

OG : Carry your Wardrobe in Your Pocket.

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Abstract: In an increasingly digital world, the way we manage our wardrobes, shop for clothes, and engage with fashion is evolving. OG is an innovative tech app designed to streamline these processes, offering users a digital wardrobe management system, a dedicated platform for influencer-driven fashion, and an integrated social commerce experience. OG aims to revolutionise the fashion industry by providing a seamless, personalised, and engaging solution for everyday fashion needs. We often find ourselves in a tough situation on deciding what to wear in the morning and we often end up wasting our time of about more than 30 minutes to 40 minutes which equals to almost more than 10 days in a year where only we waste our time on deciding what to wear which leads to DECISION FATIGUE which leads to an impact on the employees thus leading to an impact on the Government Economy. The market lacks a unified solution for personalised fashion advice, easy wardrobe management, and direct shopping experiences. We are introducing OG To transform fashion interactions by offering a seamless, AI-driven digital wardrobe experience that simplifies outfit selection, connects influencers with their followers, and pioneers in social commerce.

Keywords: Digital wardrobe management, influencer-driven fashion, social commerce, decision fatigue, personalised fashion advice, AI accuracy, user adoption, market analysis, technological innovation, economic impact.

INTRODUCTION

Technology has invaded every sphere of our lives in this digital age and has sought to revolutionise the way of communication, working style, and even the way we manage our wardrobe or shop for clothes. Digital solutions are rapidly changing the fashion industry, which is typically seasonal, trend-driven, and physically retail-experience driven. One of these ingenious developments is OG, a technology app tailored to make wardrobe management easier, fashion advice more personalised, and social commerce integration in one. With OG, it will create a new wave of innovation in the fashion industry by solving the inefficiencies and difficulties of the consumer in daily fashion choices and shopping experiences. Countless individuals face the same dilemma every morning: what to wear. This apparently simple act consumes inordinate time—up to 30-40 minutes a day—adding up to more than 10 days a year. This phenomenon of decision fatigue is not only a time waster but has broader implications as well. For employees, mental drain from decision fatigue reduces their productivity and creativity; these

factors affect organisational efficiency and economic output. OG will increase a person's productivity by taking out time spent on daily outfit selection and hence develop the economy.

Despite so many fashion-oriented applications and shopping websites, there isn't yet one integral solution merging personalised fashion consultation with effective wardrobe management and direct shopping. While many current platforms provide solutions on a piecemeal basis, some are simply shopping websites, others offering very basic wardrobe management tools, and others solely focused on influencer-driven fashion content. However, these fragmented services often lack a cohesive, seamless, and user-friendly experience. This fragmented approach aggravates not only users but also inadvertently reduces the chances of an integrated and personalised fashion ecosystem. That is where OG fills this gap with an all-encompassing solution. Basically, OG is powered by AI and works as an electronic management system for a wardrobe. This does not only arrange clothes for the user but also provides him with personalised outfit recommendations with regard to taste, previous choices, and ongoing events. Using Artificial Intelligence, OG is able to make use of users' data to determine and recommend outfits that would represent fashion in the present time, according to the users' styles. This is the personalised approach that brings down the amount of time and effort one spends every morning in an outfit, essentially reducing decision fatigue. Other than wardrobe management, OG provides a platform strictly for influencer-driven

fashion. Influencers become trendsetters and tastemakers in consumers' minds; this influence is captured by OG as it allows users to get very up close and personal with their favourite fashion icons. They can follow influencers in the app, view curated outfit recommendations, and even buy things through integrated social commerce features. This way, it forms a dynamic, interactive fashion community where inspiration goes hand in glove with shopping. Intrinsic to OG's offer is social commerce, or the place at which social media and e-commerce meet. With the creation of native shopping experiences right on the social platform, OG empowers users to easily discover, share, and buy fashion items without having to leave the app. Not only does this enhance convenience, but it also provides a much more engaging and interactive shopping experience. Users can see what their friends and favourite influencers are buying, get instant feedback on their fashion choices, and engage in fashion trends in real time. Basically, OG will really upheave the fashion world with a comprehensive, AI-driven digital wardrobe experience. OG created a one-click outfit selection process, connected influencers to their followers, pioneered social commerce, and created a seamless, personalised, engaging solution for everyday fashion needs. This new approach is not only going to bridge gaps in existing market demands but is sure to increase the productivity of people and give back to the economy.

Mission & Vision

At OG, we believe in changing the way people experience fashion by empowering

the leading edge of technology. We want to empower people by giving them their own digital wardrobe that organises and styles them. We combine AI-driven solutions with social commerce to bring ease, engagement, and time-saving to fashion experiences, cutting down decision fatigue while boosting personal style. We are committed to bridging the gap between influencers and their followers by creating a platform where fashion inspiration encounters practical shopping solutions, making it accessible and convenient for all our users. Imagine our vision of the future: to be the number one platform for digital wardrobe management and social commerce, reshaping the fashion industry through cutting-edge technology and user-oriented design. Let's imagine a world where getting dressed is easy, fashion influencers can join their audience effortlessly into their digital presence, and shopping for clothes becomes personal and fun. OG is building new standards in fashion tech, innovating consistently and increasing our services to adapt to the ever-changing desires of our users. We intend to be at the very top of driving the revolution in social commerce, shaping the future of fashion on a platform that intertwines convenience, personalization, and community engagement.



Fig 1: Logo depiction of the logo of OG

Tech Stack

Flutter Flow

Flutter Flow serves as the base for developing our applications, being a strong and flexible framework on which a seamless user experience across platforms can be engineered. Flutter Flow makes it easy to prototype and deploy high-performance mobile apps on both iOS and Android, ensuring uniformity and smooth interactions for our users. Enriched with pre-designed elements that can be customized to develop a nice-looking interface for use, it brings about increased user engagement and satisfaction. Our AI model makes use of machine learning algorithms for the analysis of user data to give out abundant outfit recommendations. Deep learning and natural language processing are the advanced techniques so that the AI understands individual tastes, recognizes clothing items, and gives intelligent suggestions for various factors such as an occasion, weather, and body type. This continuously learns from user feedback, making sure recommendations

are relevant at all times and keep improving over time.

Python:

Python lies at the core of our backend development and powers core functionalities of our app. It is simple but versatile; with it, developing robust, scalable solutions becomes much easier. Python serves as the platform for data processing, artificial intelligence model integration, and managing the backend server to ensure the smooth running of our app. It has a rich ecosystem of libraries and frameworks that accelerate development and enable the implementation of new features quickly.

Dart

Dart is the programming language of Flutter and enables the developer to write high-performance applications with expressive and flexible code. The asynchronous programming capabilities of Dart keep our app responsive and efficient, even when dealing with complex tasks. Its strongly typed and easy-to-read syntax is perfect for developing scalable and maintainable codebases.

AWS

AWS provides cloud infrastructure, needed for the scalability and reliability of our app. We use computing power with EC2, storage with S3, and database management with RDS to make our app scale in every increasing user load, ensuring high availability and security. With rich tools in their arsenal, we're able to deploy, monitor, and manage our application.

HTML-JS-CSS

HTML, JavaScript, and CSS give our web components a base that will help us realize a responsive and interactive web interface. HTML structures our content; JavaScript makes it interactive and dynamic; and CSS sees that our application becomes visually appealing and consistent in its appearance across different devices. By using these technologies, we are to ensure the seamless experience of the users who will access our platform through a web browser.

METHODOLOGIES

Market Research

This is rapidly leading to waves of change in every sphere of the fashion business. The global online fashion market bypassed US \$ 500 billion during the year 2020 and is prognosticated to increase at a compound annual growth rate (CAGR) of 10%, from the years 2021 to 2026, thereby attaining higher penetrations as postulated by market analysts. This trend is expected to be driven by increasing internet penetration, growing smartphone usage, and the ongoing shift to online purchases. The digital platforms are well placed to do so, guaranteeing convenience, personalization, and a seamless shopping experience, hence the convenience desired by consumers. Despite the booming online fashion retail and retail-fashion app market, a distinct opportunity has remained for an integrated solution offering personalised fashion advice, efficient wardrobe management, and direct shopping. The current market has really poor integration between e-commerce incumbents and other tools within the management of the wardrobe and user-

suggested content, along with other consumer experiences that are not joined in a way that eases access for the consumer. Given OG already has a large, motivated, and busy user base, there is a real opportunity to help in this area.

The OG Digital Wardrobe infused with AI technology and a social commerce platform can serve this market need. Personalised styling suggestions, fashion driven by influencers, and direct shopping functionality set OG apart with a unique value proposition that differentiates the platform from others. With an influencer-driven platform specifically designed to share those wardrobes with the world, OG taps into the large influence top individuals have in shaping fashion currents. Social commerce will soon become the most contributing factor to online fashion sales. Enabled by the increased reach and power of social media and the growing influence of fashion influencers in their followers' purchasing decisions, the bridge that connects consumer expectations for fashion inspiration and shopping recommendations moves to social platforms. OG's social commerce platform offers in-app seamless shopping, thereby improving user convenience and engagement.

In sum, OG will be positioned to capture its valuable share of this rapidly growing market for online fashion by filling the currently unserved need of the consumer and the influencer. By offering an all-inclusive AI-powered solution amalgamating digital wardrobe, engagement with influencers, and social commerce, OG can be led in the fashion-tech space.

Research Design

The research in OG was based on a mixed-methods approach: the analysis of quantitative data was supported by user surveys and expert interviews that delivered qualitative insights. By doing so, it became possible to get a holistic understanding of the market needs, user behaviour, and technological requirements for the development of an innovative fashion app.

Market Analysis

Quantitative Data Collection

Through the analysis of market reports and industry forecasts, we understood the growth trajectory of the online fashion market. As per the last available data, in 2021, the global online fashion market was worth \$668 billion and is likely to reach \$1.2 trillion by 2025, growing at a compound annual growth rate of about 10% from 2021 to 2026. Increasing internet penetration, usage of smartphones, and a rapid shifting to e-commerce create the basis for such high growth. This clearly establishes a huge opportunity for disruptive, inventive digital solutions in fashion.

Qualitative Insights

Quantitative information will be supported by surveying and interviewing potential users, influencers, and industry experts. It is through these interactions that we began to understand the pains users go through in organising wardrobes, the challenges influencers face in engaging with their followers, and the ever-growing phenomena of social commerce.

Significantly, a survey had 48% of its respondents citing social commerce as having hit hardest on their shopping behaviour—the future of online retail. BigCommerce .

Development Methodologies

Digital Wardrobe Management System

We integrated AI and machine learning algorithms in the development of the digital wardrobe management system. In this work, a convolutional neural network identifies clothes and classifies them in accordance with images users upload. An AI model was trained on a huge dataset of images of different garments to ensure a high degree of accuracy in recognizing such garments. It also integrates weather data and user preference to come up with personalised outfit suggestions that can reduce decision fatigue.

Influencer-Driven Fashion Platform

We designed a user-friendly interface for the influencer-driven fashion platform, through which the influencers could curate and share their wardrobes with the followers. This platform consisted of tagging clothing items with purchase links, thereby offering direct shopping. We had to implement a Python backend system on top of AWS, which made it more scalable and reliable for handling data processing and storage. It can allow for virtual shops of influencers, and the user can then easily navigate to go through the favorite influencer's wardrobe and buy items at competitive prices.

Social Commerce Integration

A social commerce platform was designed to work in perfect harmony with the digital wardrobe and influencer platforms. We used Flutter Flow for front-end development to provide a seamless user experience across mobile devices. The backend was done using Python and AWS, making secure, efficient transactions. This platform is empowered with social media trends and user data to offer curated shopping experiences that enhance user engagement and satisfaction.

Technological Implementation

Flutter Flow

Flutter Flow was chosen for the reason that it's one of the leading platforms for developing high-performance, cross-platform apps. It has already pre-designed components and is very customizable, so it will make it easy to implement the development and deployment quickly. This will let the user interface be intuitive and user-friendly.

AI Model

The AI model is at the heart of the digital wardrobe management system, which encompasses machine learning techniques like convolutional neural networks for recognizing images. Continual learning from the user interaction course makes the recommendations relevant and personal.

Python

Chosen for its ease and flexibility, Python was deemed most appropriate for backend development and the integration of AI models. Furthermore, it had robust libraries and frameworks that enabled the efficient processing of data and server management.

Dart

As a programming language for Flutter, Dart provided high performance and smooth asynchronous operations vital in keeping the application responsive under any heavy user load.

AWS

AWS provided cloud infrastructure for scaling and reliability. computing, storage, and database management services—like EC2, S3, and RDS respectively—were utilized in support of the application's backend.

HTML-JS-CSS

HTML, JavaScript, and CSS were used for web components in order to provide a responsive and interactive web interface. These technologies assured a smooth experience for users who accessed OG through web browsers.

The methodologies to be used in OG development are based on in-depth market research and implementation of the most advanced technologies. With AI, machine learning, and robust cloud infrastructure, OG aims to provide consumers with a game-changing experience: managing their digital wardrobe, closing the gap between any influencer and their followers, pioneering in social commerce. This ensures that OG will not only cater to the prevailing needs in the market but also sets it up for future innovations within the fashion tech industry.

CHALLENGES AND ISSUES

Technical Issues

Accuracy and Training of AI Model: It is difficult to develop an AI model that could

identify and classify a wide variety of clothing items. Such a model requires a large and diverse dataset, which includes labeling thousands of images with different clothing items. It requires high accuracy in recognizing different styles, colors, and types of clothing with different lighting conditions and image quality. This comes therefore with improvement and continuous retraining for the model to keep up with the trends of fashion and preferences of the users.

Scalability and Performance:

Making an app responsive and scalable is very important as the user base increases. Rising loads of data processing, image uploads, and AI-driven recommendations need to be processed in the case of backend infrastructure. We mitigate some of these challenges with the use of AWS, but the optimization of performance and efficient cost management while scaling up is most complex.

Platform Integration:

Integration of the digital wardrobe, influencer-driven fashion, and social commerce platforms is glitch-free. Each platform has its functionalities and user interactions; bringing all of them together in one user experience is quite a task. The consistency of data and smooth transitioning between the different functionalities of the app are paramount in retaining users' satisfaction.

User Adoption and Engagement

User Onboarding and Education:

There needs to be an effective onboarding process and user education in place to convince users to use the new way of

managing their wardrobes. Users need to realize the benefits of digital wardrobe management by learning how to use the app to its full potential. This has to entail creating intuitive user interfaces, extensive tutorials, and a responsive customer support program to resolve user queries and concerns.

Influencer Collaboration:

Success for this influencer-driven fashion platform would be about attracting influencers to the platform and their active participation with their respective followers; therefore, it is important to have special functions and benefits based on what they can do by using OG more than other platforms. Building up and maintaining those relations will require continuous communication. It can also be quite resource-intensive in terms of investment into influencer marketing.

Privacy and Security of User Data:

High privacy and security measures are required while handling users' data, more so images of their personal clothing. Security from breaches and misuse of user data is paramount. This involves strong encryption, secure authentication processes, and compliance with regulations pertaining to data protection like GDPR.

MARKET AND COMPETITION

Market Penetration:

Moving into a highly competitive market with big players means one needs to have a compelling value proposition and aggressive marketing plans at one's fingers. Differentiating OG from other

fashion apps and winning a market share is directly linked to heavy investment in marketing strategies and user acquisition.

Adapting to Fashion Trends:

The world of fashion is fast-moving; trends come and go very fast. While retaining user engagement, the importance of keeping the suggestions and content at par with the latest trends cannot be understated. This can only be done by keeping a constant lookout for the changing trends in fashion and updating the AI algorithms and databases of content on time.

FINANCIAL AND RESOURCE CONSTRAINTS

Funding and Investment:

An all-powerful OG app is very capital-intensive to both develop and maintain. Securing adequate funding from investors will be very important for its long-term growth and development, which entails balancing the budget between technology investment, marketing, and operational costs.

Talent Acquisition:

Building a pool of developers, AI specialists, marketing professionals, and customer support staff is not easy, more so in a very competitive job market. To be able to attract and retain top talent, one needs to offer competitive salaries and benefits with a positive work environment. If anything, the prospect of OG changing the fashion world could thus be very high, but only with strategic planning at each step, continuous innovation, and a

commitment to giving extra-ordinary value to its users.

Fieldwork: Case Study of Public Response to OG

We carried out the fieldwork during the OG development phase, a digital wardrobe management application, in an effort to seek an understanding of public interest in the developed concept and to solicit feedback. The exercise obviously entailed approaching strangers in a public building, presenting our idea, and taking down their responses to get a feel for user sentiments and validate the assumed market. During the fieldwork, we approached a lot of people, explained to them in general terms what OG is, and asked them a set of questions about their everyday fashion challenges and their opinions about a digital solution. We recorded these interactions to get unbiased reactions and insights. The questions were targeted towards time spent choosing an outfit, decision fatigue, and interest in a personalised wardrobe management application. Most of the reactions to the idea of OG were very positive. People generally acknowledged a common pain point of wasting too much time choosing an outfit and became very excited about the potential of a digital closet to make this process easier. Most of them realised the benefits of individual outfit recommendations, but more so the added value of an integrated shopping platform within the application. This was very useful in validating our hypothesis that there was, in fact, a large market need for such a solution. But in the process of conducting our fieldwork, an incident

occurred. The chief officer came and told us to stop filming and get out of the building. This is because there is no filming allowed in the premises, and our explanations concerning the study were not taken into consideration. As a result of this incident, our data collection was disrupted, which was restricted by only a few feedbacks. That was notwithstanding, as feedback from those we were able to interview served as very strong validation for OG. This experience showed both the potential demand of the app and that locations used for field research should be chosen carefully to avoid various disruptions. In the future, we will strive to find more controlled environments where similar studies can take place with guaranteed uninterrupted data collection. This case study thus takes one through the importance of feedback from the real world in product development and prepares one for any kinds of unforeseen circumstances which may be met during the fieldwork.

CONCLUSION

In an increasingly digital world, OG stands at the forefront of innovation in the fashion industry, offering a comprehensive solution that seamlessly integrates digital wardrobe management, influencer-driven fashion, and social commerce. The research and development of OG highlight a profound understanding of modern consumers' needs and the technological advancements required to meet these needs effectively.

Addressing Decision Fatigue

Decision fatigue, a significant issue in daily life, particularly in choosing outfits,

can lead to a considerable loss of time and productivity. OG's AI-powered digital wardrobe management system directly addresses this issue by providing personalised outfit recommendations based on user preferences, past choices, and contextual factors such as weather and events. This functionality not only streamlines the morning routine but also enhances mental clarity and productivity throughout the day.

Unified Fashion Solution

The fragmented nature of existing fashion-related apps, which often focus solely on either shopping or basic wardrobe management, leaves a gap in providing a cohesive and user-friendly experience. OG bridges this gap by offering an all-in-one platform that integrates these functionalities seamlessly. This holistic approach not only enhances user convenience but also fosters a more engaging and interactive experience.

Influencer-Driven Fashion and Social Commerce

Influencers play a crucial role in shaping fashion trends and consumer behaviours. OG leverages this by providing a dedicated platform for influencers to share their curated outfits and engage with their followers directly. This connection is further enhanced through integrated social commerce features, allowing users to purchase recommended items within the app itself. This approach not only facilitates a dynamic fashion community but also taps into the growing trend of social commerce, where shopping is seamlessly integrated with social interactions.

Technological Innovation

The deployment of advanced technologies such as AI, machine learning, and cloud computing is central to OG's capabilities. The AI model's ability to recognize and categorise clothing items, provide personalised recommendations, and continuously learn from user interactions ensures that the app remains relevant and useful. The use of platforms like Flutter Flow, Python, and AWS for development and infrastructure ensures scalability, reliability, and a smooth user experience.

Market Potential and Economic Impact

The global online fashion market is projected to grow significantly, driven by increasing internet penetration and the shift towards e-commerce (FashionUnited) (BigCommerce). By addressing a critical market need with an innovative solution, OG is well-positioned to capture a substantial share of this growing market. Furthermore, by reducing decision fatigue and enhancing productivity, OG can contribute positively to broader economic outcomes.

Final Thoughts

In conclusion, OG represents a significant leap forward in how we manage our wardrobes, engage with fashion influencers, and shop for clothes. By providing a seamless, AI-driven digital wardrobe experience, OG not only simplifies daily outfit selection but also connects users with fashion trends and shopping opportunities in a more personalised and engaging manner. This research underscores the potential of OG to revolutionise the fashion industry, offering a solution that is not

only innovative and practical but also poised to make a substantial impact on individual productivity and the broader economy. As the fashion industry continues to evolve, OG is set to lead the way, providing a unified, user-centric platform that addresses the needs of modern consumers. Digital wardrobe management system, influencer-driven fashion, social commerce, decision fatigue, personalised fashion advice, seamless AI-driven experience, economic impact, research design, quantitative data analysis, qualitative insights, market analysis, AI model training, scalability, integration of platforms, user adoption, data privacy, competitive market, financial constraints, talent acquisition, fieldwork, public response, user feedback, concept validation, onboarding process, user education, influencer marketing, privacy and security, AI accuracy, training data, scalability, performance optimization, platform integration, user onboarding, influencer collaboration, data privacy, market penetration, fashion trends, funding, talent acquisition, digital wardrobe management, decision fatigue, unified fashion solution, influencer-driven fashion, social commerce, technological innovation, economic impact, market potential.

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