

# 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

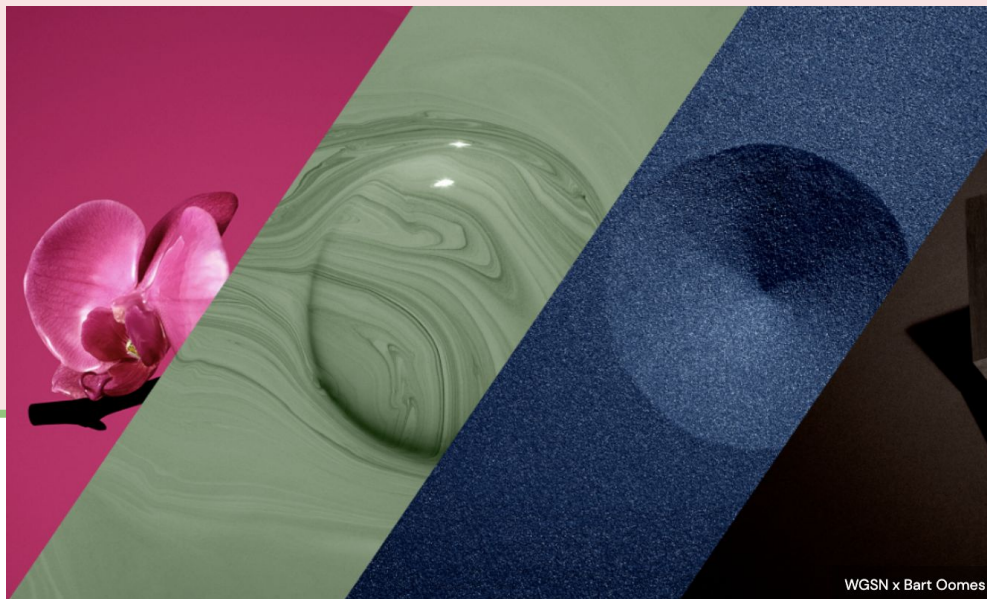
	ProductName	ProductBrand	Gender	Price (INR)	Description	PrimaryColor
0	DKNY Unisex Black & Grey Printed Medium Trolle...	DKNY	Unisex	11745	Black and grey printed medium trolley bag, sec...	Black
1	EthnoVogue Women Beige & Grey Made to Measure ...	EthnoVogue	Women	5810	Beige & Grey made to measure kurta 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

**Orchid Flower** (Annual Color 22/23)

**Jade** (A/W 22/23)

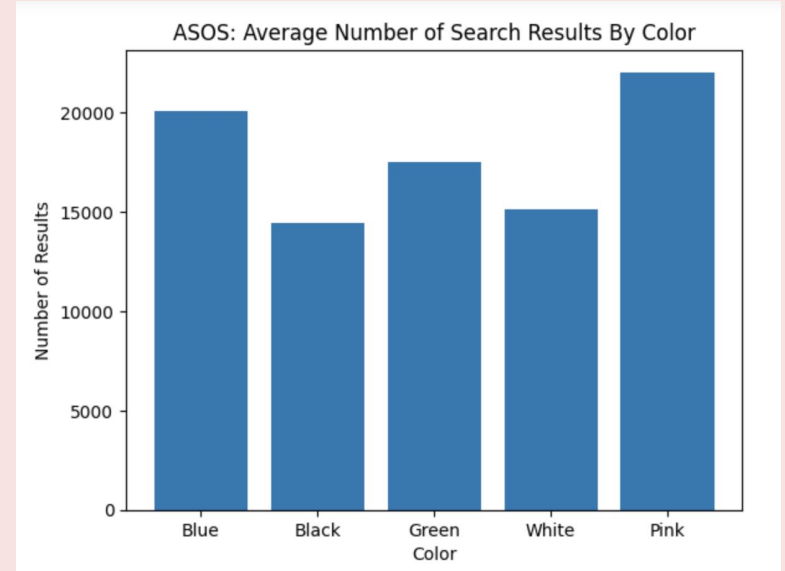
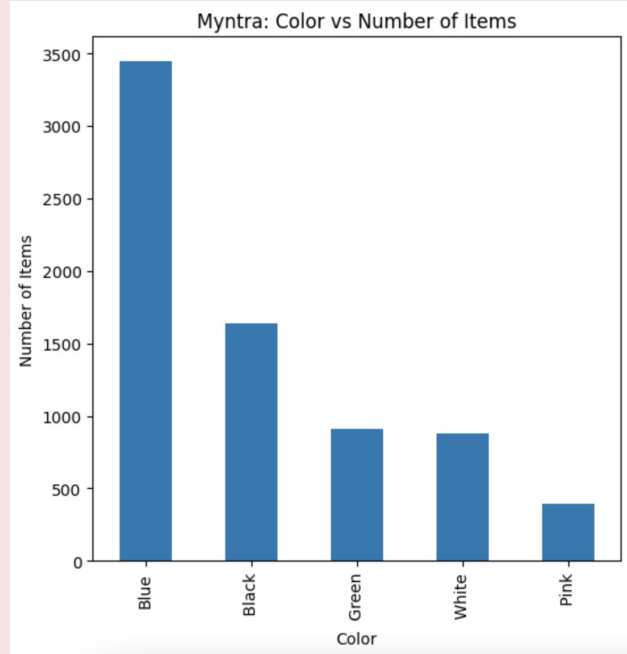
**Lazuli Blue** (A/W 22/23)



WGSN x Bart Oomes

Photo Credit: WGSN x Bart Oomes

# ASOS Search Results vs Myntra Catalog Items



# *Chi-Squared Test*

$O_i$  = the total number of ASOS search results for each color across countries

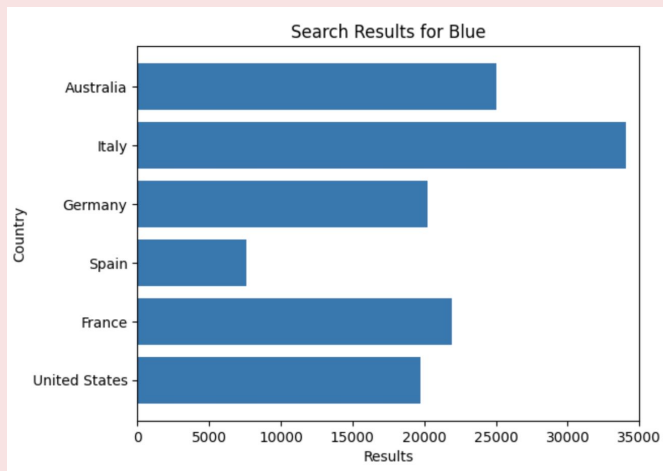
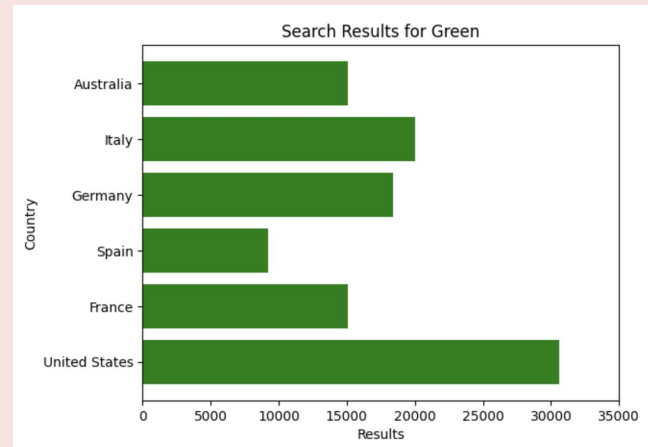
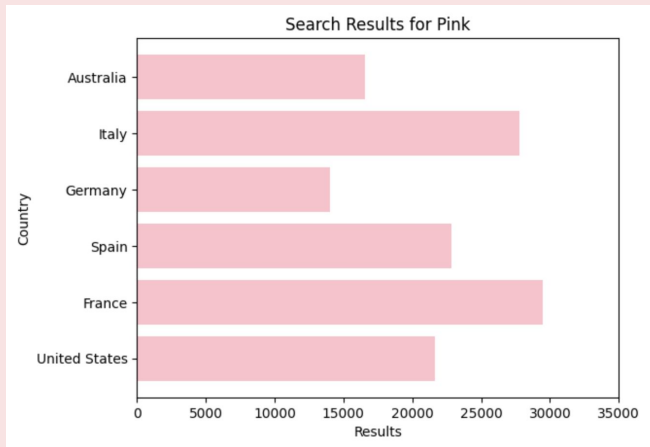
$E_i$  = Myntra color proportions x total number of ASOS search results across countries

$\chi^2 = 483085.19216767093$

$p = 0.0$  (extremely significant)

```
Power_divergenceResult(statistic=483085.19216767093, pvalue=0.0)
```

**Reject the null hypothesis**

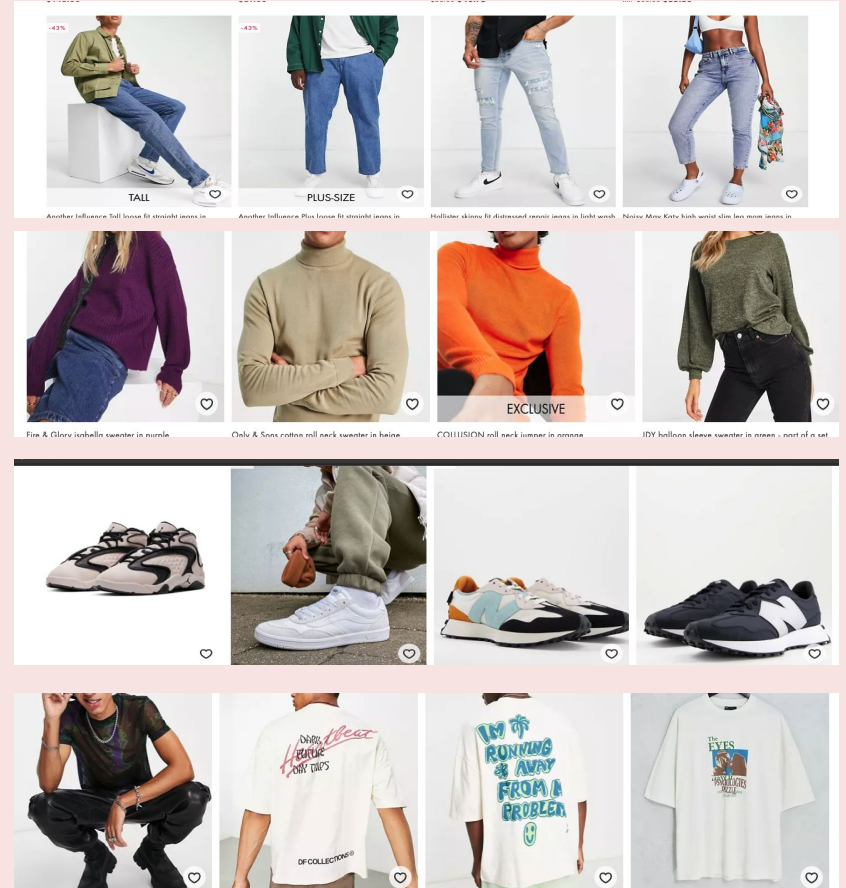


	Pink	Blue	Green
mean	2.205650e+04	1.999367e+04	1.745117e+04
median	2.216600e+04	1.918700e+04	1.623550e+04
var	3.773115e+07	6.869584e+07	4.153216e+07
std	6.142569e+03	8.288296e+03	6.444545e+03
sem	2.507693e+03	3.383683e+03	2.630975e+03



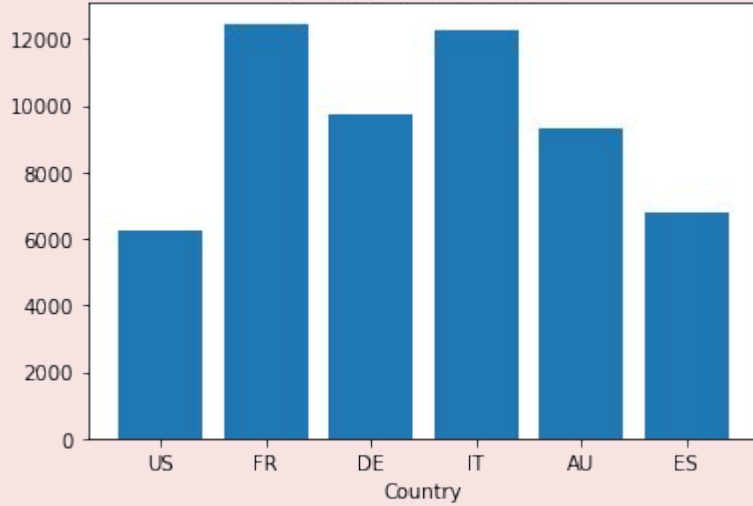
# Fall Staples

- Timeless Pieces
  - Jeans
  - T-shirts
  - Sneakers
  - Sweaters

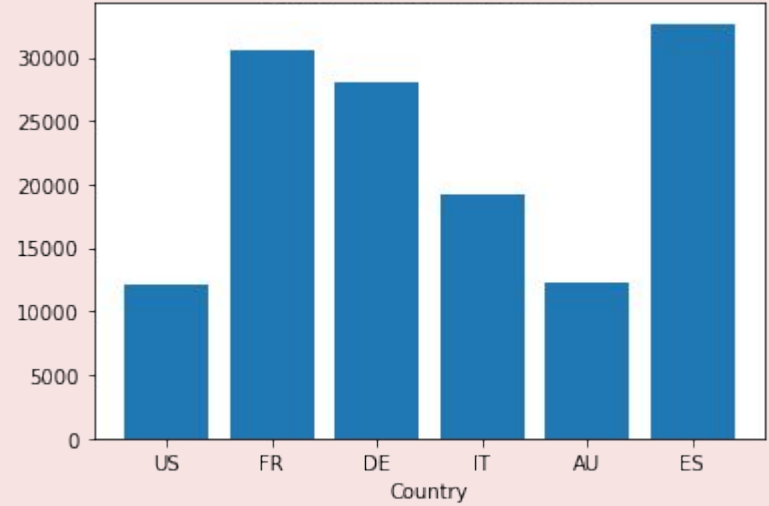


# ASOS Jeans and T Shirt Popularity by Country

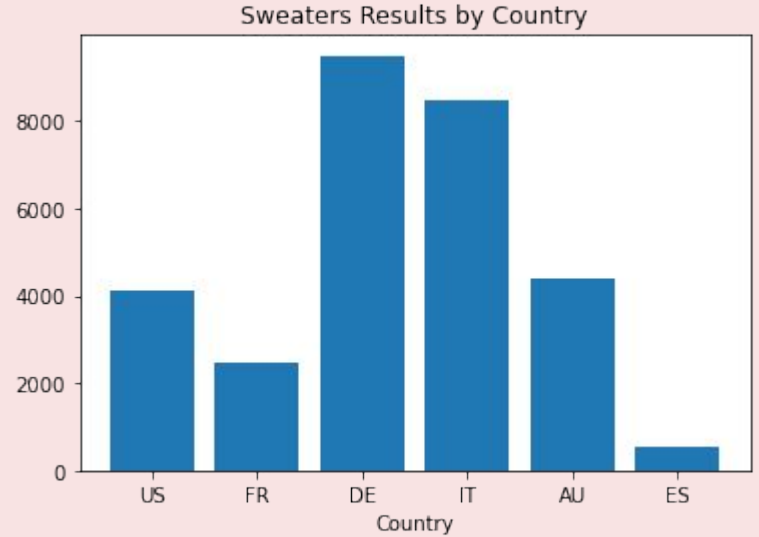
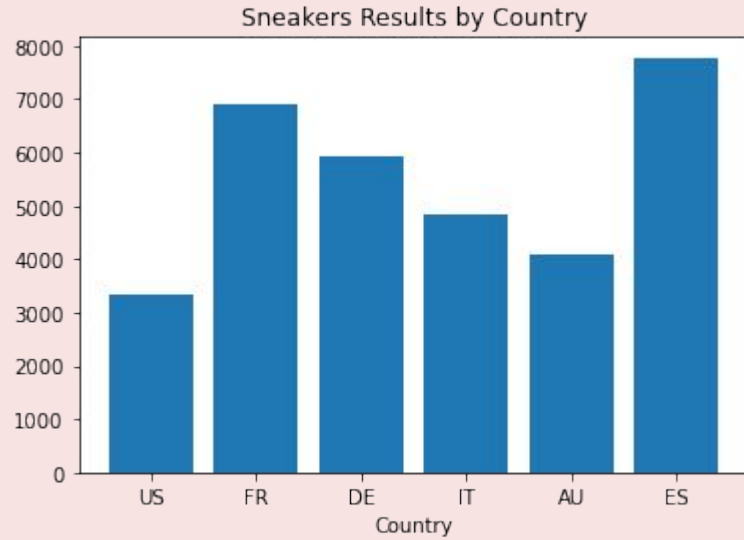
Jeans Results by Country



T Shirts Results by Country



# ASOS Sneakers and Sweaters Popularity by Country



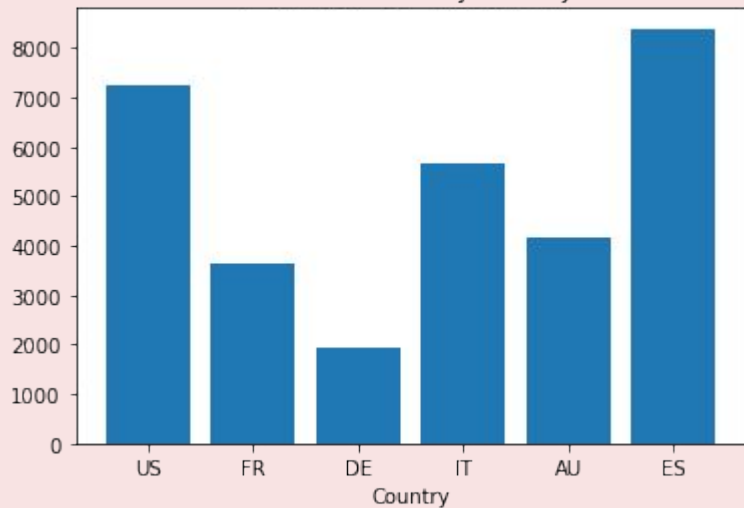
# Popular On The Runway

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

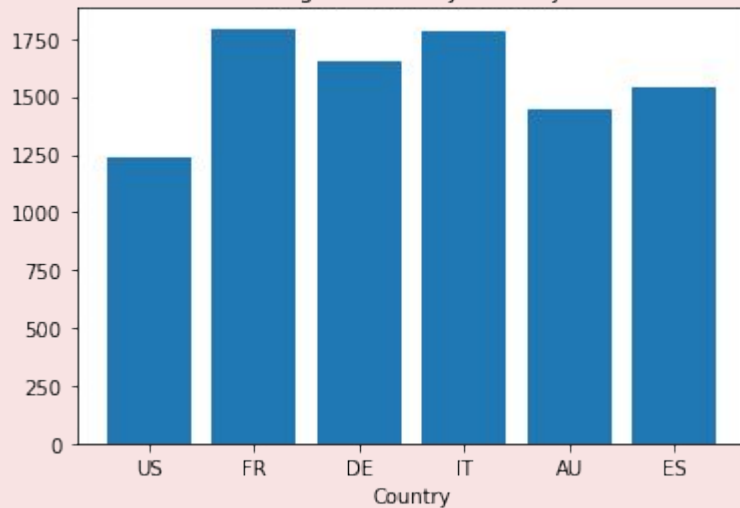


# ASOS Leather and Cargo Popularity by Country

Leather Results by Country

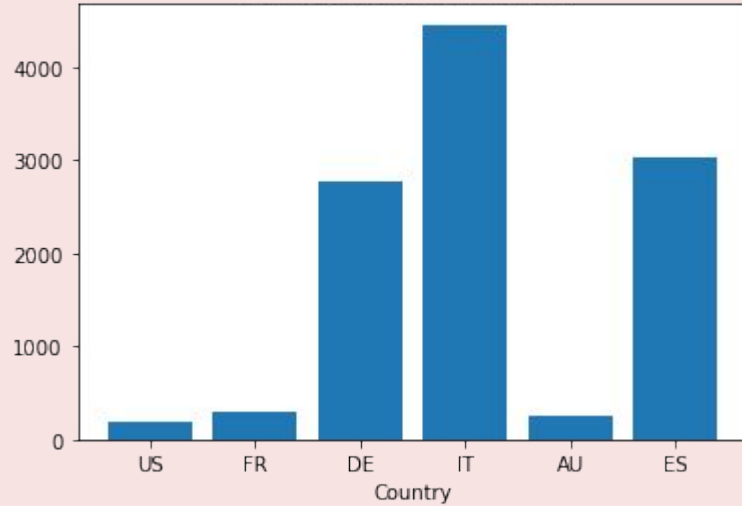


Cargo Results by Country

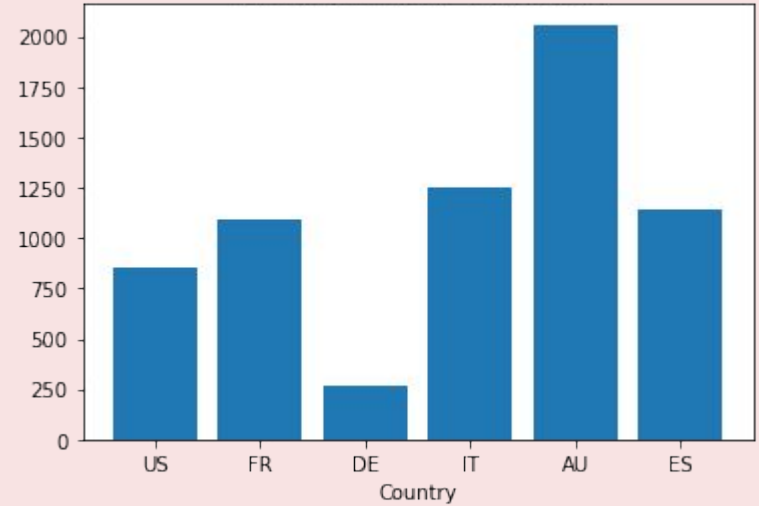


# ASOS Overalls and Animal Print Popularity by Country

Overalls Results by Country



Animal Print Results by Country



## Limitations of working with ASOS API

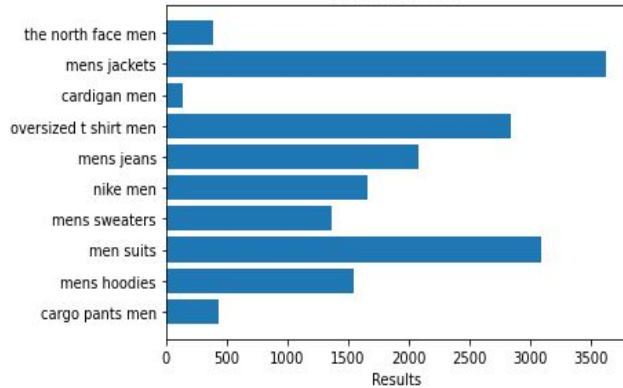
Language - Changing the country in the API resulted in a change in language, therefore translated item might not have the same meaning in English as it does in the translated language.

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.

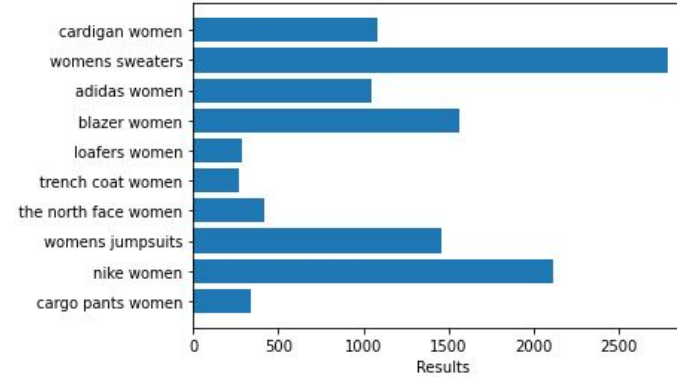
# Gender differences, ASOS API search results (in US, AU, IT, DU, FR)

## United States of America

Results for Men



Results for Women

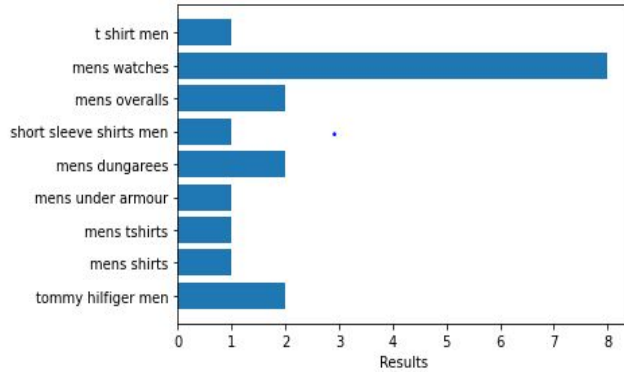




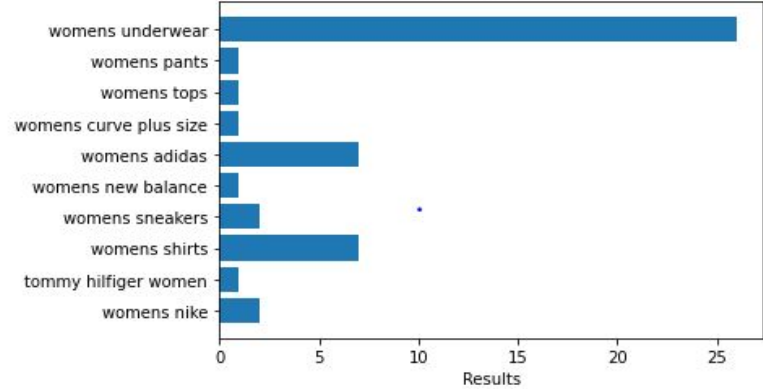
## Gender differences, ASOS API search results (in US, AU, IT, DU, FR)

### Australia

Results for Mens

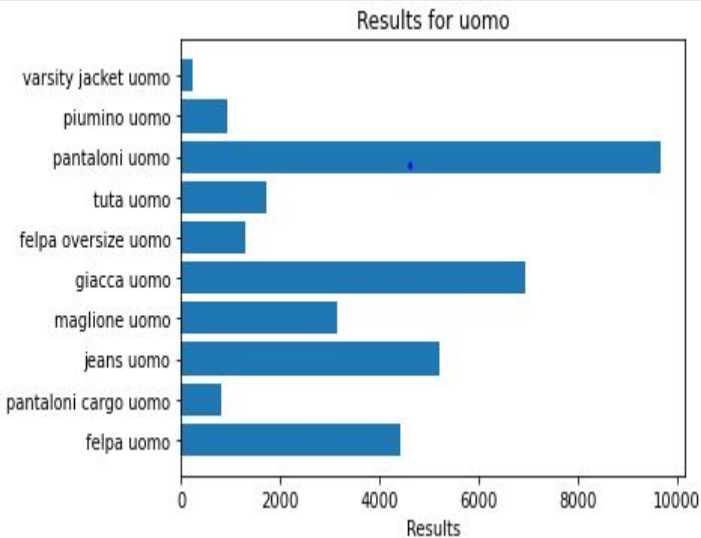


Results for Womens

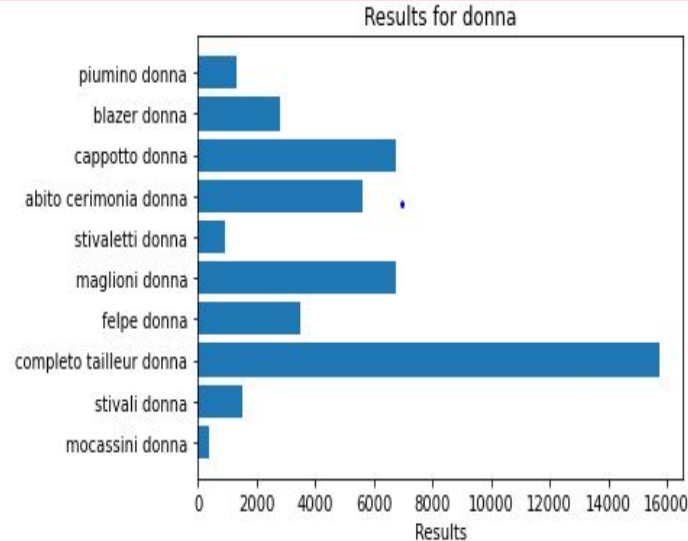


## Gender differences, ASOS API search results (in US, AU, IT, DU, FR)

### Italy



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

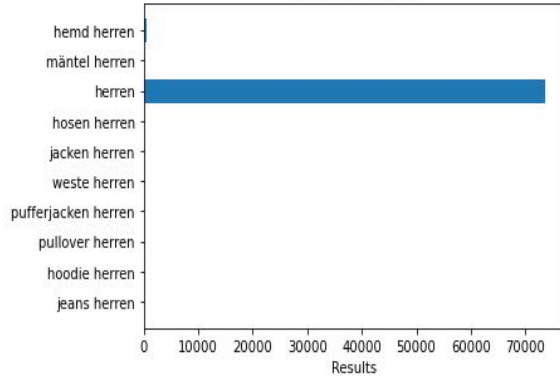


English translation: women's moccasins, women's boots, full suit woman, women's sweatshirts, women's sweaters, women's ankle boots, woman ceremony dress, women's coat, women's blazer, women's down jacket

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

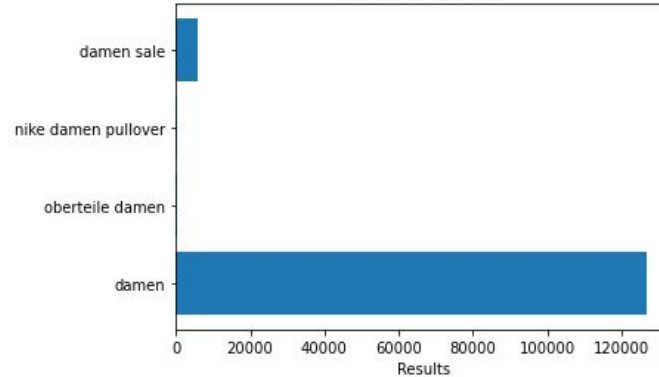
### Germany

Results for Herren



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

Results for Damen

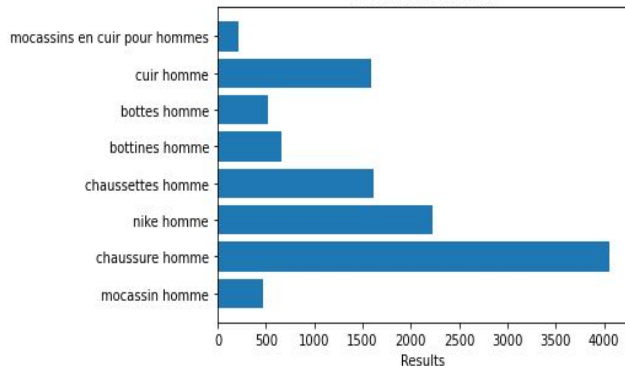


English translation: ladies(one with results), tops ladies, nike women sweater, ladies sale

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

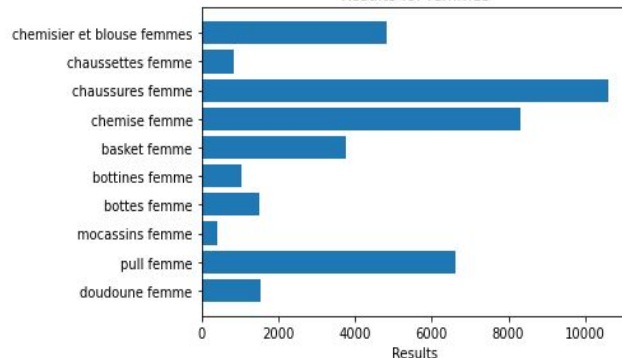
### France

Results for Hommes



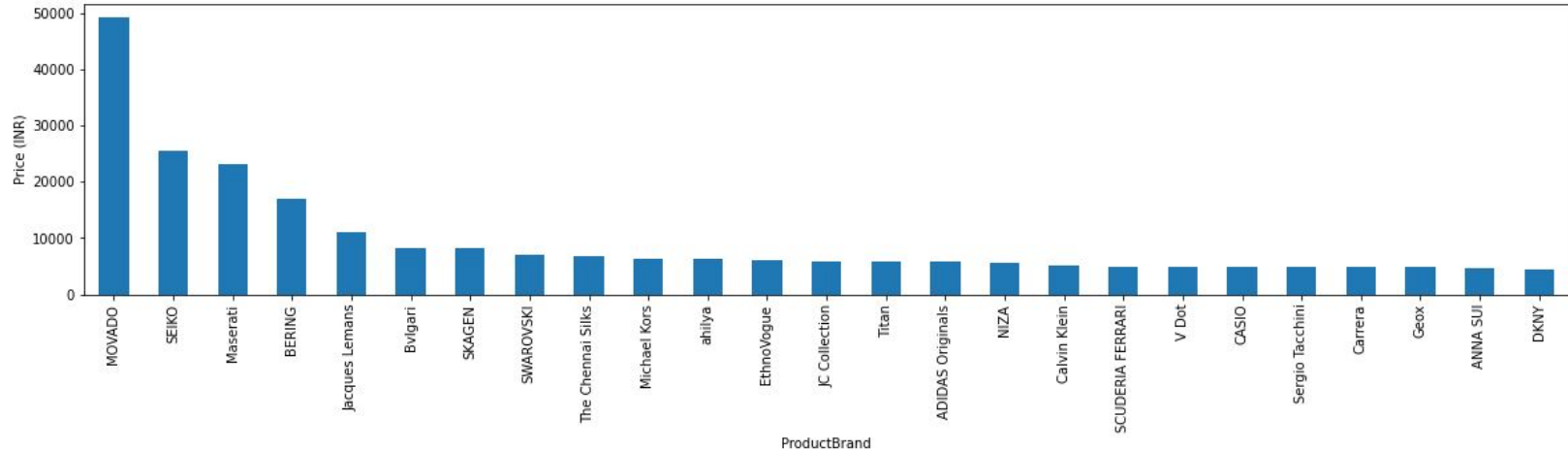
English translation: moccasin man, Man's shoe, nike man, man tap, men's ankle boots, man boots, leather man, leather loafers for men

Results for femmes

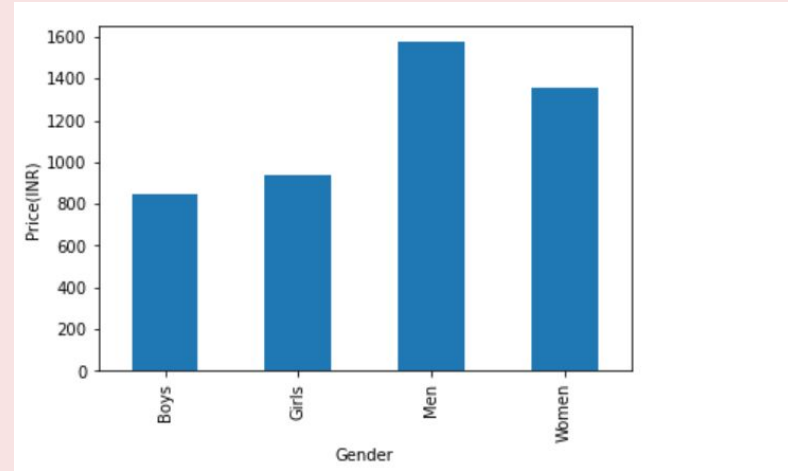
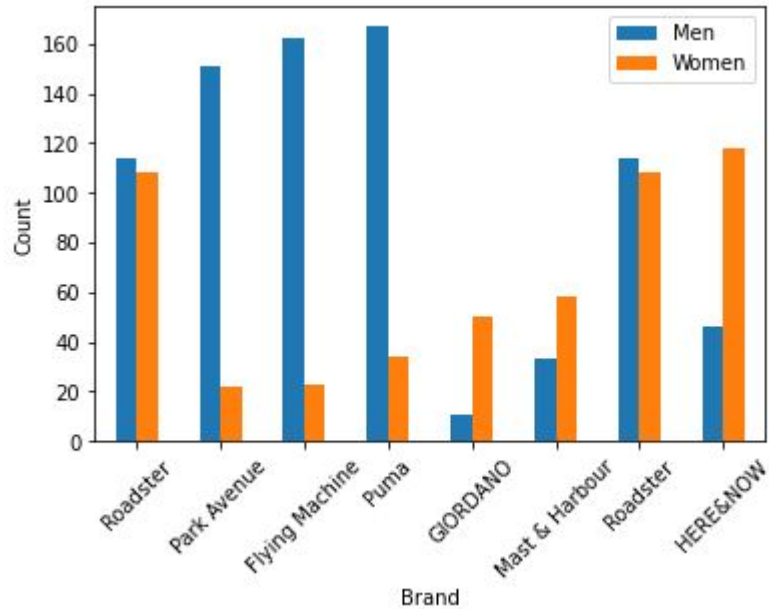


English translation: down jacket woman, women moccasins, woman boots, women ankle boots, basketball woman, woman shirt, down jacket without female sleeve, shoes women, women's slippers, woman socks

## 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>