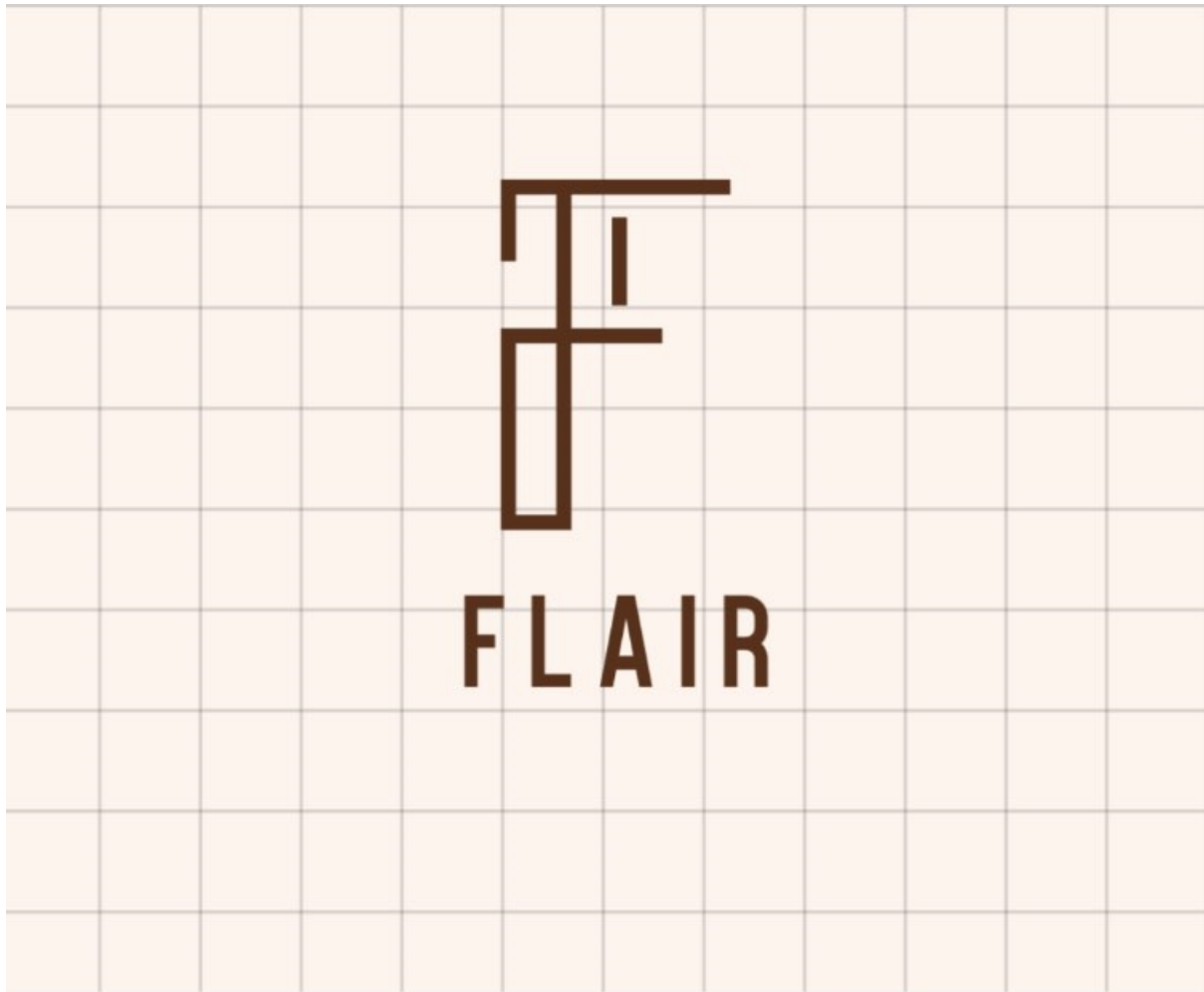


PRESENTATION PITCHING



1- Team

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Team Idea: With raising awareness of content creators nowadays, we hope to bridge the gap in the fashion industry by supporting fashion reviewers - no matter who they are, from KOLs, influencers, Tiktokers, with a cutting-edge tool to generate recommendation on outfits with pre-determined items and personal features.

2- Problem

In the era of connection and technological innovation, e-commerce fashion is not a peculiar term. All styles, and fashion trends are shared widely on various social media platforms (Instagram, Tiktok, Facebook, Twitter, etc.). However, in such a big platform, reviewers are coped with lots of idea to make content with in a short amount of time to upload and stay updated within the community. The outfit combinations are vast and the resources are limited to promote the item.

3- Solution

Therefore, our service used LLaMa tool to make recommendations and reason with reviewers as to why they should combine this to that item. It's not only the outfit recommendation but the unique feature is reasoning, which are supporting reasons why this item can go with another. There will be an initial dataset from reviewers:

- Physical metrics (age, gender, size, height, weight, skin tone,...)
- Personal choice (material, favorite color/item, price range...)
- Browser history (trends, season, regions...)
- Reviewed items

And we get the output:

- Base 1: Recommend name of outfit with reasons + suitable events
- Base 2: Base 1 + with demonstration
- Base 3: Base 1 + 2 + buying link + additional information on sales, outlets...

Starting from the simplest base of recommendation, and higher base if there are more prompts. The input is pretrained, but the browser history is controlled by technique RAG - to

outsource the data from reviewers, such as what are their pursued trend or their previous posts on different items.

This is a tentative user journey with our service (steps when users start from the beginning to the end result):

1. Get input: reviewer personal information(height, weight, color skin, hair color), description of the product they have, their style (minimalism, freestyle, or formal, etc), their history browser (did buy a jean, a bracelet, etc)
2. Call recommendation system
3. Get output = suggested content: How the reviewer should wear, combined outfit, the events you can attend, reason for the above information

4- Revenue Stream

To maintain our service, we emphasize on the value of recommendation. With one or many fashion items, reviewers get a million way to make a proper combination. These are some ways to maintain the service on the market:

- Licensing and Royalties: Licensing the use of outfit images to clients for specific applications or platforms and collecting royalties based on usage can generate ongoing revenue.
- Subscription Services: Since reviewers have to generate and release ideas on a daily basis, there is an abundant need to find inspiration everyday. A subscription would work well in an economical manner.
- Data Licensing and Research: Utilizing data from our services for research purposes and offering data licensing to third-party companies can create additional revenue opportunities.

5- Next Steps/Backlogs/Future plans

Starting from a web-app, the next step into future would be building a native app, which can be downloaded or stored in individual devices. This is to tailor for the upcoming needs, portable, convenient and timely support everywhere.

Even better, with the same input, we are able to generate features for makeup recommendation to match the outfit and trends. This way will support the content creators to generate broader creativity.

For sellers, specifically the online fashion platforms, beside selling and promote their own product, they are also capable of offering customers a better shopping experience by recommending the whole outfit for different cases. Our service can be featured into the website and work its magic.

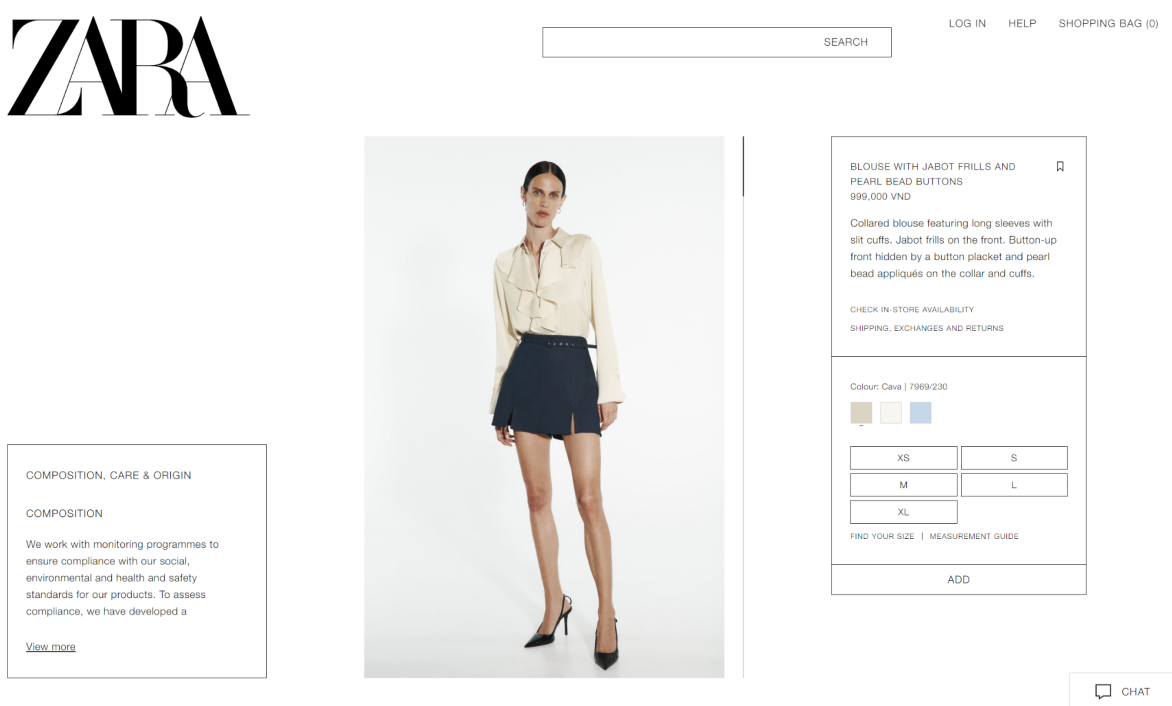
6- Working Demo

<https://flairsimpleprototpye.streamlit.app/>

Appendix

Use case



Unfortunately, there is little evidence to show a precedented case from other companies. However, online fashion platforms are pursuing the function which they recommend all the fashion items in the photo of the model in which they promote for another fashion item:



<https://www.zara.com/vn/en/blouse-with-jabot-frills-and-pearl-bead-buttons-p07969230.html?v1=271490190&v2=2290933>

This is a buying link for a blouse, and below is the buying link for the rest of the outfit to match the item:

YOU MAY ALSO LIKE

<p>LOOK</p>  <p>+</p>	<p>LOOK</p>  <p>+</p>	
<p>SKORTS WITH BELT 999,000 VND</p>	<p>FIELDS AT NIGHTFALL 100 ML 629,000 VND</p>	




[CHAT](#)




There is only the item, supposedly match the blouse, but with no reasons or style description. It could be irrelevant or unuseful for users to make a buying decision.

Sample Metadata

Input	Output
Physical metrics (age, gender, size, height, weight, skin tone,...)	Base 1: Recommend name of outfit with reasons + suitable events
Personal choice (material, favorite color/item, price range...)	Base 2: Base 1 + with demonstration
Browser history (trends, season, regions...)	Base 3: Base 1 + 2 + buying link + additional information on sales, outlets...
Reviewed items	

	Input 1 - Bruce	Input 2 - Anastasia	Input 3 - Reese
Physical metrics (age, location, gender, size, height, weight, skin tone,...)	19 y/o, US male, L size, 6ft/1.8m, 154lbs/70kg, dark skin tone	40 y/o, Finnish female, S-M size, 5.4ft/1.6m, white skin tone	29 y/o, Indonesian female, XS size, yellow skin tone
Personal choice (material, brand, favorite color, price range, preferences...)	Cotton, sweaty body, navy blue color, around \$10, minimalism tribe	purple color mascot, cold skin	warm, dark color tones, luxury brands
Browser history (trends, season, regions...)	Humid climate, spring, jeans, 90s minimalism style	Vaasaa, Finland, autumn-winter period, suit/blazer	Elegant, reserve clothes, spring-summer

			season, fine dining location, must wear hijab
Reviewed item	<p>an orange-white pattern sneakers</p> 	<p>a purple suit</p> 	<p>a grey pencil skirt</p> 
Output - Outfit: tops, bottoms, shoes, socks, accessories (hat, bags, glasses, watch, scarf, etc)	<p>Recommend:</p> <ol style="list-style-type: none"> 1.Regular fit T-shirt, XL size, cotton or linen, white/beige/sand color 2.Loose fitting jeans, L size, indigo/navy blue/dark blue color 3.Glasses in case outdoor and daylight 4.Watch - dark color, could be black or dark blue 	<p>Recommend:</p> <ol style="list-style-type: none"> 1.Long sleeve tops, sheath, turtleneck, beige 2. Pant suit, ankle length 3. Black high heels, stiletto 	<p>Recommend:</p> <ol style="list-style-type: none"> 1.Black hijab 2.Black semi-vest/vest jacket 3.White blouse-shirt, cotton and polyester, long sleeve 4. Black mules, no heels for comfortable movement 5. Flap bag, black, rectangular shape, silver chain
Suitable event types (wedding, themed party, cosplay event...)	Outdoor casual party weekend with friends	Meeting with top clients, works in a bank	Nordic theme restaurant
Reasoning	<p>1.Cotton and linen are breathable fabrics, does not absorb sweat. Regular fit size XL will allow him to easily move through the crowd. Sand color is a classic and timeless choice. A perfect combination with every color and will</p>	<p>1.Sheath tops will fit with the vest, turtle neck shape creates a gentle look and feminine vibe 2. Ankle length fits the height, accommodate well with the autumn weather, same color represents consistency and professionalism,</p>	<p>1.A must to the tradition, but a black one will match the outfit and the theme of a place 2.Semi-vest is suitable for summer weather, and the air-con inside the place 3.Cotton and polyester is a perfect mix to create</p>

	<p>never get out of style.</p> <p>2. Loose fit jeans are airy and giving a perfect casual look. It adds a touch of your personality to the outfit. The pockets are enough for belongings like wallet, keys and cell-phones. Large size will create featured appearance to be opposite with XL T-Shirt. Indigo is another navy blue's range and it fits spring season</p> <p>3. Glasses in case it's an outdoor party and in daylight, it's also portable and can be slinged on the T-shirt</p> <p>4. The watch is to improve the appearance, brings a sporty, active vibe.</p>	<p>enough pockets and small ones as they do not need to carry much belongings</p> <p>3. Black for a harmony combination, stiletto style creates an elegant look when walking, and the sound of heels is not too loud for the meeting, easy to walk with 40 y/o women</p>	<p>a breathable yet reserve fashion item</p> <p>4. Mules are easy to move inside the restaurant, avoid slippery and accidents, create an elegant look</p> <p>5. A small flap bag is spacious enough for women's belonging for dining and personal hygiene: tissue, hand sanitizer, small makeup items, cellphone...</p>
<p>Demonstration</p>			 <p>Black Hijab</p> <p>Black Vest</p> <p>Chanel classic flap</p> <p>Grey Pencil Skirt</p> <p>Prada Mules</p>

Market Research

Competitors

Our service is a brand new recommendation service for fashion reviewer. It is an wholesome application to suggest the full outfit, therefore opens up much more opportunity for more content creativity.

There are numerous online fashion platforms, nevertheless they stop at offering a particular product and suggesting all similar items. We hope to collaborate with these platforms to provide more options for all kinds of customers to choose.

Market scope

The biggest market for fashion is China. In 2022, the Chinese fashion industry was worth \$2.9 trillion, making it the largest in the world. The industry is expected to grow at a CAGR of 8.8% from 2023 to 2027.

There are a number of factors that have contributed to China's dominance in the fashion industry. These include:

- A large and growing middle class: China has the largest middle class in the world, with over 400 million people. This group has a growing disposable income and is increasingly interested in fashion.
- A strong e-commerce market: China has one of the strongest e-commerce markets in the world. This has made it easier for Chinese consumers to access a wide variety of fashion brands and products.
- A favorable government policy: The Chinese government has been supportive of the fashion industry. This has included providing financial incentives and tax breaks to fashion businesses.

Other countries with large fashion markets include the United States, Japan, and India. The United States is the second largest market, with a value of \$1.7 trillion in 2022. Japan is the third largest market, with a value of \$900 billion in 2022. India is the fourth largest market, with a value of \$600 billion in 2022.

The fashion industry is a global industry, and there are opportunities for businesses to succeed in all of these markets. However, China is the largest and fastest-growing market, making it an attractive destination for fashion businesses.

Global apparel market size growth:

The latest global apparel industry statistics show that revenue from the apparel market is expected to exceed \$1.7 trillion in 2023, a 13.7% year-over-year increase. This marks significant growth over the past decade. In 2014, the global apparel market size totaled \$1.54 trillion.

Despite registering significant growth since 2014, the past few years have been pretty tumultuous for the apparel industry. In 2020, revenues fell 11.4% to \$1.4 trillion. It rebounded in 2021, soaring by 10.7% to \$1.55 trillion, only to dip again by 1.3% in 2022 to \$1.53 trillion. These apparel industry statistics show that from 2014 to 2027, the sector is set to increase its revenues by \$400 billion (or 26% overall), with an average annual growth rate of just under 2%.

Global Apparel Industry Statistics: Market Forecast:

Looking ahead, the apparel market is expected to grow. In 2024, it's forecast to increase by 2.9% to \$1.79 trillion, before rising another 2.8% to \$1.84 trillion in 2025. Similar growth rates are predicted for 2026 and 2027, when the industry is set to grow by 2.7% each year to \$1.89 trillion and \$1.94 trillion, respectively.

From 2023 to 2027, the global apparel market is set to increase by \$200 billion, adding \$50 billion each year. The average annual growth rate is forecast at 2.8%, which means that should this pace continue, total revenues are set to surpass \$2 trillion by 2028.

The global fashion e-commerce market will grow from \$744.4 billion in 2022 to \$821.19 billion in 2023 at a compound annual growth rate (CAGR) of 10.3%. The fashion e-commerce market is expected to grow to \$1,222.32 billion in 2027 at a CAGR of 10.5%. Asia Pacific was the largest region in the fashion e-commerce market in 2021. Western Europe was the second largest region in the fashion e-commerce market. The regions covered in the fashion e-commerce market report are Asia-Pacific, Western Europe, Eastern Europe, North America, South America, Middle East, and Africa. According to the DataReportal, the number of smartphone users in 2020 reached 5.22 billion which was about 66% of the world's population. This has also led to an increase in the number of online shoppers. This scenario is anticipated to boost the demand for fashion and other e-commerce markets, generating higher revenue for the online fashion industry over the coming years.

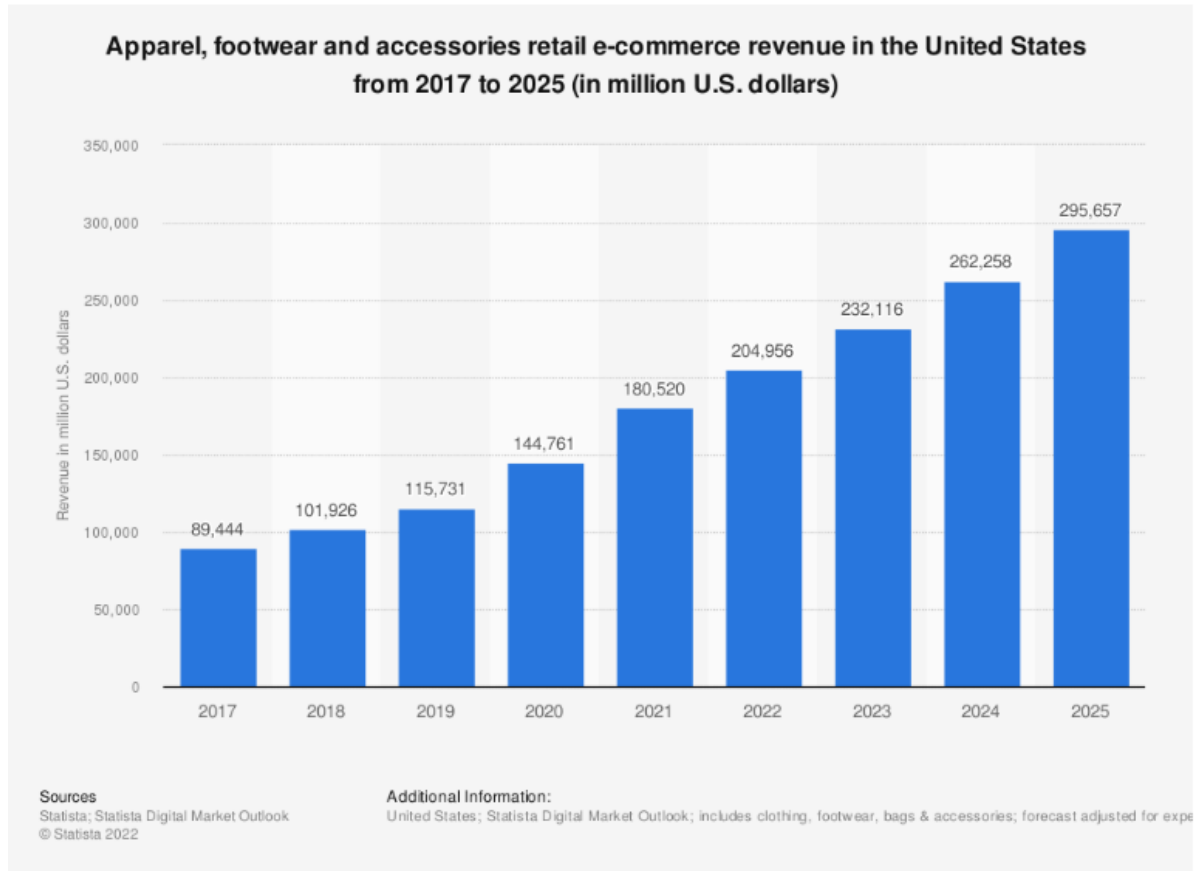
The decline in brand loyalty can be due to several factors, including product quality, a lack of selection options, or better prices elsewhere. This, in turn, is a reason for the high return rates.

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Key Attributes:

Report Attribute	Details
No. of Pages	175
Forecast Period	2023 - 2027
Estimated Market Value (USD) in 2023	\$821.19 billion
Forecasted Market Value (USD) by 2027	\$1222.32 billion
Compound Annual Growth Rate	10.5%
Regions Covered	Global

The North America market has held a revenue share of over 34% in 2032. In Europe, it's expected that by 2025, each consumer will spend \$999 on fashion-related items over the course of a year.



The revenue ranking in the apparel market is led by the United States with 311.97 billion U.S. dollars, while China is following with 286.51 billion U.S. dollars. The global fashion industry is valued at \$1.7 trillion as of 2023.

The fashion market had a growth rate of 5.46% in 2017 and was projected to hit 6.2% by 2020.

The United States fashion industry is valued at approximately \$343.70 billion.

The fashion market in the United States is forecasted to grow annually by 1.96% through 2027.

The fashion industry accounts for 2% of the global Gross Domestic Product (GDP). In 2022, each person worldwide will buy an average of €179.50 worth of clothing—22.01 pieces. Around 35% of this is spent online.

Global apparel market revenues were \$1.58 trillion in 2019, but fell to \$1.4 trillion during the Corona pandemic. USD. In 2022, they have surpassed pre-Corona levels at 1.71 trillion USD and continue to grow.

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