

# ARStyle: AI Fashion Advisor with AR Try-on and E-Commerce Integration

Dr. Uttara Gogate<sup>1</sup>, Alok Bind<sup>2</sup>, Manish Prajapati<sup>3</sup>, Amol Jadhav<sup>4</sup>

Head of Department, Department of Computer Engineering<sup>1</sup>

Students, Department of Computer Engineering<sup>2,3,4</sup>

Shivajirao S. Jondhale College of Engineering, Dombivli East, Maharashtra, India

**Abstract:** *Online shopping platforms encounter difficulties with matches between customer preferences and recommended clothes and virtual dressing functions which results in failed selections plus elevated product returns. ARStyle resolves these problems through the combination of AI capabilities with AR technology. A system gathers user information including gender along with dimensions and body shape which it uses to create recommendations using artificial intelligence filters. Users experience virtual try-on through image-based overlay as well as real-time AR visualization. The integration between e-commerce platforms and ARStyle offers users better online shopping by boosting confidence and cutting down return rates.*

**Keywords:** Fashion Advisor, Augmented Reality, Virtual Try-On, Online Shopping, clothing recommendations, Virtual Fitting