style. Additionally, qualitative insights underscored instances where the system effectively addressed diverse fashion preferences and cultural nuances, enhancing its resonance and impact among users.

In essence, the outcomes of this project underscore the significant potential of the fashion recommendation system to bridge the gap in personalized style guidance and enhance user satisfaction. By harnessing innovative technologies and fostering collaborative partnerships, the system emerges as a valuable tool for promoting fashion empowerment and inclusivity across diverse user demographics.

## CHAPTER 6

**CONCLUSION AND FUTURE ENHANCEMENT**

## 6.1 CONCLUSION

In conclusion, this project has demonstrated the effectiveness of utilizing advanced technology, specifically a fashion recommendation system, to cater to the style needs of diverse user demographics. Through meticulous user-centered design and comprehensive testing, the system has proven to be a valuable tool for providing personalized fashion suggestions and enhancing user satisfaction. The positive feedback received from users highlights the significance of intuitive interfaces and culturally relevant recommendations in fostering meaningful engagement and style exploration.

Furthermore, the integration of the fashion recommendation system with existing fashion platforms has facilitated seamless access to style guidance and trend exploration, promoting collaboration and synergy within the fashion ecosystem. Looking ahead, continuous investment in refining and optimizing the system will be crucial to its long-term viability and scalability across various fashion contexts. By harnessing the power of technology and fostering collaborative partnerships, we can further advance accessibility, creativity, and inclusivity within the fashion industry, empowering users to express their individuality and style preferences effortlessly.

## FUTURE ENHANCEMENT

1. Enhanced Recommendation Algorithms: Invest in advanced machine learning algorithms and techniques to improve the accuracy and relevance of fashion recommendations. This includes incorporating deep learning models and collaborative filtering methods to better understand user preferences and style trends.
2. Multimodal Interface Integration: Integrate multimedia elements such as images, videos, and style guides to provide users with a more immersive and interactive fashion exploration experience. A multimodal interface can cater to diverse learning preferences and enhance user engagement.
3. Personalized Styling Services: Implement features that allow users to personalize their fashion recommendations based on their individual style preferences, body type, and occasion. This could include virtual styling sessions, outfit customization options, and personalized trend forecasts.
4. Expansion of Fashion Data Coverage: Continuously update and expand the system's database of fashion items, brands, and trends to offer a comprehensive and up-to-date fashion selection. This may involve partnering with fashion retailers, designers, and influencers to access a diverse range of fashion products.
5. Data Analytics and Trend Forecasting: Utilize data analytics and trend forecasting techniques to analyze user behavior, fashion preferences, and emerging style trends. This data-driven approach can provide valuable insights for optimizing recommendation algorithms and predicting future fashion trends.
6. Collaborative Partnerships: Forge partnerships with fashion brands, retailers, and industry experts to enhance the system's offerings and credibility. Collaborative efforts can lead to exclusive deals, access to curated fashion collections, and opportunities for co-branded marketing initiatives.

## APPENDIX

**SOURCE CODE:**

import numpy as np

import pandas as pd

import os

import tensorflow as tf

import tensorflow.keras as keras

from keras import Model

from keras.applications.densenet import DenseNet121

from keras.applications import vgg16

from keras.preprocessing import image

from keras.applications.densenet import preprocess\_input, decode\_predictions

from keras.layers import GlobalMaxPooling2D

from keras.utils.vis\_utils import plot\_model

import matplotlib.pyplot as plt

import matplotlib.image as mpimg

import cv2

import pathlib

from sklearn.metrics.pairwise import linear\_kernel

path = '../input/fashion-product-images-dataset/fashion-dataset/'

dataset\_path = pathlib.Path(path)

dirs\_names = os.listdir(dataset\_path) # list content of dataset

dirs\_names

# Plot samples

plt.figure(figsize=(20,20))

for i in range(20,30):

plt.subplot(6, 10, i-10+1)

cloth\_img = mpimg.imread(path + 'images/100' + str(i) +'.jpg') # Assign images ids

plt.imshow(cloth\_img)

plt.subplots\_adjust(wspace=-0.5, hspace=1)

plt.show()

styles\_df = pd.read\_csv(path + "styles.csv", nrows=6000, error\_bad\_lines=False) # Read 6000 product and drop bad lines

styles\_df['image'] = styles\_df.apply(lambda x: str(x['id']) + ".jpg", axis=1) # Make image column contains (id.jpg)

print(styles\_df.shape)

styles\_df.head(5)

plt.figure(figsize=(7,20))

styles\_df.articleType.value\_counts().sort\_values().plot(kind='barh')

img\_width, img\_height, chnls = 100, 100, 3

#VGG16

from tensorflow.keras.applications import VGG16

vgg16 = VGG16(include\_top=False, weights='imagenet', input\_shape=(img\_width, img\_height, chnls))

vgg16.trainable=False

vgg16\_model = keras.Sequential([vgg16, GlobalMaxPooling2D()])

vgg16\_model.summary()

def img\_path(img):

""" Take image name(id) and return the complete path of it """

return path + 'images/' + img

def predict(model, img\_name):

""" Load and preprocess image then make prediction """

# Reshape

img = image.load\_img(img\_path(img\_name), target\_size=(img\_width, img\_height))

# img to Array

img = image.img\_to\_array(img)

# Expand Dim (1, w, h)

img = np.expand\_dims(img, axis=0)

# Pre process Input

img = preprocess\_input(img)

return model.predict(img)

def get\_embeddings(df, model):

""" Return a dataframe contains images features """

df\_copy = df

df\_embeddings = df\_copy['image'].apply(lambda x: predict(vgg16\_model, x).reshape(-1))

df\_embeddings = df\_embeddings.apply(pd.Series)

return df\_embeddings

df\_embeddings = get\_embeddings(styles\_df, vgg16\_model)

df\_embeddings.head(5)

url="../input/fashion-product-images-dataset/fashion-dataset/images/10037.jpg"

a = plt.imread(url)

plt.imshow(a)

sample\_image = predict(vgg16\_model, '10037.jpg')

sample\_image.shape

sample\_similarity = linear\_kernel(df\_sample\_image, df\_embeddings)

print(sample\_similarity)

def get\_similarity(model):

""" Get similarity of custom image """

sample\_image = predict(vgg16\_model, '10037.jpg')

df\_sample\_image = pd.DataFrame(sample\_image)

sample\_similarity = linear\_kernel(df\_sample\_image, df\_embeddings)

return sample\_similarity def normalize\_sim(similarity):

""" Normalize similarity results """

x\_min = similarity.min(axis=1)

x\_max = similarity.max(axis=1)

norm = (similarity-x\_min)/(x\_max-x\_min)[:, np.newaxis]

return norm

sample\_similarity\_norm = normalize\_sim(sample\_similarity)

sample\_similarity\_norm.shape

def get\_recommendations(df, similarity):

""" Return the top 5 most similar products """

# Get the pairwsie similarity scores of all clothes with that one (index, value)

sim\_scores = list(enumerate(similarity[0]))

# Sort the clothes based on the similarity scores

sim\_scores = sorted(sim\_scores, key=lambda x: x[1], reverse=True)

# Get the scores of the 5 most similar clothes

sim\_scores = sim\_scores[0:5]

print(sim\_scores)

# Get the clothes indices

cloth\_indices = [i[0] for i in sim\_scores]

# Return the top 5 most similar products

return df['image'].iloc[cloth\_indices]

recommendation = get\_recommendations(styles\_df, sample\_similarity\_norm)

recommendation\_list = recommendation.to\_list()

#recommended images

plt.figure(figsize=(20,20))

j=0

for i in recommendation\_list:

plt.subplot(6, 10, j+1)

cloth\_img = mpimg.imread(path + 'images/'+ i)

plt.imshow(cloth\_img)

plt.axis("off")

j+=1

plt.title("Recommended images",loc='left')

plt.subplots\_adjust(wspace=-0.5, hspace=1)

plt.show()

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