Fashmates

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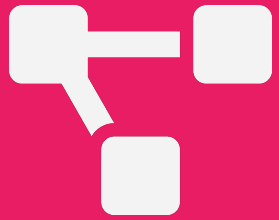
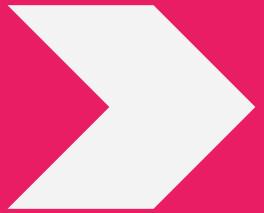
OVERVIEW

Fashmates



Blockchain

Evaluation



Implementation

ABOUT FASHMATES

- Fashmates is a San Francisco based fashion tech start-up.
- Application allows users to curate shoppable looks using a wide range of products from a variety of brands.
- Innovative, forward-thinking company looking towards the versatility of blockchain technology.

PROBLEM STATEMENT

- Prevent designers' outfits from being plagiarized within the Fashmates platform as well as externally
- Identify users' style preferences based on the looks they post/interact with
- Design a cryptocurrency that incentivizes users and brands to engage with the Fashmates platform

RESEARCH EVALUATION

Digital Fingerprint

- Must be a visual fingerprint to be functional
- Pixel manipulation is the best fix
- Blockchain may not be the best solution here

Style Signature

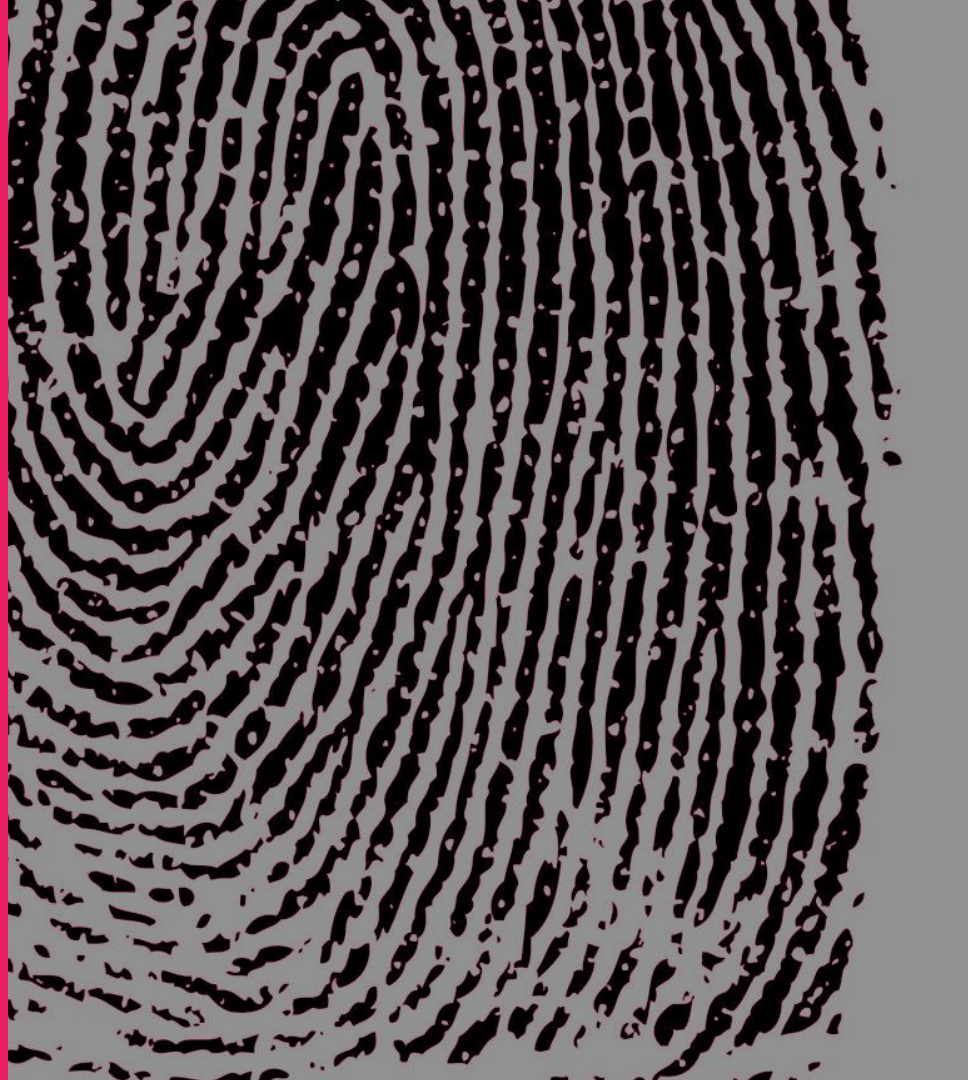
- NFTs could potentially be used to store a user's style preference
- Decision trees can be used to classify each outfit's style
- Style signatures allow for easier matching and recommendation algorithms

FM Coin

- Coins are awarded every time a user likes, comments, posts, used to purchase discounted products.
- Can also be issued by brands to promote their products
- Blockchain might not be more valuable than general rewards system.

DIGITAL FINGERPRINT

- Providing art security to individual users is a consistent obstacle.
- This is an issue between users, and by third parties taking users' work without permission.
- **Initial Goal:** Can we use NFTs to provide a digital fingerprint and discourage plagiarism?



IMPLEMENTATION

- Digital Fingerprint Implementation
  - Program creates a non-intrusive watermark, manipulating specific pixels in order to ensure ownership in the case that the image is re-used or screenshotted.

- Demonstration

Questions?