Fashion for You

In a world where style is identity, how do we continue to evolve as the preferred lifestyle destination for the fashion forward consumers? The answer lies in transforming our approach for the future. Your mission is to architect the future of ecommerce by tackling this head-on. We challenge you to use data insights and AR technology to create unparalleled customer engagement, all while pioneering practices in fast fashion through innovative supply chain solutions.
This hackathon is centered around two pivotal pillars: delivering an unparalleled Hyper-Personalized Styling Assistant and reimagining the platform for the future of shopping. We encourage you to leverage cutting-edge Generative AI technologies to bring your ideas to life.

Theme 1: The Hyper-Personalisation

Create an AI stylist that brings the tailored, high-touch experience of an offline style expert to every user's fingertips. The mission is to make online shopping deeply personal, intuitive and confidence-boosting.

The following are just some ideas to spark your imagination. We encourage you to think outside the box and bring any idea that fits this vision to life.

Idea Starters & Potential Directions:

- **Conversational Commerce:** Explore **multi-modal (Chat/Voice) assistants** that go beyond keywords. Can you build a stylist that understands natural conversation, context and visual inputs (e.g., "What should I wear with these pants?" + image upload)?
- **Holistic Styling:** Think about the complete look. How can the **AI assistant** recommend styling tips for items a user already owns or is considering purchasing, providing clear explanations and connections to their existing wardrobe or desired aesthetic?
- **Lifestyle Curation:** Go beyond the individual outfit. Can the AI infer a user's broader lifestyle—be it a "Fitness Enthusiast" or an "Artistic Homebody"—based on their fashion choices? Design a feature that proactively recommends a curated package of products from across our entire portfolio, pairing activewear with fitness gadgets or suggesting **Home decor and Beauty products** that match a user's aesthetic.

Theme 2: The GenZ Way of Shopping

Reimagine the Myntra FWD experience for a GenZ audience that craves authenticity, community, and entertainment. The goal is to evolve Myntra FWD from a shopping platform into a dynamic, social, and interactive fashion ecosystem.

The following are just starting points to spark your imagination. We encourage you to think outside the box and bring any idea that fits this vision to life.

Idea Starters & Potential Directions:

- **Social & Community Commerce:** How can we transform shopping into a shared experience? Explore concepts around Myntra's **GlamClan/ User-Generated Content (UGC)**. Think shoppable video feeds, community style challenges, or gamified rewards for top creators.

- **Immersive Experiences:** How can technology make shopping more engaging? Consider **AR features** for trying on products or visualizing home decor, or gamified discovery journeys that make finding new styles fun and rewarding.
- **GenAI-Powered Discovery:** Revolutionize search with **Generative AI**. Can users discover products by searching for a "vibe" or abstract aesthetic (e.g., "outfits for a rainy day in Bengaluru")? Or by combining images with text prompts ("Find a similar top, but in a pastel color")?

Theme 3: Building intelligence into the fashion shopping

Think about how you can build a strong, resilient backbone for Myntra systems that simplify how we showcase our products to customers and delight them with our assortment and delivery experience.

The following are just some ideas to spark your imagination. We encourage you to think outside the box and bring any idea that fits this vision to life.

Idea Starters & Potential Directions:

- **AI-Powered Merchandising:** How can we transform our product catalog from a simple database into an intelligent, perfectly curated asset? Imagine an **AI Catalog Guardian** that automatically cleans and standardizes inconsistent data, maps subjective attributes to standardized codes (e.g. map colors like "rose" and "fuchsia" to hex codes), and enrich listings with smart, context-aware tags such as "monsoon-friendly" or "festive wear".
- **The Hyper-Local Trend Engine:** Can we understand India's regional nuances, seasonality and other factors to **identify what India wants to wear next?** Imagine a model able to anticipate demand for *lehengas* during the wedding season in Delhi by analyzing trends, or predict the need for specific ethnic wear in Kolkata ahead of Durga Puja.
- **The Intelligent Pricing Engine:** How do we incorporate market signals (internal and external) to set the perfect price of a product at the perfect moment? How about an **AI-enabled algorithmic price engine** that analyzes competitor prices, current inventory levels, and live demand signals (like how many users are viewing an item) to decide whether to offer a flash discount on an overstocked item or hold the price on a best-seller that's about to go out of stock.

A Final Word on Technology

To truly redefine fashion, we challenge you to harness the most advanced tools available. As you build, focus on the latest Generative AI technologies, especially multi-modal models that can understand text, images, and voice - incorporate Agentic flow**s**. that can reason, plan, and autonomously execute complex tasks to serve the user—from curating a full look to finding sustainable alternatives. Show us the future of intelligent, automated fashion.