

*FABRIC AI*

# Your Virtual Dressing Room

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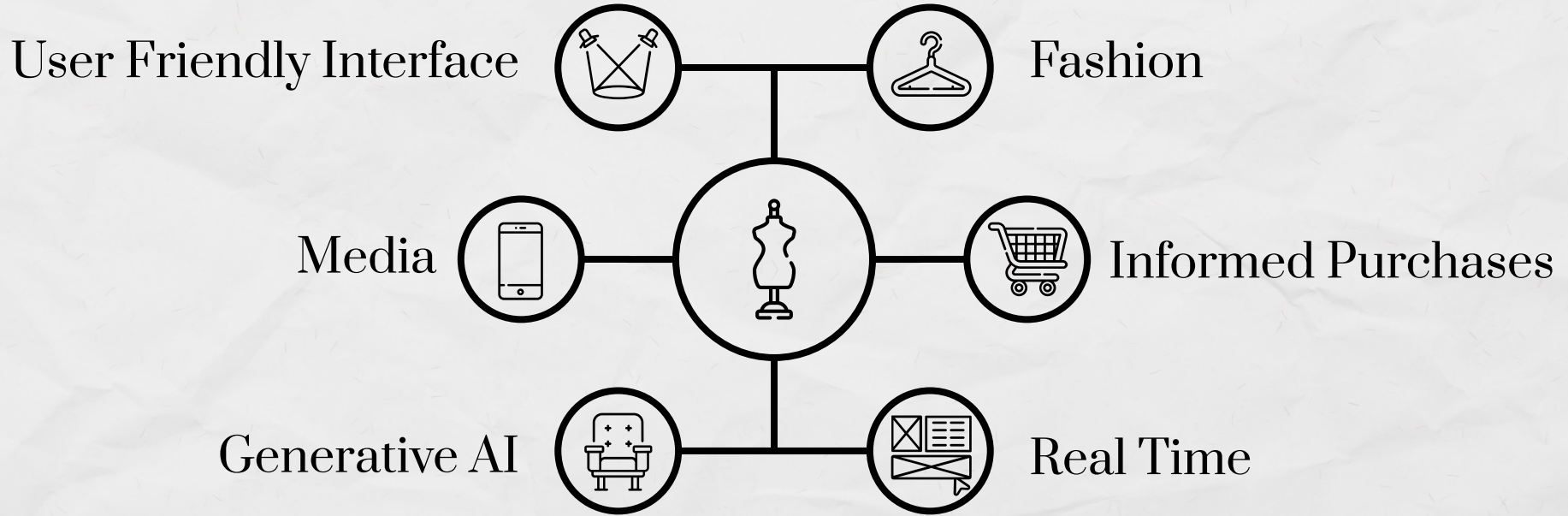
Transforming the way we shop for clothes

# Traditional Shopping Experience

- You're browsing the internet and you come across a shirt or outfit that you really like.
- But you don't know what it's going to actually look like on you and you hesitate.
- Or you buy it and it's nothing like what you expect.
- Unhappy with it and now need to return the purchase
- We're here to solve these problem.

# Introducing FabricAI

Our AI virtual fitting experience



# FabricAI Use Case

A User has a party coming up next week and they have no idea what to wear.



+ Red button up shirt

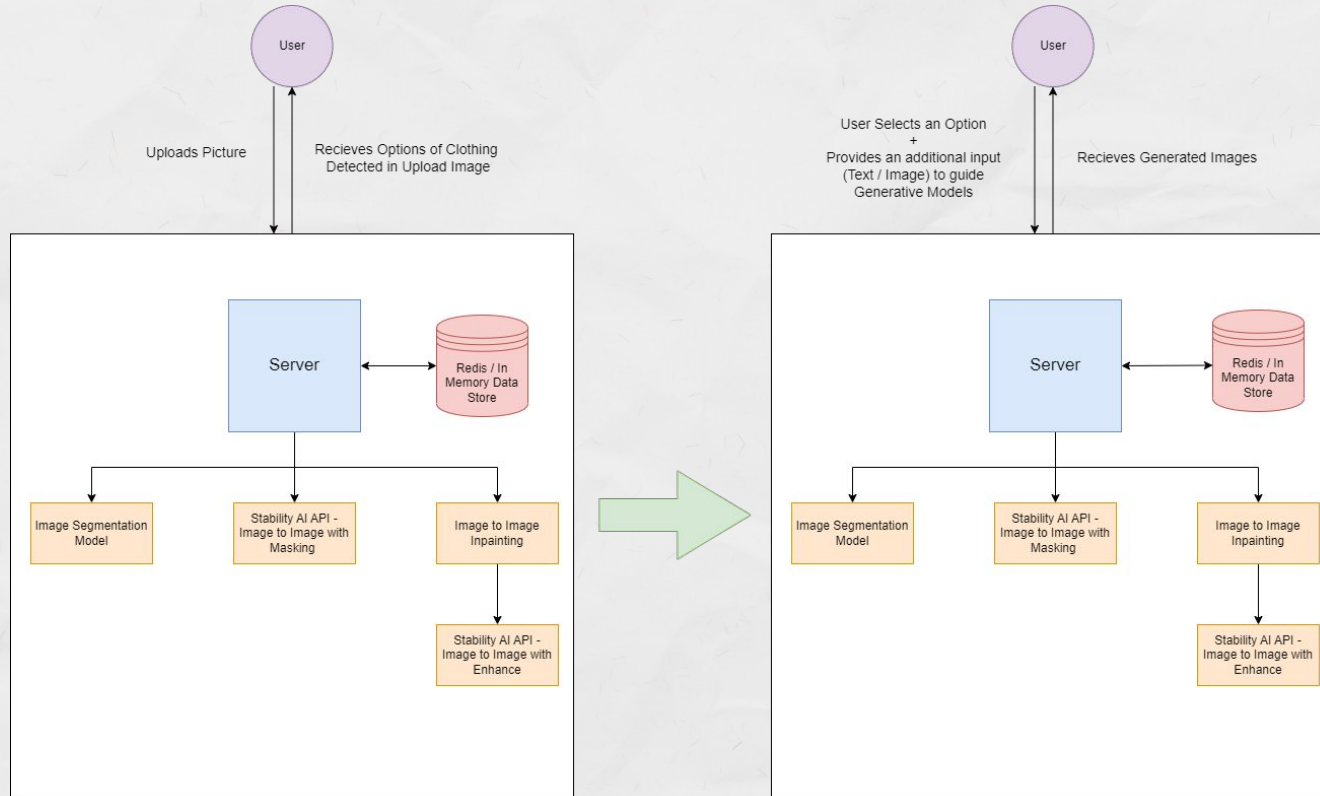


# Demo

First visit <https://f034-108-234-21-0.ngrok-free.app/> - This needs to be done the first time to allow the server to send generated images to the client

Available at - <https://sd-hack.vercel.app/>

# System and its Design



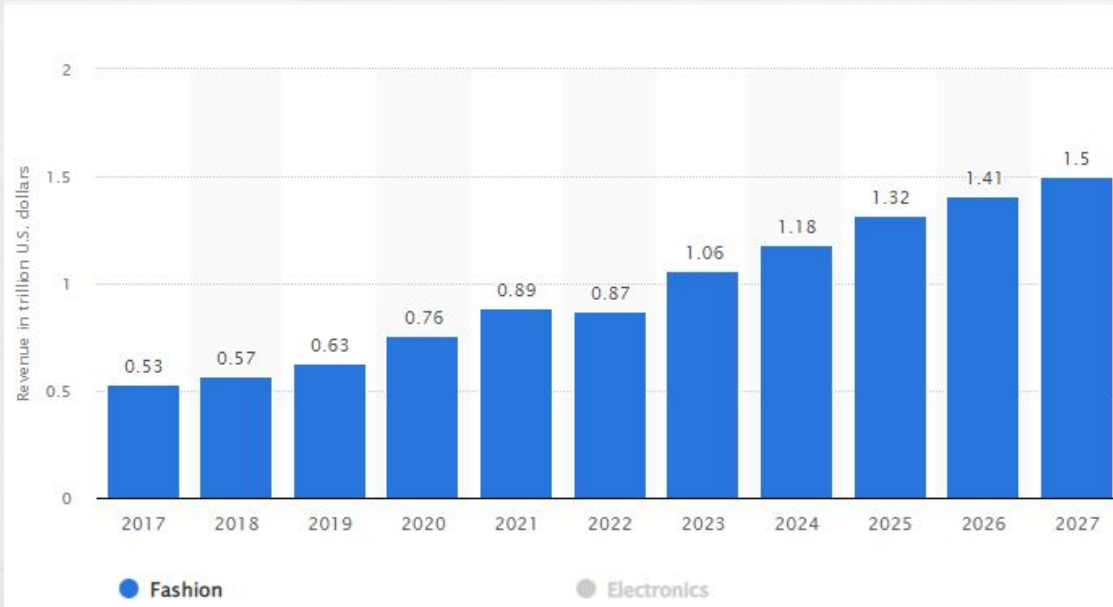
Phase 1 of User Interaction

Phase 2 of User Interaction

# Technology Used

- **Stability AI API**
- **Vercel**
- **Redis**
- Flask
- HuggingFace
- Lots of Python, Javascript and HTML

# The Shift to Online Shopping



Pandemic Accelerated

Online Shopping in the Fashion industry is a Trillion Dollar Industry

Struggles with a lack of Personalization and Engagement for Customers



# Business Model

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## RETAILER PARTNERS

Seamless Interaction  
for Customers

Better engagement for  
Retailers

No Paywalls for end  
users

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## PRODUCT RECOS

Can recommend  
products for  
customers

Better  
recommendations  
would lead to growth  
and brand deals

Can be integrated with  
Advertising

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## COMMISSION

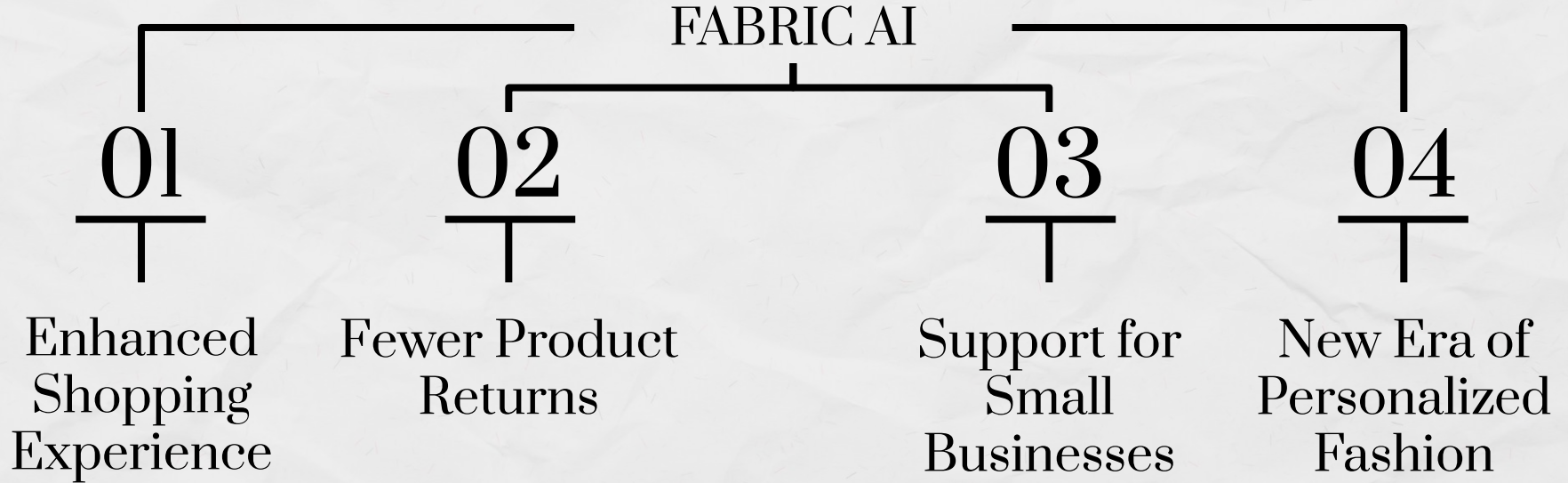
Commissions on  
purchases done via the  
platform

Can be integrated as a  
plugin for a fee and  
provided as a service

Easier integration with  
products

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# Our Impact

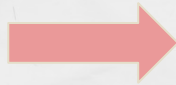


# Further Scope

There's huge scope for trying more ideas in the space.

1. Retailer Integration – Working with retailers with huge customer bases would give the product huge exposure to demonstrate its capabilities.
2. Newer Generative AI models – Generative AI capabilities are bigger and better models are becoming available everyday.
3. Sharing through Social Media – Right now we have capabilities to save and look at generated styles but being able to share these directly through social media platforms would result in much higher reach.

# More Examples



Green shirt and  
white stripes

# Who we are

Nikhil Pinnaparaju

- Machine Learning Engineer - Formerly at Microsoft, Nuance and Directly
- Masters from IIIT-H
- Love to apply Machine Learning to Real World Problems

Harsha Bommana

- AI Engineer at HyperVerge
- VIT Graduate
- Well versed in ML/AI solutions

