

# Shop Savvy: AI-Powered Personalized Clothing Recommendations

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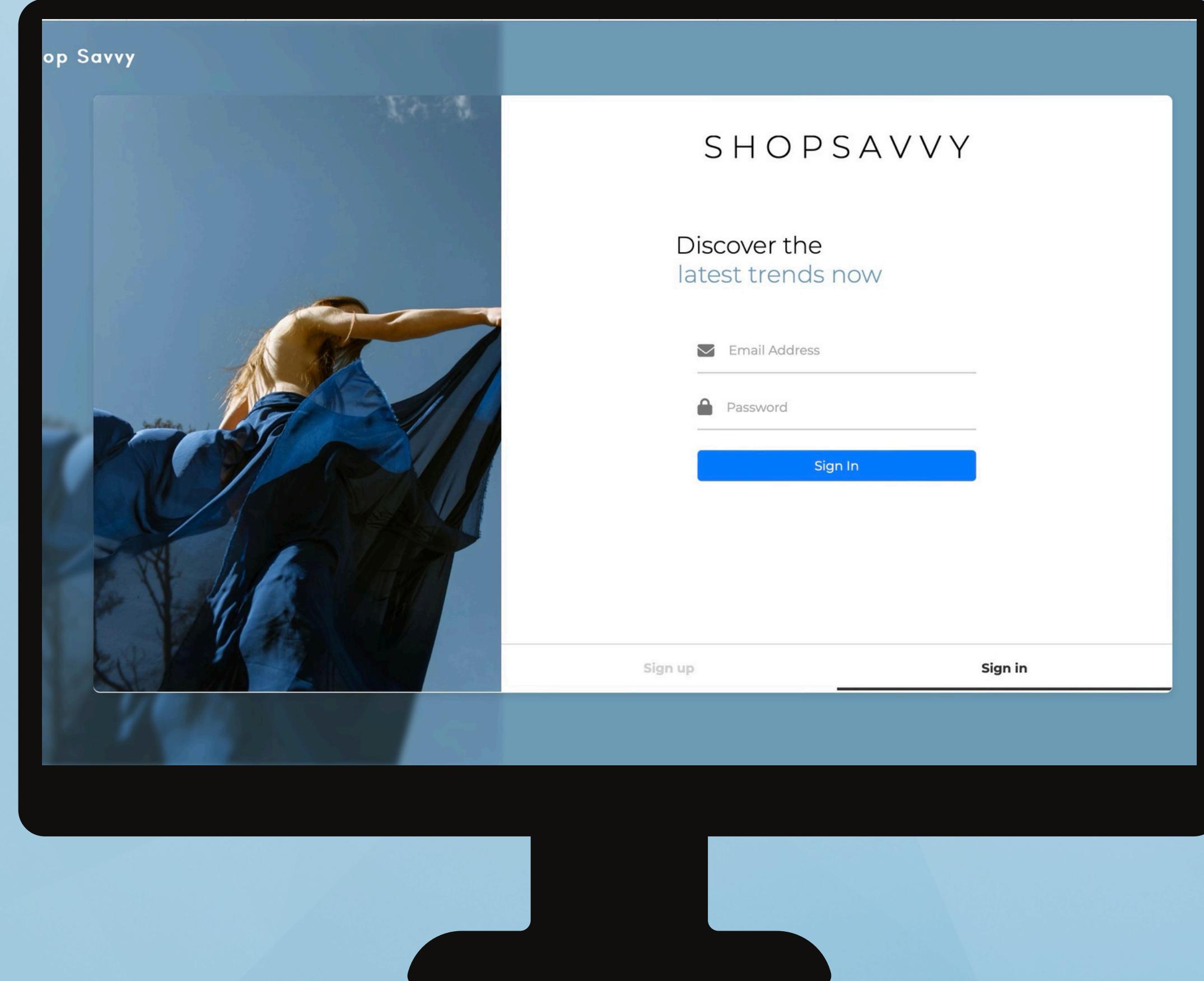
Year: 2024 - 2025

Group: 14



## Background

Shop Savvy is an AI-driven fashion recommendation platform that connects Pakistani shoppers with curated clothing selections from over 10 local brands. It simplifies shopping by personalizing discovery, all in one place.



## Motivation

- Online fashion shoppers face the hassle of visiting multiple sites for local brands.
- There is no intelligent, centralized experience tailored to Pakistani tastes.

## Technology Stack

- Frontend: React
- Backend: Node.js + Express
- Database: MongoDB

## AI Chatbot Integration

An AI-powered chatbot will guide users through product discovery, answer questions about sizing or availability, and offer styling suggestions in real time.

**Key Benefits:** Saves time, offers personalized style, Instant help via chatbot, One-click wishlist

## Features

- Personalized recommendations using AI
- Centralized shopping for multiple brands
- Smart filtering and wishlists
- Local trend detection

## How It Works

The recommendation engine learns user preferences from browsing, purchases, and ratings using hybrid AI models.

## Future Scope

- Virtual try-on with AR
- Analytics dashboard for brands
- Expansion to more brands