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About Our Project

With the rise of fast fashion, it is difficult to keep track of ever changing trends.

A model that would help the user filter the products based on the latest trends will make the shopping experience a lot smoother and give Myntra an edge over other e-commerce sites.

It also analyses latest Trends using social media and would help Fashion Brands to effectively predict and produce what will be in demand, hence boosting profits along with cutting out on losses.

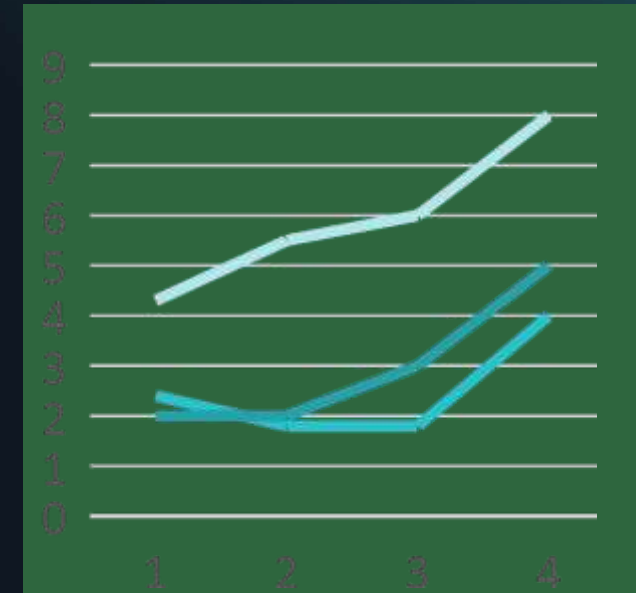
By helping the user make the right choice, it would serve as each individual's own personal, low budget stylist.



What we did..

TREND DETECTION

- We took a list of Instagram influencers from a website and fed it into an open source model. Then, we had a scraper based on beautiful soup and selenium which went to each account and created a csv of links to each account, no. of followers , no. of posts and the following.
- After this the model went to the profile of each influencer and made a csv of links of each individual post in the profile of that influencer.
- The model in this case, a scraper went to each post and extracted information like : no. of likes, comments, date etc.
- This information was used to generate a set of basic features, most prominent of which were likes engagement, comments engagement and total engagement.



Semantic Segmentation

- Segmentation was achieved using Mask R-CNN which was built on FPN and resnet50.
- Pre-trained weights from MS-COCO dataset were used and then fine tuned on I-Materialist Dataset which was around 40 thousand images.



Attribute Recognition



Category	Pattern	Major Color	Neckline Shape	Sleeve Length
...	
Cardigan	✓ Floral	Blue	Bateau	✓ No sleeve
✓ Dress	Graphics	Gray	Court	Short sleeve
Pants	Plaid	Green	Cowl	Long sleeve
Shirt	Solid	Purple	✓ Scoop	
Skirt	Striped	✓ White	Strapless	

USER INTERACTION

Customizing User Experience

The App takes input from the user via simple checkboxes and generates matching results from our final database.

This way we meet both the goals,

1. Customer's choice
2. Trendiness



FILTERSTypes

- ☐ regular_fit
- ☐ knee_length
- ☐ high_waist
- ☐ normal_waist

Hashtags

- ☐ Bollywood
 - ☐ Fashion
- Influencers
- ☐ Party Wear
 - ☐ Casuals
 - ☐ Airport Looks
 - ☐ Fall/Winter

Colours

- ☐ Pink
- ☐ Blue
- ☐ Black
- ☐ Brown
- ☐ Green
- ☐ White

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Trending Now

Conclusion:

- In the early winter months we can see that there is an increase in the popularity of sweatshirts, subsequently there is a decline in the popularity of short length apparels i.e. shorts and skirts.
- Throughout the winter period sweatshirts are the most trending apparel.
- The trend lines are affected by various festivities such as during the week of Halloween it can be observed that there was a rise in the popularity of dresses.
- We can see a clear preference for darker coloured clothes in winter season.
- Black is the most popular choice of colour.
- Amongst styles high waist dresses have been more popular.