



Ai.rty

*Be your own fashion
designer!*

Prehistoric times

- You or relative makes your shoes
- Customizable to a small extent



Recently

- Hard work for DIY customization



Renaissance



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Demo 

Stakeholders



- ✓ Personalized shopping experience
- ✓ First-to-market
- ✓ Possessing unique Adidas products

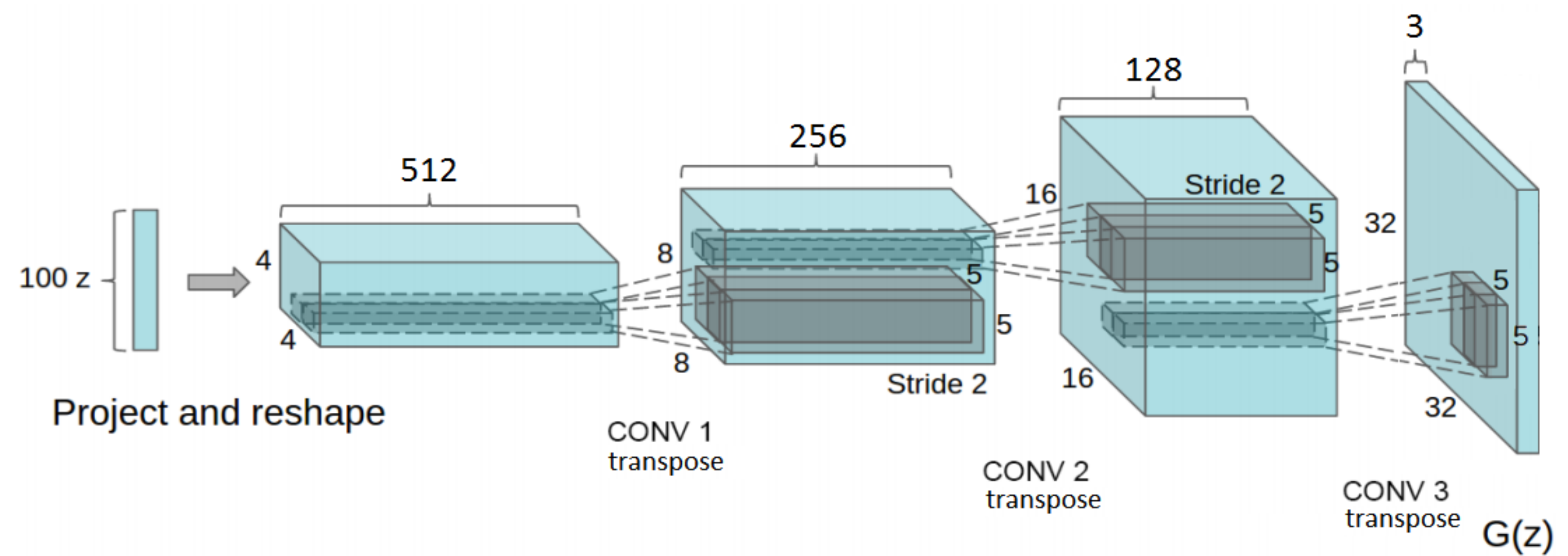


- ✓ Increases app time usage of customers
- ✓ Makes clever use of latest 3D-printing technologies
- ✓ Broadens customer segment
- ✓ People willingly share their custom adidas products on social media

Technology Stack



The Brain (i.e. DCGAN)



The team



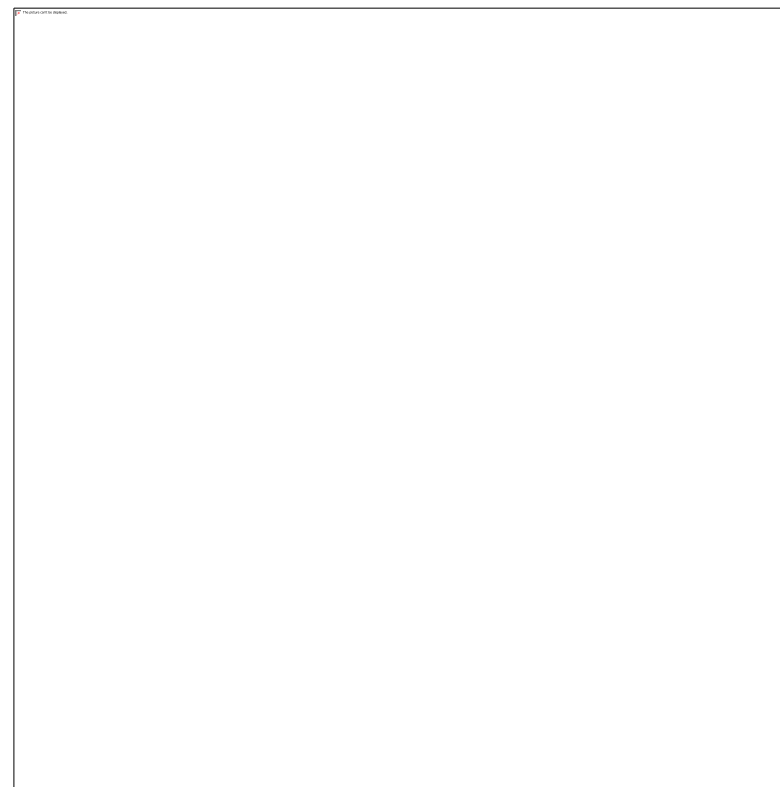
Tomas Šostak



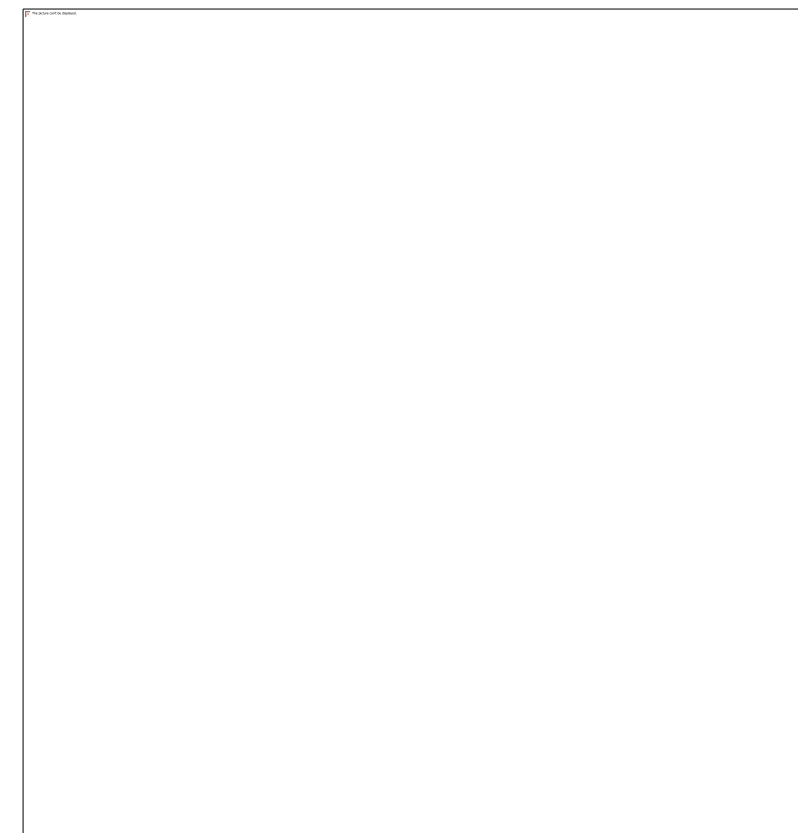
Nicolae Righeriu



Tomas Komar



Jeroen Brouns



Suraj Iyer

Thank You for Your attention!

Q & A time!

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