

Fashion Kart

Your Style, Your Story: Fashion Reimagined with GenAI



Problem Statement & Market Opportunity

1

Gap in Fashion Personalization

Online fashion lacks tailored recommendations, especially for India's diverse audience.

2

Market Opportunity

Generative AI can redefine fashion discovery with dynamic, culturally relevant suggestions.

3

Innovation & Business Impact

Fashion Kart enhances engagement and conversion by offering personalized, trend-driven experiences.

1

Conversational Interface

Real-time customization options through a chat-based experience.

2

Virtual Try-On Experience

Preview outfits virtually for a confident shopping experience.

3

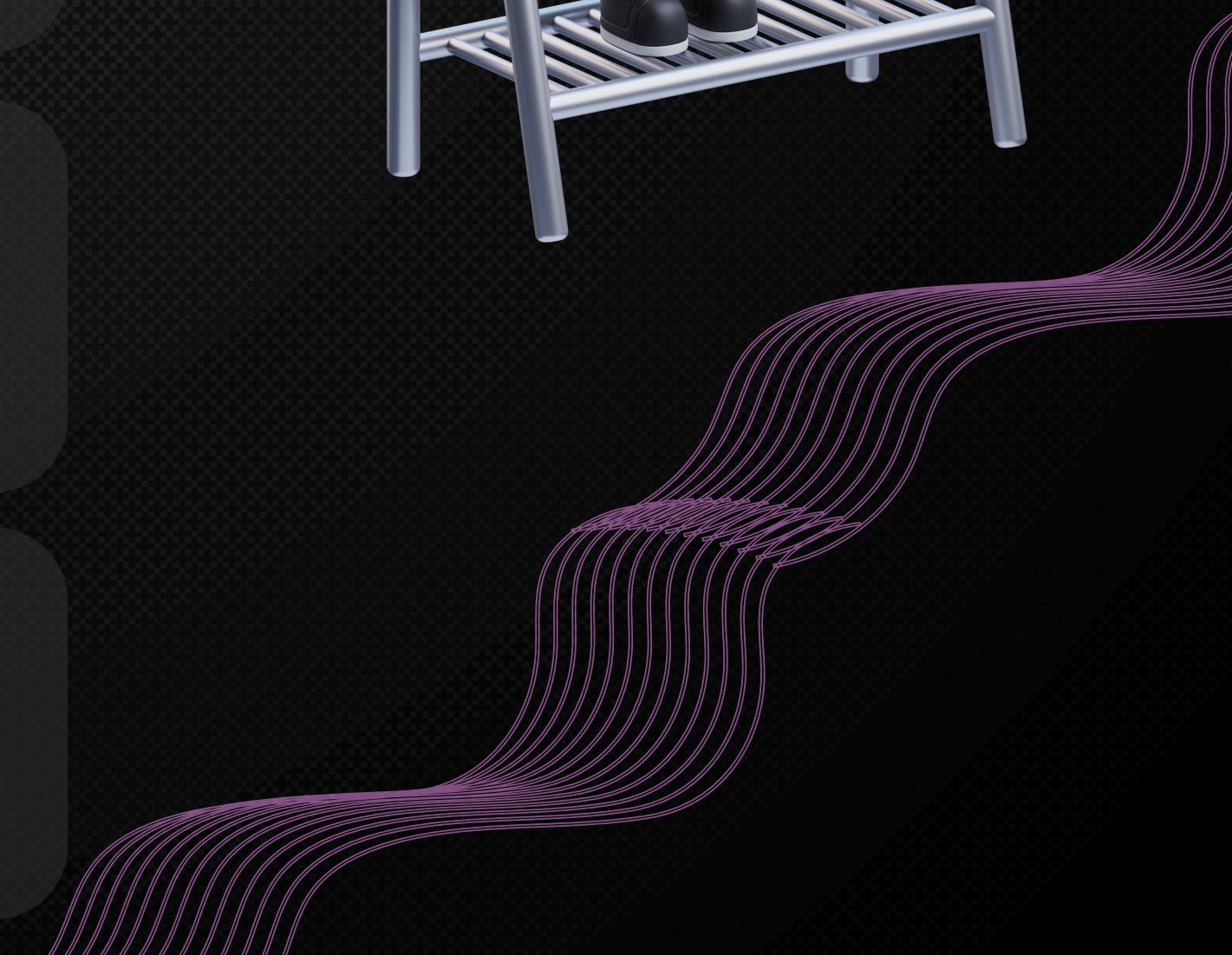
Trend-Driven Insights

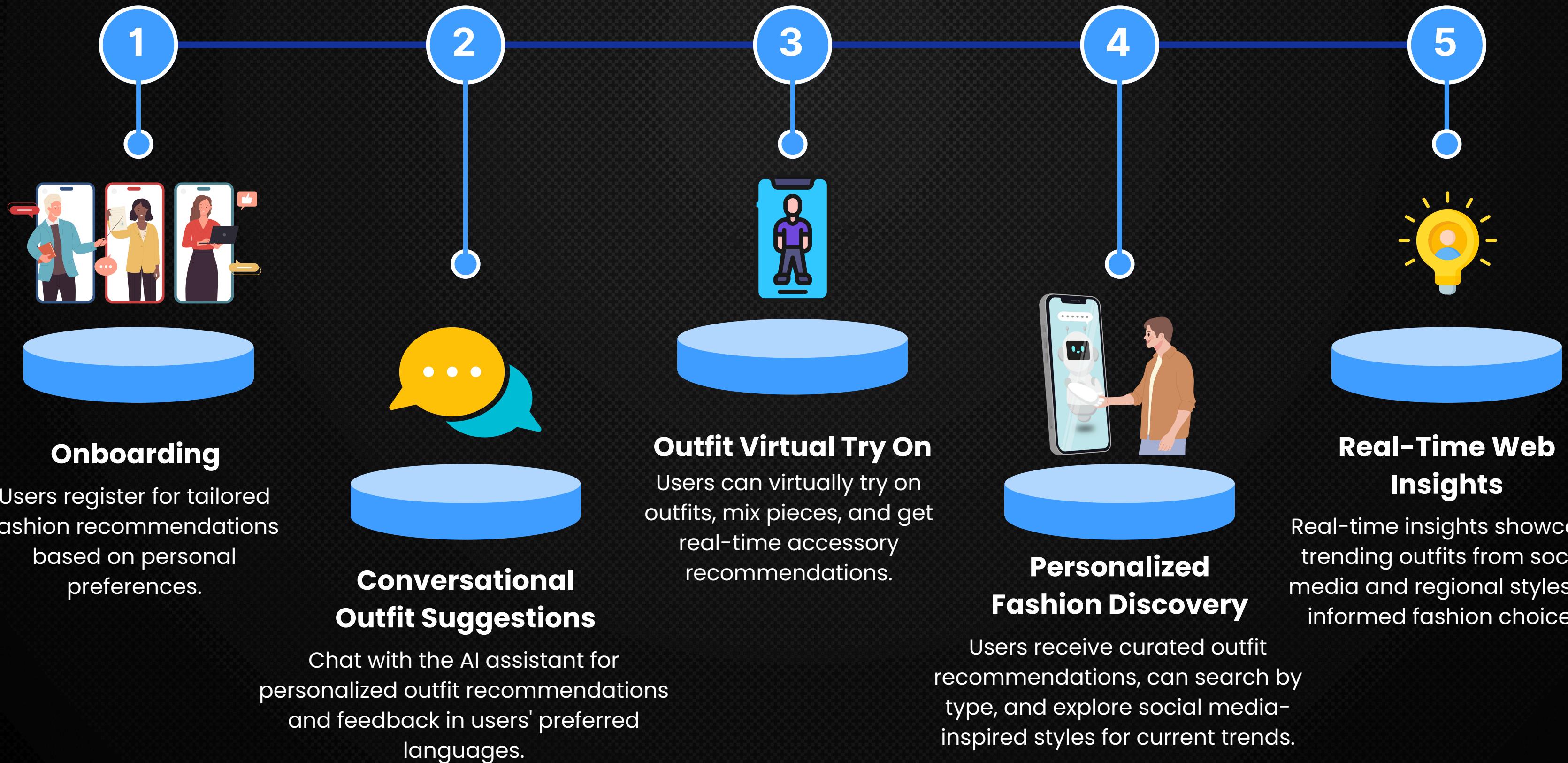
Up-to-date fashion recommendations based on social media and regional trends.

4

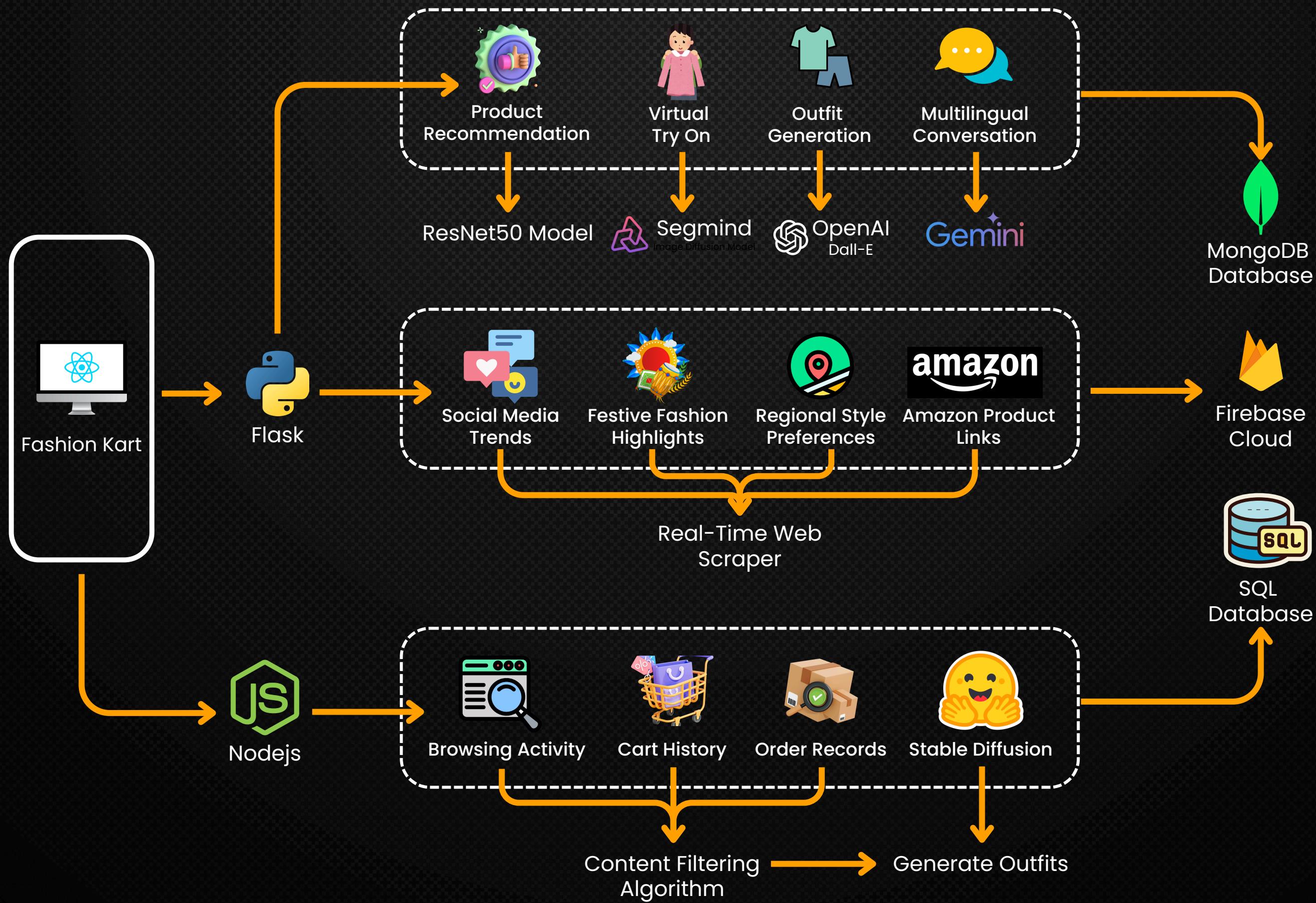
Outfit Recommendations

Outfits tailored to each user's unique style and preferences.





System Architecture



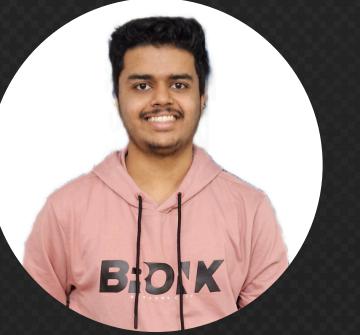
The Team



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