Interactive Clothing Display

Trying on different clothes is a time consuming procedure in shopping malls. It normally takes several tries with different clothes before the shopper can make a decision.

Virtual try-on can help accelerate the process as shoppers can now see the clothes on their body without actually wearing them. Furthermore, it can enhance the user’s shopping experience with new features, such as side-by-side comparison of various clothes and color. Interactive virtual try-on can also be used for advertisements and attracting crowds.

### Features

- Real-time 3D cloth simulation system with realistic response to user’s movement
- The cloth simulation maintains fabric’s properties to support different cloth materials like silk, cotton etc.
- Automatic alignment and adjustment of clothes to fit user's body
- Gesture based natural user interface
- Photo taking feature that allow uploads to social networks
- Customisable clothes for customised collection
Applications

- Virtual fitting room
- Interactive fashion display
- Next generation vending machine

Benefits

Retailers’ benefits:
- Increasing sales and conversion rates by enabling shoppers to easily try on different new outfits and colours
- Reducing space cost by offering clothes digitally
- Capturing crowd and traffic and enticing shoppers into retail store using eye-catching technology
- Access to wide range of clothing and accessories not in store
- Acquiring analytics on number of tried-on clothes, popularity of each design, users’ profile, and many more

Shoppers’ benefits:
- Time saving with fast preview and try-on of new clothes and outfits
- Smart shopping through getting fashion advice and recommendations
- Hassle free experience by checking the size or fitness physically, selecting the color or texture virtually
- Fun and social shopping by capturing photos in different virtual outfits and sharing with friends and family via social networks

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