“I feel bad when I spend all day shopping but didn't find anything I like”

“. . . need confidence or other opinions in what I'm getting for myself”

“I need to consider what I already own”

“. . . often I feel I just want to get it over with and end up with something I don't really love.”
strategic choice

a user needs information on what she already owns
a user needs to know what goes well together
a user needs to know what they would or wouldn’t regret buying

query an eventual candidate
evaluate a clothing item in isolation
Optimize your clothing purchases
conventional

the anti-search

“red shirt”
locking an item
How versatile is this item I am about to buy?

How versatile is this item with the general idea of my wardrobe?

I own something similar already; what are the other things that go with it?
generating outfits

- large scale dataset of user interactions with the inventory
- extract image features
- extract items relationship
- learn abstract concept of style
- define outfits:
  - Men: 'Pants', 'Shirts', 'Shoes'
  - Women: 'Accessories', 'Shoes', 'Dresses' OR
  - Women: 'Accessories', 'Pants', 'Tops & Tees', 'Shoes'
- integrates into merchants’ inventories

feedback on the outfits

- How do we get feedback on algorithm performance
- Splitting between liked outfits and outfits from the algorithm
- How to prevent cycling through only liked outfits
challenges

Data cleaning and potentially flawed outfits

Model and computation

Quality of images and UX
conclusion + future vision
fin