CLOTHING SUGGESTION ENGINE

Jo Bagrie, Ben Bishop, Blair Lundin, Dr Samuel Mann

Department of Information Technology
Otago Polytechnic
smann@tekotago.ac.nz

A clothing suggestion engine has been developed by the group to provide fashion-clothing recommendations. The system was developed to be licensed to online retailers such as Ezibuy and Trademe: people who use these retailers' websites would be able to save a simple profile using selected parameters (height, hair colour, etc).

As part of the package the group also used a touch screen to demonstrate how the engine could be used in conjunction with an in-store kiosk.

Problem

As the well-known show "What Not to Wear" demonstrates, many women are still in the dark when it comes to buying clothing and accessories that suit their body shape. The group wanted to develop proprietary software that could be licensed to both e-tailers and bricks-and-mortar stores to help women make more informed fashion-wear choices. And, as we all know, a well-dressed woman is a confident woman!

The group felt it was especially important for bricks-and-mortar stores to invest in personalised technology such as this as more people turn to shopping online. Offering customers an interactive shopping experience will encourage customers to return again and again to a store rather than just buy online. Happy customers = loyal customers, but how do retailers capture customers that truly love their brand?

Solution

The group decided that because the problem was rules-based eg different rules can be attributed to different body shapes, then an expert system should be incorporated into the development of the necessary software.
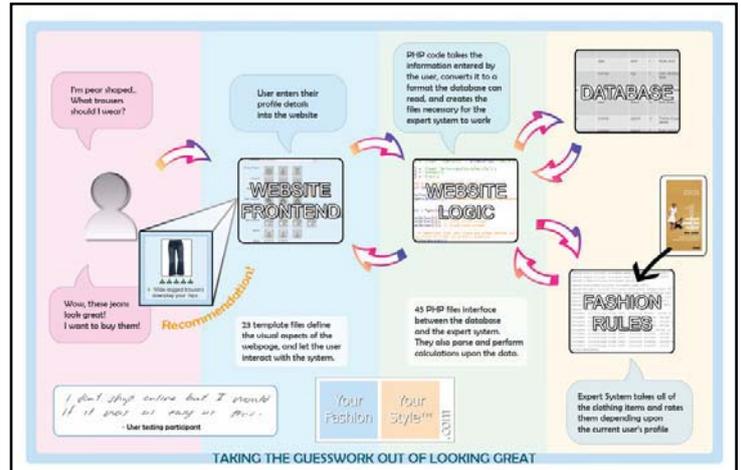
The system model is represented above and outlines what happens once a user enters their personal details through to how they end up with personalised clothing recommendations tailored to suit them using set fashion rules.

It should be noted that this engine is flexible and can be used for picking more than what clothing suits different users. As long as there are set rules with regards to what people like in relation to specific parameters, the engine can easily be con-figured to add value in other retail sectors. One example might be users being shown the right diet and exercise regime for their body type.

Here are recommendations for a user with an x,y,z body shape. The clotheshangers show how suitable each item is and also items to be avoided.