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Case Study: Similar Image Search Across Fashion Images

As a data scientist working for Amazon's fashion department, you have been tasked with finding a way to provide customers with better clothing recommendations based on the product images they view online. There has been negative feedback that what is suggested to shoppers is not useful or related to what they like. Your goal is to create an algorithm that can suggest better recommendations to customers in order to improve satisfaction and increase sales.

You must implement a machine learning technique that enables you to find similar images given a sample image of clothing. This model must pick up on fine features in these images as customers place a lot of value in the design, texture, and small details of products. Once completed, you will share your solution with your team to ensure that it can be implemented on a large scale. It's essential that all customers have helpful recommendations that feel curated just for them so that their online shopping experience can be improved.