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AUTOMOTIVE STYLIST

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AUTOMOTIVE STYLIST

Technical task:

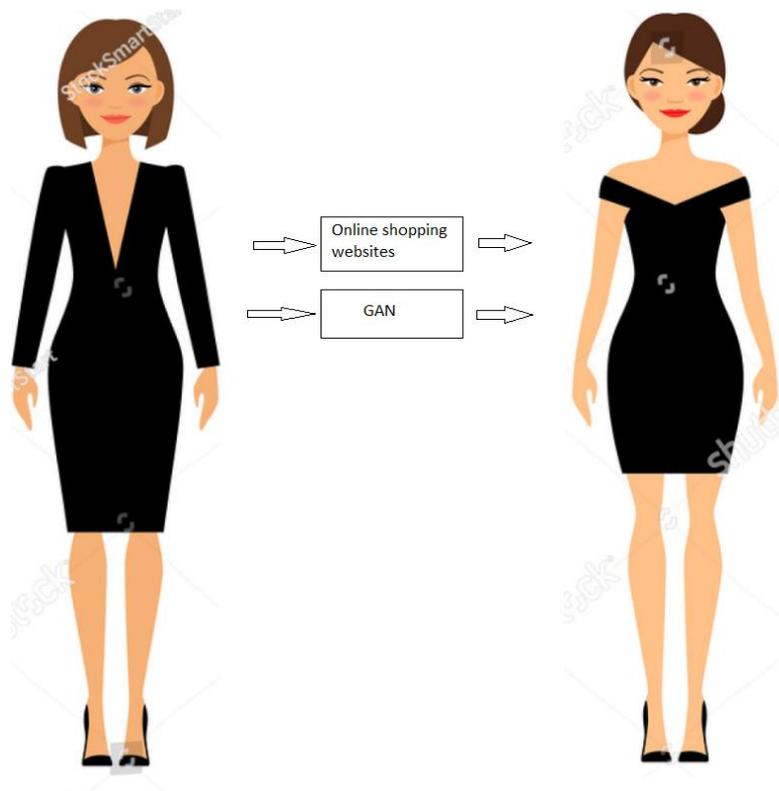
In today's world, everything is about saving time. As a result, many products are ordered online and delivered home. Shopping online or going directly to the shops are the current options when the consumer wants to buy clothes and accessories. Even online shopping requires that customers spend some time going online and looking for clothes and offers of their choice. Sometimes there are discounts that consumers can only see in stores or on the website. To simplify this process for the customer, clothing can be offered to the customer according to his preferences and budget.

Initial situation:

Especially on weekends or depending on the season, stationary shopping can be a time-consuming and exhausting process. On the other hand, when shopping online, a person cannot be sure whether an outfit fits their current look in terms of size, colour and style.

Solution:

The Automotive Stylist can provide an outstanding solution for this situation. With the latest improvements and the desire to provide the highest level of safety and comfort to passengers/customers, car manufacturers monitor occupants and try to understand the entire vehicle cabin. As a result, car manufacturers have the necessary customer data to find the exact size and fit for the occupants. With multiple sensors and cameras, different applications can accurately predict the size (height and figure) of all passengers. This could be used to find clothes for the customer across different brands. The customer can filter the clothing by occasion, price range and brand. The function could also be designed so that the user only enters keywords such as "black skirt with olive green top". If the customer wants to find a skirt that matches the top he is wearing, he can also select it and the top selection of matching skirts will be displayed. Another possibility would be to program a Generative Adversarial Network (GAN) with the fashion record or to collect a record with the latest trends in fashion and program the GAN with a conditional setting to add conditions to items when pieces are to be generated. Once the Automotive Stylist has generated this data, he can show the user the type of clothing options available by placing them on the customer (virtually) and showing the image on a display or holographic image. The Automotive Stylist can also suggest accessories such as shoes, belts and hairstyle that match the outfit or occasion. The customer can then select the entire outfit. After selecting the clothing, the stylist directs the user to the stores or online shops where the favourite piece or a similar item is available in its size and quotes the appropriate price. The same application can also be used if the user wants a new haircut. Before the user goes to the hairdresser, he can try on different haircuts and select the desired hairstyle and hair color, go to the hairdresser and show the picture on his smartphone or tablet. The following graphic illustrates the process.



Advantages:

Car occupants save time because they do not have to search for the pieces in a stationary way or research them in online shops themselves. They also have the advantage that the clothing fits better and do not have to be returned. Especially people with little fashion knowledge benefit from personal stylists. This application could serve as the best way to shorten the time when the occupants are on the road over a longer distance. In addition, the stylist can also lead to an exciting driving experience.