Insights into Cross Continental Fast Fashion

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ASOS API

ASOS Autocomplete

Input: search term, country, store

Output: ten "autocomplete" results and the associated number of products returned

Countries

- ASOS delivers to 237 countries and territories

- Dedicated websites

- Locally-relevant product

Myntra CSV

Myntra is a major Indian fashion e-commerce company headquartered in Bengaluru, Karnataka, India. The company was founded in 2007 to sell personalized gift items.

Last updated: 10 months ago

	ProductName	ProductBrand	Gender	Price (INR)	Description	PrimaryColor
0	DKNY Unisex Black & Grey Printed Medium Trolle...	DKNY	Unisex	11745	Black and grey printed medium trolley bag, sec...	Black
1	EthnoVogue Women Beige & Grey Made to Measure ...	EthnoVogue	Women	5810	Beige & Grey made to measure kurta with churid...	Beige
2	SPYKAR Women Pink Alexa Super Skinny Fit High-...	SPYKAR	Women	899	Pink coloured wash 5-pocket high-rise cropped ...	Pink
3	Raymond Men Blue Self-Design Single-Breasted B...	Raymond	Men	5599	Blue self-design bandhgala suitBlue self-desig...	Blue
4	Parx Men Brown & Off-White Slim Fit Printed Ca...	Parx	Men	759	Brown and off-white printed casual shirt, has ...	White
...	...	...	...	...	...	...
12486	Pepe Jeans Men Black Hammock Slim Fit Low-Rise...	Pepe Jeans	Men	1299	Black dark wash 5-pocket low-rise jeans, clean...	Black

WGSN Global Color Forecast 22/23

WGSN x Bart Oomes

Orchid Flower (Annual Color 22/23)

Jade (A/W 22/23)

Lazuli Blue (A/W 22/23)
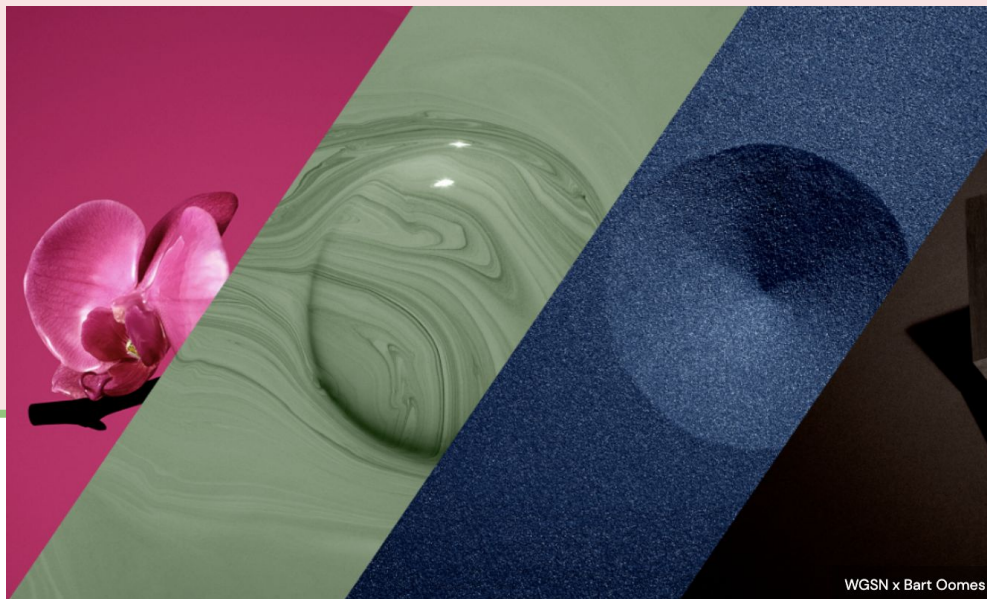
ASOS Search Results vs Myntra Catalog Items

Myntra: Color vs Number of Items

ASOS: Average Number of Search Results By Color
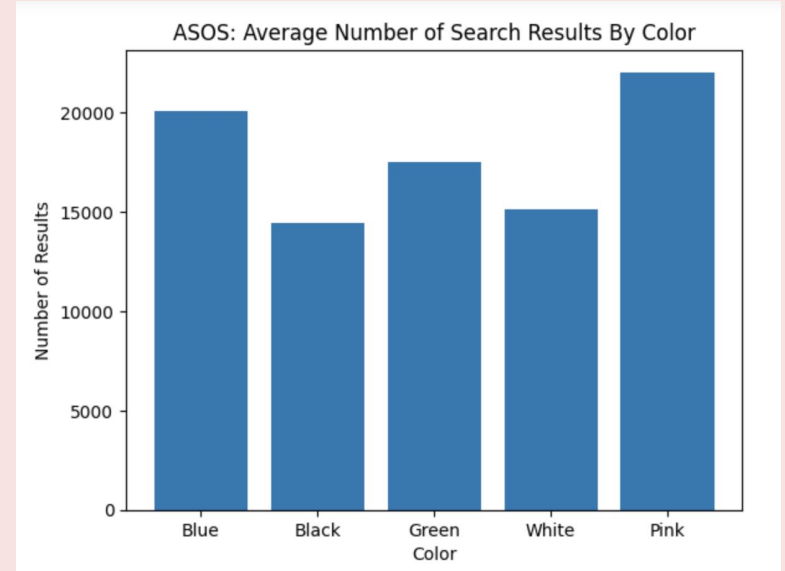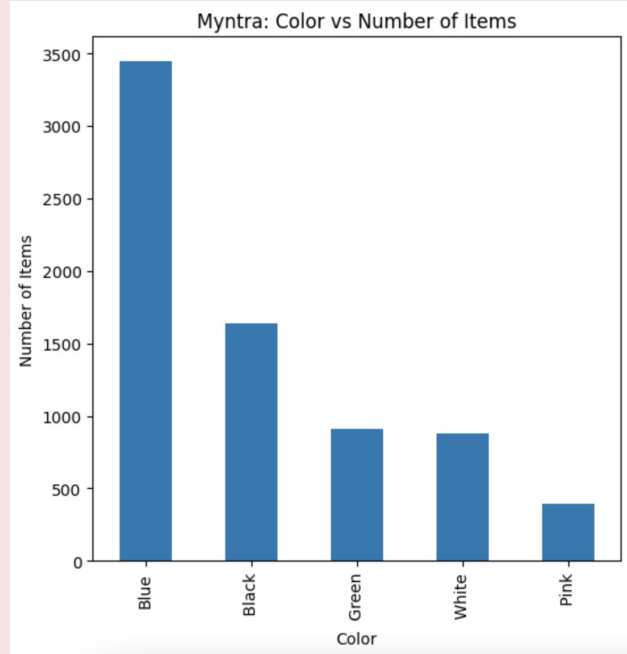
Chi-Squared Test

Null Hypothesis: Change is proportions due to random chance	Alternative Hypotheses: Change in proportions not due to random chance

O_i = the total number of ASOS search results for each color across countries
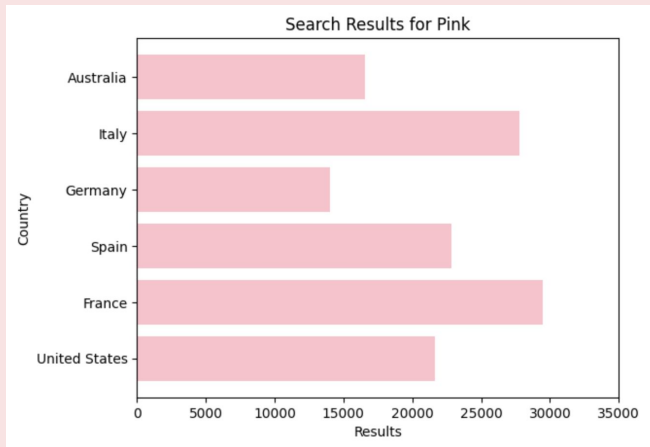
E_i = Myntra color proportions x total number of ASOS search results across countries

X^2 = 483085.19216767093

p = 0.0 (extremely significant)   `Power_divergenceResult(statistic=483085.19216767093, pvalue=0.0)`

Reject the null hypothesis
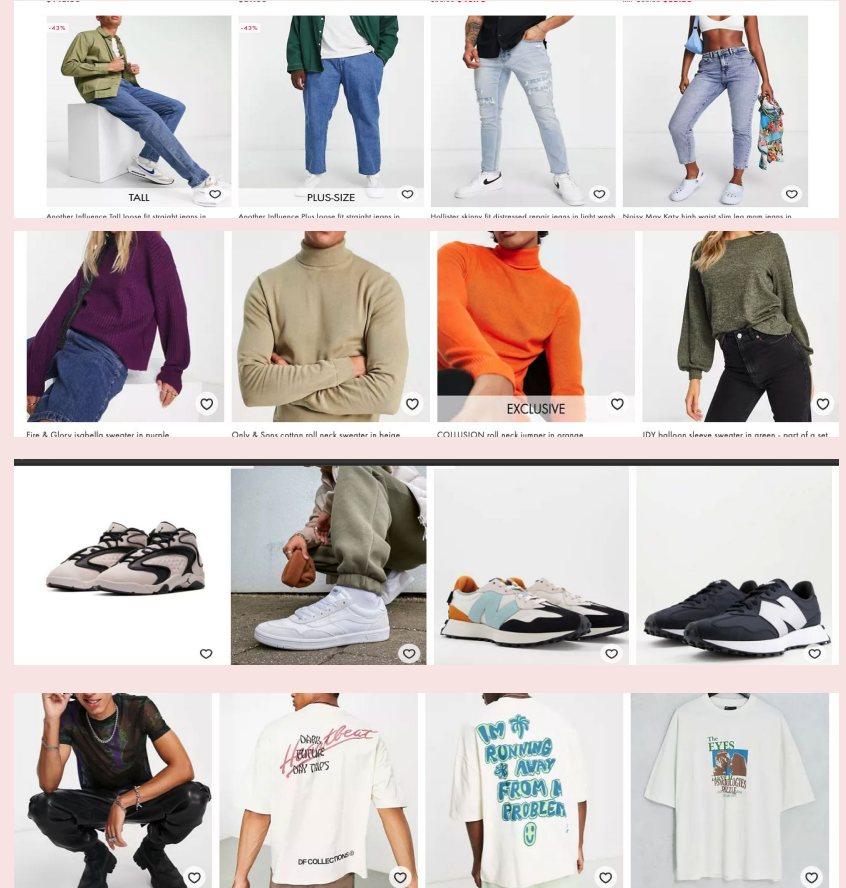
Search Results for Pink

Search Results for Green

Search Results for Blue
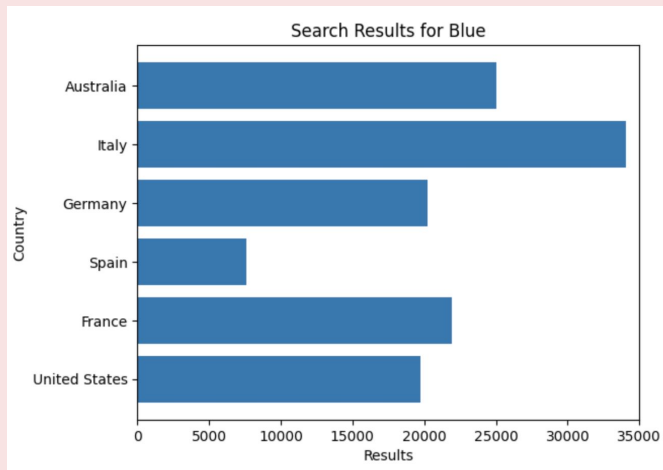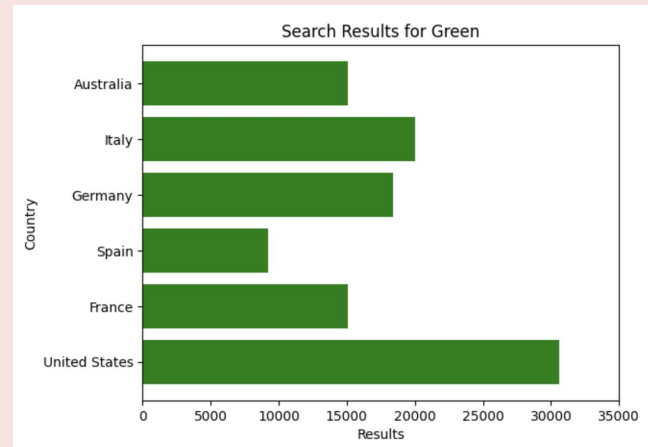
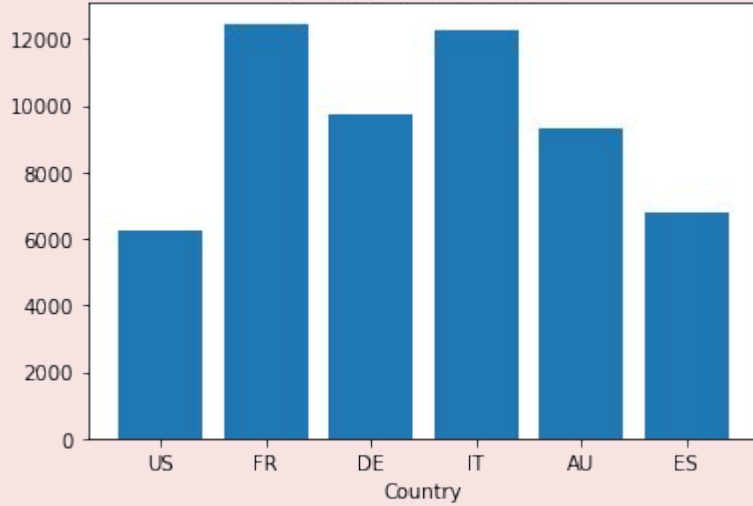|	Pink	Blue	Green
mean	2.205650e+04	1.999367e+04	1.745117e+04
median	2.216600e+04	1.918700e+04	1.623550e+04
var	3.773115e+07	6.869584e+07	4.153216e+07
std	6.142569e+03	8.288296e+03	6.444545e+03
sem	2.507693e+03	3.383683e+03	2.630975e+03

Fall Staples

- **Timeless Pieces**
  - Jeans
  - T-shirts
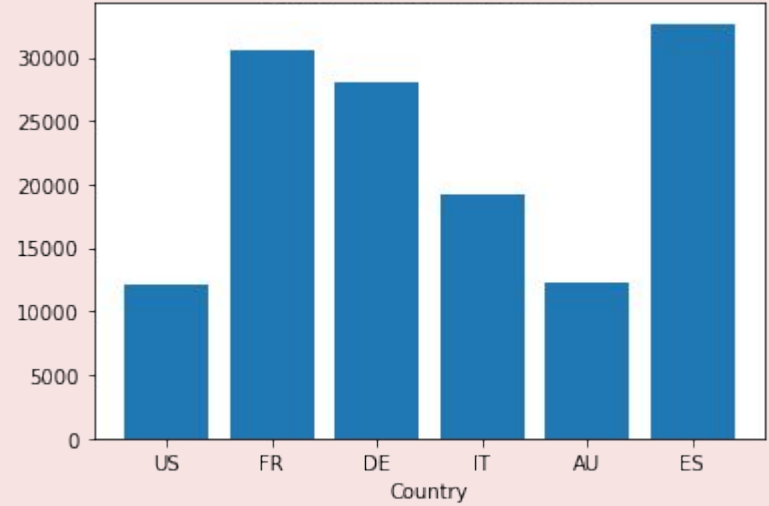 - Sneakers
  - Sweaters
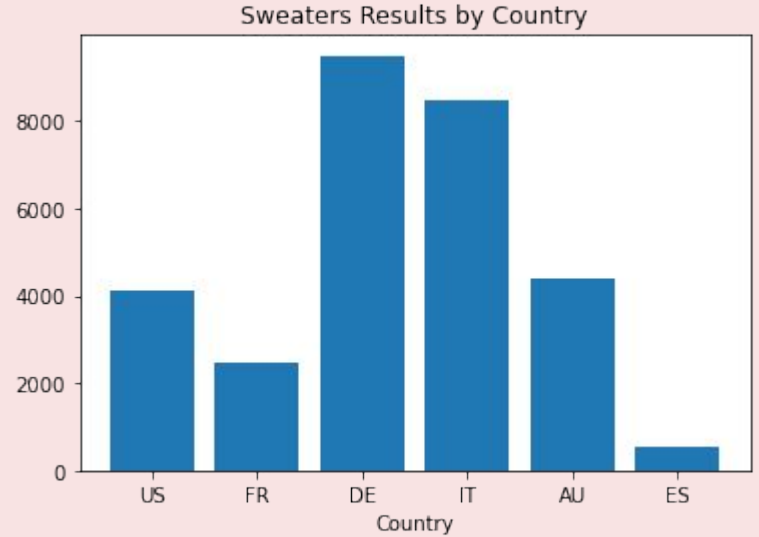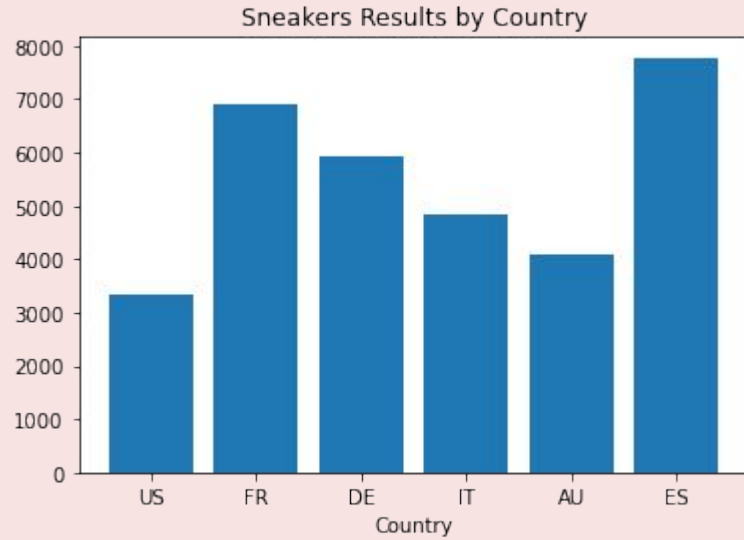
ASOS Jeans and T Shirt Popularity by Country
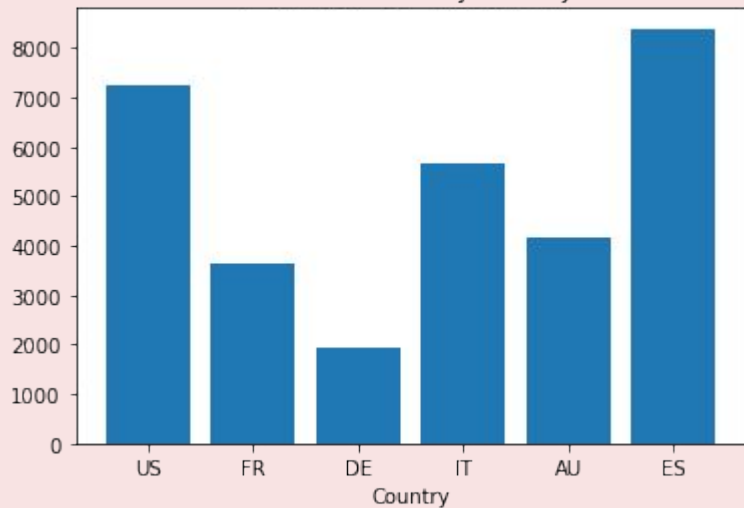
ASOS Sneakers and Sweaters Popularity by Country

Popular On The Runway

- Timeless Pieces
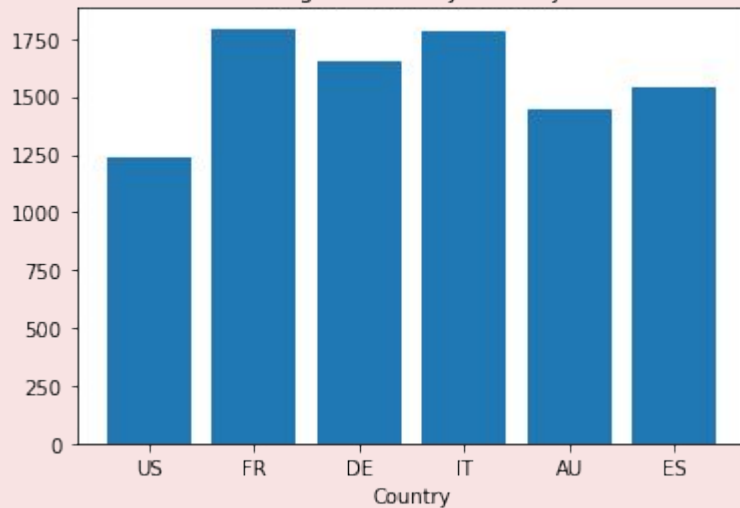 - Leather
  - Cargo
  - Overalls
  - Animal Print

ASOS Leather and Cargo Popularity by Country

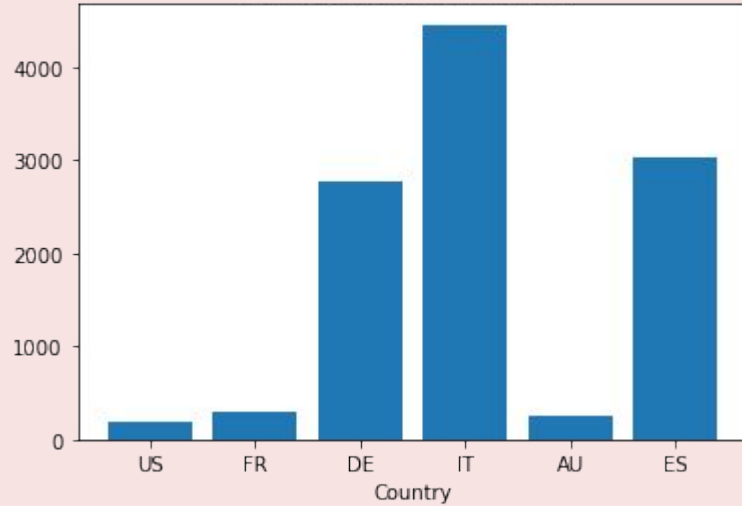# ASOS Overalls and Animal Print Popularity by Country
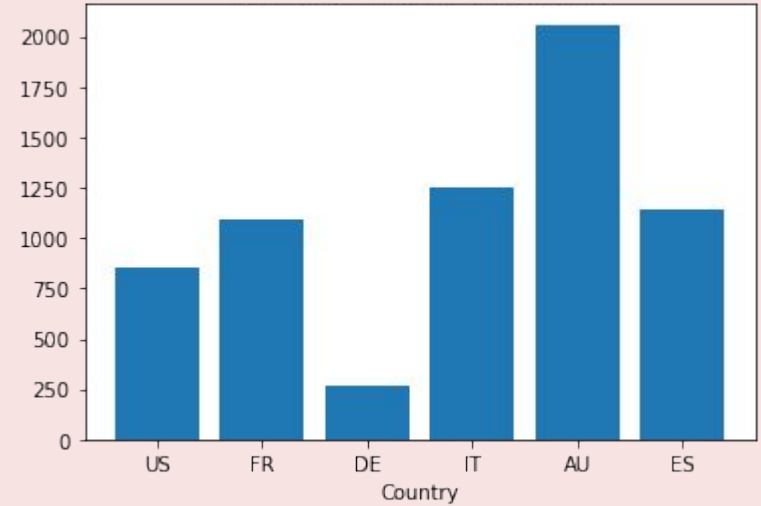
Limitations of working with ASOS API
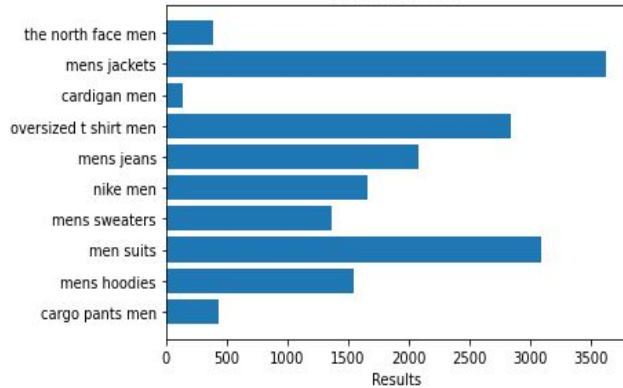
Language - Changing the country in the API resulted in a change in language, therefore translated item might not have the same meaning in English as it does in the translated language.

Location - Search results might also vary by location. For example, European Countries have more warehouse available to them than the United States. Thus might have more total inventory to search from.
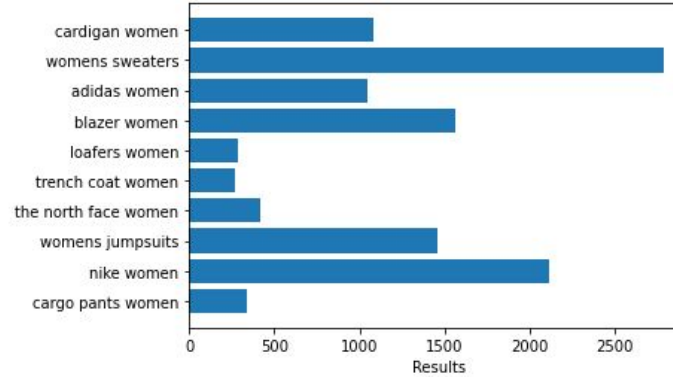
Gender differences, ASOS API search results (in US, AU, IT, DU, FR)

United States of America

Results for Men

the north face men	
mens jackets	
cardigan men	
oversized t shirt men	
mens jeans	
nike men	
mens sweaters	
men suits	
mens hoodies	
cargo pants men	

Results for Women

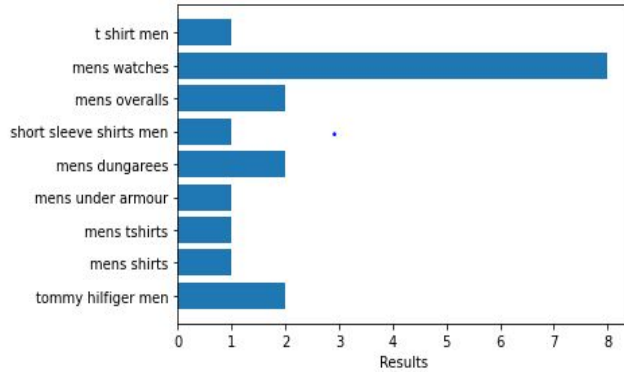|	
cardigan women	
womens sweaters	
adidas women	
blazer women	
loafers women	
trench coat women	
the north face women	
womens jumpsuits	
nike women	
cargo pants women	

Gender differences, ASOS API search results (in US, AU, IT, DU, FR)

Australia

Results for Mens

	Results
t shirt men	1
mens watches	8
mens overalls	2
short sleeve shirts men	1
mens dungarees	2
mens under armour	1
mens tshirts	1
mens shirts	1
tommy hilfiger men	2

Results for Womens

	Results
womens underwear	26
womens pants	1
womens tops	1
womens curve plus size	1
womens adidas	7
womens new balance	1
womens sneakers	2
womens shirts	7
tommy hilfiger women	1
womens nike	2

Gender differences, ASOS API search results (in US, AU, IT, DU, FR)

Italy

Results for uomo

- varsity jacket uomo
- piumino uomo
- pantaloni uomo
- tuta uomo
- felpa oversize uomo
- giacca uomo
- maglione uomo
- jeans uomo
- pantaloni cargo uomo
- felpa uomo

Results

Results for donna

- piumino donna
- blazer donna
- cappotto donna
- abito cerimonia donna
- stivaletti donna
- maglioni donna
- felpe donna
- completo tailleur donna
- stivali donna
- mocassini donna

Results

English translation: men's sweatshirt, men's cargo pants, men's jeans, man jacket, men's oversized sweatshirt, man sweater, men's pants, man suit, men's down jacket, varsity jacket man
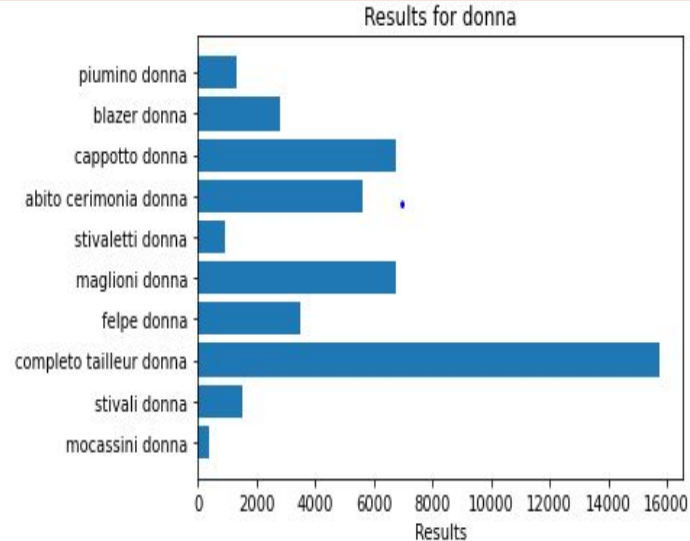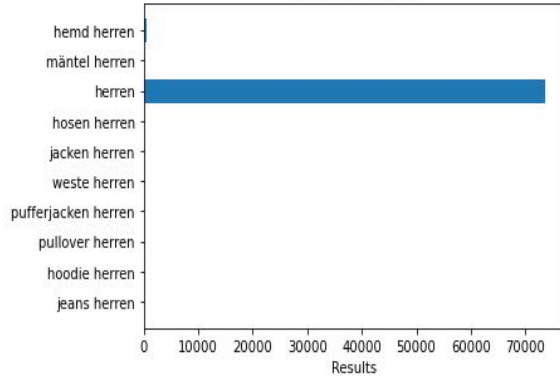
English translation: women's moccasins, women's boots, full suit woman, women's sweatshirts, women's sweaters, women's ankle boots, woman ceremony dress, women's coat, women's blazer, women's down jacket

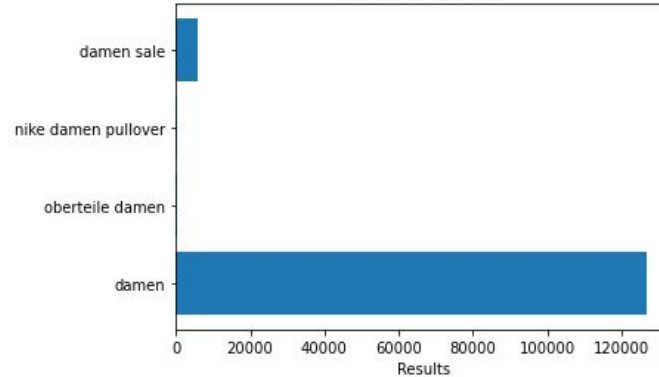# Gender differences, ASOS API search results (in US, AU, IT, DU, FR)

Germany

Results for Herren

Results for Damen

English translation: men's jeans, hoodie men, sweater men, men's puffer jackets, vest men, jackets men, trousers men, Men's (one with results), coats men, shirt men
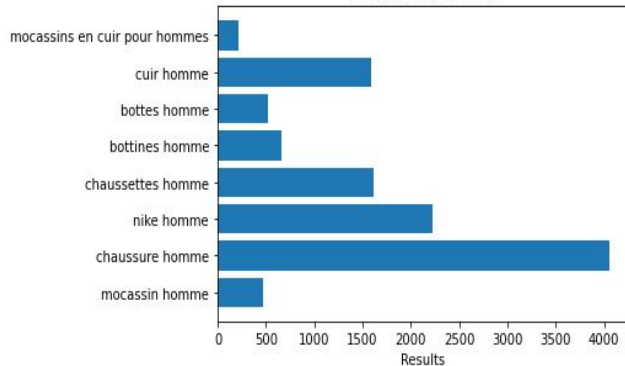
English translation: ladies(one with results), tops ladies, nike women sweater, ladies sale

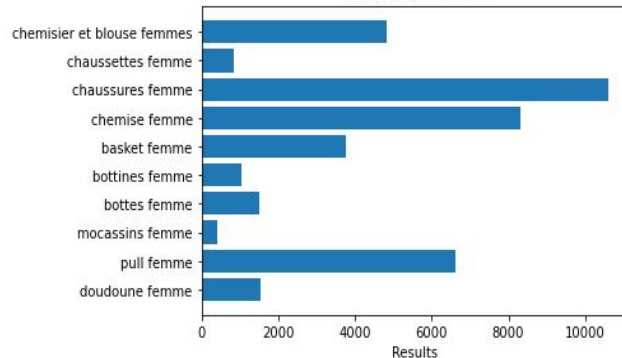# Gender differences, ASOS API search results (in US, AU, IT, DU, FR)

France
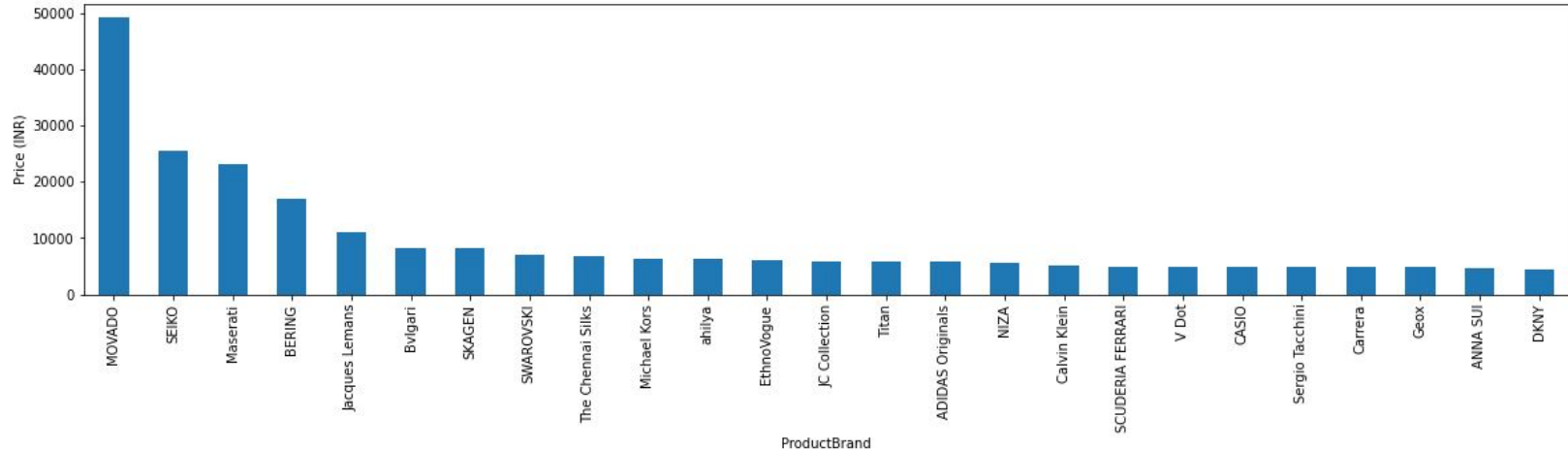

English translation: moccasin man, Man's shoe, nike man, man tap, men's ankle boots, man boots, leather man, leather loafers for men
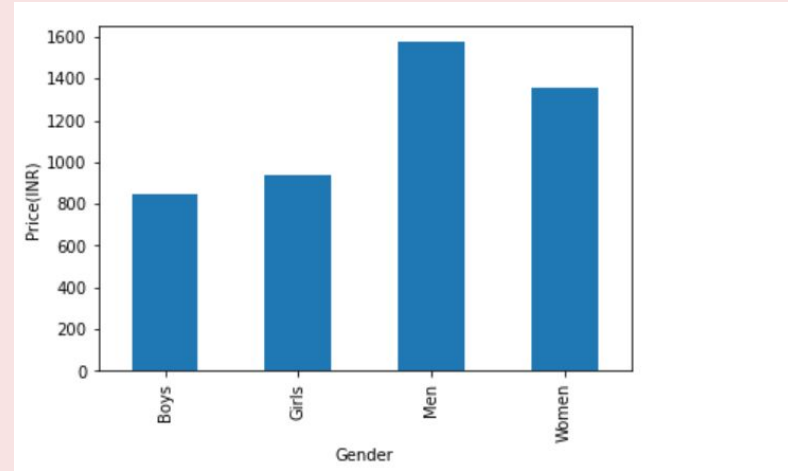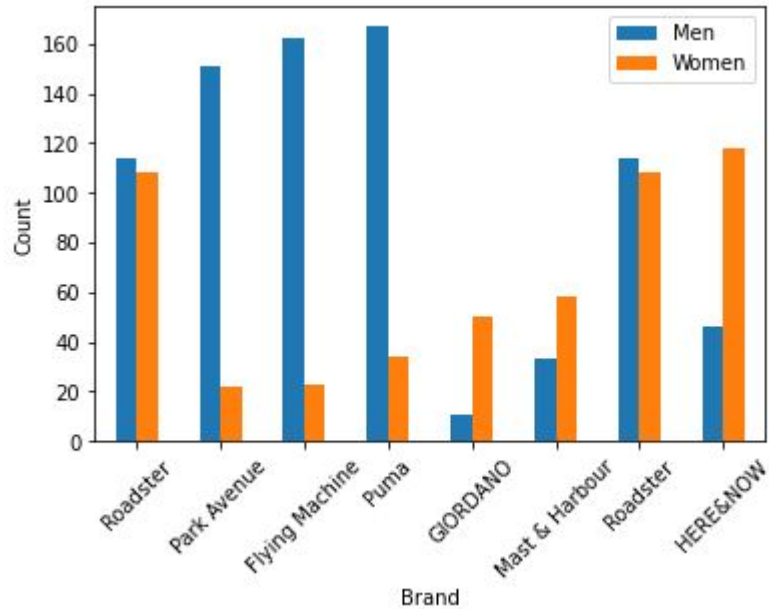
English translation: down jacket woman, women moccasins, woman boots, women ankle boots, basketball woman, woman shirt, down jacket without female sleeve, shoes women, women's slippers, woman socks

Top 25 brands according to Myntra Dataset

Gender differences in Myntra Dataset for Top 8 brands

References

- https://www.wgsn.com/beauty/p/article/89496