

Transforming Bridal and Apparel Shopping with AI

AI Bootcamp

Rico's Roughnecks

Project 3 Presentation

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Meet Our Team



Business Problem Overview

Problem Statement:

Bridal shopping is often stressful, time-consuming, and logistically challenging. Brides may not have access to a wide range of dresses in physical stores, and trying on multiple gowns can be exhausting.

Solution:

The Virtual Try-On App is:

1. ***Site Agnostic***: Works with images from any website or store.
2. ***Product Agnostic***: Allows users to try on any outfit (gowns, casual wear, etc.) by uploading a digital image of the product and themselves.
3. ***Convenient***: Provides a seamless, personalized shopping experience with instant visualizations.

Impact:

Empowers customers to visualize how they'll look in various outfits, increasing confidence in their purchase decisions and improving online conversion rates.



Virtual Try-On

Welcome to the **elegant world** of wedding gowns,
where you can experience the joy of **trying on dresses**
from the comfort of home.

INNOVATIVE VIRTUAL TRY-ONS

AUGMENTED REALITY

Experience gowns **in real-time** with stunning overlays and a seamless interface.

3D MODELING

Explore gowns through **detailed visuals** that bring every design to life instantly.

USER CUSTOMIZATION

Tailor your **fit and style** preferences for a truly personalized shopping experience.

Brides

VIRTUAL GOWN TRY-ON

Experience gowns from **any location** without needing to visit a store.

STYLE CONSULTATION

Get personalized **advice from** experts to find the perfect wedding gown.

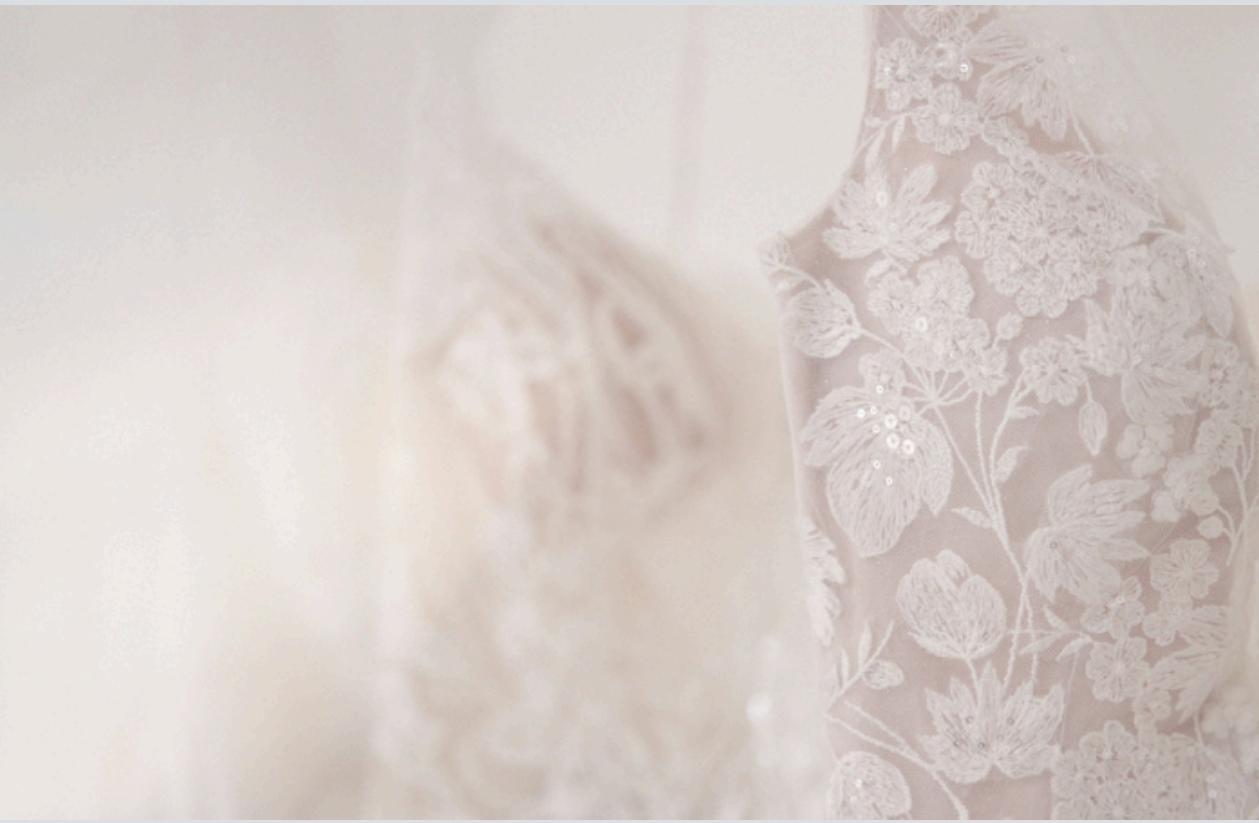
FITTING SESSIONS

Enjoy virtual **fitting sessions** to ensure your dress fits flawlessly before the big day.

Bridal Beauty

**EVERY BRIDE
DESERVES TO
FEEL BEAUTIFUL
TODAY.**





Gown Showcase

Explore our **exquisite collection** of wedding gowns, where elegance meets style, allowing every bride to find her dream dress.

FUTURE DEVELOPMENT PLANS

360-DEGREE VIDEO UPLOADS

Users can upload 360-degree videos for a full view of the outfit.

ADJUST SIZES/TRY ON REAL SIZES

Allow users to enter their measurements for precise gown fitting and realistic sizing adjustments.

SUSTAINABILITY INSIGHTS

Highlight eco-friendly gown options or outfits made from sustainable materials.

HAIR & MAKEUP CUSTOMIZATION

Options for hairstyles, hair colors, and makeup try-ons.

BODY SHAPE CUSTOMIZATION

Add a feature to adjust the user's digital body representation to match specific body shapes or sizes.

GOWN FILTERING & RECOMMENDATIONS

Introduce AI-driven recommendations based on uploaded user photos and preferences (e.g., body shape, color preferences).

FABRIC & MOTION SIMULATION

Enhance gown visualization with fabric flow and motion effects.

REAL-TIME FEEDBACK FROM FRIENDS/FAMILY

Include a "share" feature so users can get feedback on try-ons via social media or private links.

ACCESSORIES & SHOES

Mix and match shoes, jewelry, and other accessories.

VIRTUAL MIRROR FUNCTIONALITY

Mimic an in-store fitting room with a real-time, interactive experience.

INCLUSIVITY FEATURES

Support users with diverse physical needs (e.g., wheelchair poses) for a fully inclusive experience.

RETAIL INTEGRATION

Collaborate with bridal and fashion retailers to include their inventory directly within the app.



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