

Fusion-Fits: Augmented Reality Based Immersive Platform

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Abstract: *In response to the evolving demands of consumers in the clothing industry, businesses are increasingly focusing on enhancing the online shopping experience through innovative marketing strategies like virtual fitting rooms. These platforms allow users to try on clothes virtually, eliminating the need for physical fitting rooms and streamlining the purchasing process. To optimize this experience, our approach involves extracting the user's social model from a video stream using a coordinate function for precise alignment. This not only ensures an accurate representation of the clothing on the user but also mitigates common ecommerce challenges such as compliance, environmental impact, and return costs. By leveraging advanced technologies, we aim to revolutionize online shopping, providing a seamless and satisfying experience for consumers while addressing industry challenges.*

Keywords: AI-driven Fashion, Augmented Reality, Artificial Intelligence, AI-enhanced Fashion Retail.

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