Virtual Fashion Stylist

Premala[1*], Vaishnavi Math[2], Simran jit[3], Mohammed Affan Pasha[4]

[1234]Department of Computer Science and Engineering, Guru Nanak Dev Engineering College Bidar, Karnataka, India.

Email: kashipremala@gmail.com

Abstract

By offering tailored outfit suggestions, virtual fashion stylist systems are being utilized more and more to improve user experience on online fashion platforms. This paper proposes a web-based Virtual Fashion Stylist that integrates text-based user inputs like occasion, style preferences, color selections, and seasonal requirements with image analysis. In order to produce pertinent recommendations, the system takes visual elements from user uploaded images, such as color and patterns, and combines them with contextual data obtained from textual inputs. In contrast to conventional filter-based techniques, a multimodal approach is used to increase the precision and usability of recommendations. A Python-based framework is used for backend processing and recommendation logic, while React.js and Tailwind CSS are used for the application's front end. Experimental evaluation using sample inputs indicates improved personalization and consistency in recommendations. The system operates locally without relying on paid cloud services, making it cost-effective and suitable for academic applications.

***Keywords*- Virtual Fashion Stylist, Fashion Recommendation System, Image Analysis, Text-Based Input, Multimodal Approach, Personalized Recommendations, Computer Vision, Web Application**

1. Introduction

Online fashion platforms have made shopping incredibly convenient by offering endless styles at our fingertips. However, the overwhelming number of choices often leaves users struggling to find outfits that match their personal style, body type, occasion, or season.

Unlike in-store shopping, online stores mainly rely on basic filters like size, color, and price, which rarely provide truly personalized recommendations[1][3].

To solve this, AI-powered fashion recommendation systems have been developed using computer vision and machine learning. Existing approaches generally fall into three categories: rule-based, image-based, and data-driven methods [2][5].

Rule-based systems follow simple fixed rules but often feel repetitive. Image-based methods analyze visual features like colour and texture, yet they fail to understand the user's actual intent or occasion [4]. Data-driven methods deliver better results but usually require large datasets and heavy computing resources, often depending on cloud services.

Many systems still struggle to combine visual analysis with user context, and their reliance on cloud infrastructure makes them impractical for small-scale or academic projects [21].

This project presents a **Virtual Fashion Stylist** — a lightweight web-based system that combines image analysis with text inputs to generate personalised outfit recommendations [1]. Users can upload clothing images and describe their needs (occasion, style, colour preferences, and season). By blending both visual and textual information, the system delivers more relevant suggestions [5].

Built with React.js and Tailwind CSS on the front end, and Python on the backend, the entire application runs locally without needing paid cloud services, making it affordable and suitable for academic use.

The main contributions of this work include:

- A multimodal approach that combines image and text inputs for better recommendations
- A lightweight system that works without cloud dependency
- A simple and user-friendly web interface
- Support for features like user accounts, product browsing, and basic shopping

- Improved personalization compared to traditional filter- based systems

2. Related Work

Over the years, researchers have made significant strides in building intelligent fashion recommendation systems.

Traditional approaches primarily relied on content-based and collaborative filtering techniques. These systems analyzed user behavior and clothing attributes to deliver personalized outfit suggestions. While effective to some extent, they often struggled to truly understand the visual aspects of fashion, such as how different garments look together or their stylistic compatibility [11].

The introduction of deep learning and computer vision techniques marked a major turning point. Models like Convolutional Neural Networks (CNNs) and ResNet architectures became widely popular for processing clothing images. These networks excel at extracting detailed visual features — including color, texture, fabric patterns, and style elements — leading to much more accurate clothing classification and understanding [3].

More recent innovations have taken things further by combining Vision Transformers (ViT) and Graph Neural Networks (GNN) [5]. These advanced hybrid models not only capture rich visual information but also understand the complex relationships between different fashion items. As a result, they deliver significantly better recommendation accuracy and perform impressively across diverse fashion datasets [18].

Another exciting area of progress is virtual try-on technology. Systems such as VITON, CP-VTON, and ACGPN allow users to see how outfits would look on them in a realistic way [8]. Using techniques like image warping, semantic segmentation, and Generative Adversarial Networks (GANs), these tools create high-quality visualizations that greatly enhance the shopping experience [7].

Additionally, GANs have been successfully used to generate entirely new fashion designs and increase the diversity of recommendations [7]. By learning intricate patterns from large datasets, they can create realistic clothing images and offer more personalized suggestions than ever before.

Despite these impressive advancements, a key research gap still exists. Most current systems fall short in seamlessly integrating real-time image processing, deep contextual awareness, and highly personalized recommendations into one unified, efficient framework [22].

3. Materials and Methods

A. System Architecture

At the heart of our proposed system is a clean and modular architecture designed to make outfit recommendations feel effortless and personal [8]. The system is built around three core components:

1. **Input Module** This is where everything begins. Users can upload their photos, share their style preferences, specify the occasion (like a wedding, office meeting, or casual outing), and even mention the current weather. It's designed to capture all the little details that matter for a truly personalized suggestion [14].

2. **Processing Module** This is the intelligent brain of the system. It uses advanced computer vision techniques to understand clothing items and applies smart recommendation algorithms to match them with the user's needs and taste [14].

3. **Output Module** Finally, the system presents beautiful outfit recommendations along with realistic visual previews, so users can see exactly how the outfit would look on them [13].

By seamlessly combining machine learning models with powerful image processing, the architecture delivers accurate, stylish, and context-aware fashion recommendations.

B. System Implementation

We built the system through a series of well-defined stages to ensure both performance and practicality:

- **Data Collection & Preprocessing** We started by gathering rich fashion datasets containing thousands of clothing images along with their metadata (color, style, category, etc.) [22]. These images were carefully cleaned and preprocessed to extract meaningful information.

- **Feature Extraction** Using deep learning models such as Convolutional Neural Networks (CNN) and Vision Transformers (ViT), the system analyzes visual characteristics like color, texture, pattern, and style from each garment [3].

Figure 1: System Flow Diagram

- **Recommendation Engine** We implemented a hybrid recommendation approach that combines **content-based filtering** with **similarity matching**. For more advanced scenarios, we explored Graph Neural Networks (GNN) to understand the relationships between different clothing items, helping create better-coordinated outfits.

- **Feedback Mechanism** The system continuously learns from users. After every recommendation, users can rate or provide feedback, which helps the model improve and personalize suggestions over time [13].

C. Workflow Overview

The entire process is smooth and intuitive:

1. The user shares their input — either by uploading a photo or describing their preferences in text.

2. The system preprocesses the input and extracts important features.

3. The recommendation engine analyzes the data and suggests suitable outfit combinations.

4. Selected outfits are visualized through the virtual try-on feature, giving users a clear preview.

5. Based on the user's feedback, the system refines its understanding and delivers even better recommendations in future interactions.

4. Results and Discussion

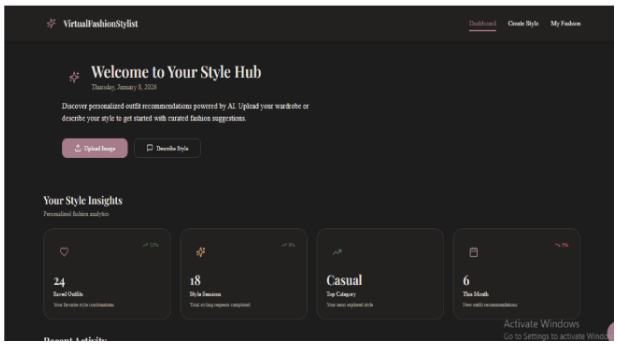

Image 1: Home Dashboard

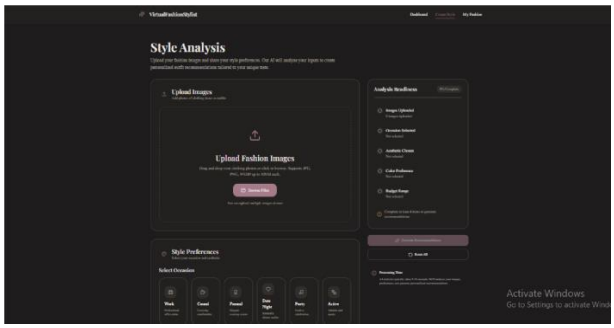

Image 2: Style Analysis Page

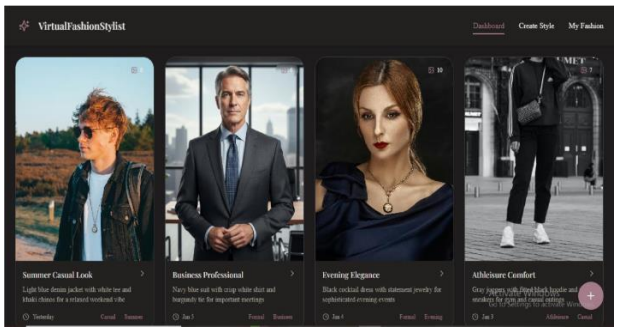

Image 3: Outfit Builder Interface

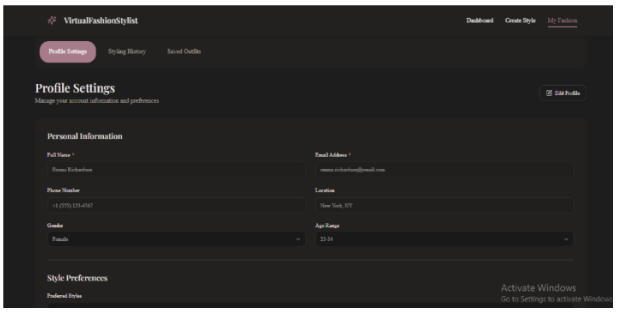

Image 4: Style Profile Page

5. Conclusion

The Virtual Fashion Stylist system provides an effective solution to the challenges faced in online fashion selection. By integrating image analysis with text-based user inputs, the system delivers personalized and context-aware outfit recommendations [15]. The proposed approach improves upon traditional systems by considering both visual and contextual information, leading to better user satisfaction. In addition, the system is designed to be lightweight and operates without the need for expensive cloud infrastructure, making it suitable for academic and small-scale applications. Overall, the system demonstrates how simple multimodal techniques can be used to enhance the online fashion experience. Future improvements may include the use of advanced machine learning models and real-time trend analysis to further improve recommendation accuracy [16].

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