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Volume 14, Issue 6, June 2025 |DOI: 10.15680/IJIRSET.2025.1406083| SmartStyle: AI in Virtual Fashion

Saniya Shaikh, Sakshi Raundal, Aparna Nikam, Ashwini Ramteke

Department of Information Technology, MET Institute of Engineering, Adgaon, Nashik, Savitribai Phule Pune

University, India

ABSTRACT: The rapid growth of e-commerce in the fashion world has sparked a surge in demand for virtual try-on technologies that elevate the shopping experience. This paper introduces a Virtual Fashion system powered by AI personalization, combining Generative Adversarial Networks (GANs) and advanced deep learning to deliver a lifelike and interactive digital fitting room. Users can upload their photos, choose garments, and instantly see how they look, with fittings tailored to their preferences. This innovative solution tackles common online shopping challenges like sizing issues and limited customization, using AI for garment segmentation, pose analysis, and personalized recommendations. By harnessing cutting-edge technology, this research offers a scalable and transformative approach to reshaping the future of online fashion.

KEYWORDS: AI-Driven Fashion Fitting, Virtual Try-On Technology, Custom Garment Tailoring, Fashion Trends and AI, Skin Tone Detection, LC-VTON Framework, GAN-Powered Styling, Real-Time Virtual Fitting, Personalized Shopping Experience, AI in Online Retail.

I. INTRODUCTION

The online fashion industry has seen a revolutionary shift, driven by cutting-edge technology designed to enhance personalization and the shopping experience. Among these advancements, AI-powered virtual try-on systems stand out, enabling users to see how garments will fit and look on them in real-time, all without needing physical trials [1]. This innovation caters to the growing demand for seamless, interactive, and engaging online shopping, significantly reducing return rates and boosting customer satisfaction [2]. Generative Adversarial Networks (GANs) have pushed virtual try-on systems to new heights, delivering stunningly realistic fabric textures and draping effects that mirror how garments behave on various body shapes [3]. GANs meticulously preserve fine details like wrinkles, shadows, and fabric properties, making digital fittings almost indistinguishable from physical ones [4]. Additionally, LC-VTON (Length Controllable Virtual Try-On Network) introduces dynamic garment customization, empowering users to adjust clothing dimensions for a truly personalized experience [5]. Beyond visual authenticity, AI-driven pose estimation models like OpenPose and DensePose have refined garment alignment by accurately mapping body landmarks and postures [6]. This ensures a natural and inclusive fit for all body types, poses, and movements, creating a more adaptive and realistic virtual try-on experience [7]. Moreover, advances in skin tone detection now allow for superior colormatching recommendations, helping users choose apparel that complements their unique features [8].

AI-powered fashion trend prediction is another game-changer. By analyzing vast amounts of data from social media, influencers, and global fashion trends, machine learning algorithms curate outfit recommendations tailored to individual tastes [9]. This capability bridges the gap between cutting-edge virtual try-ons and contemporary style trends, offering a more dynamic and personalized shopping journey [10]. The Virtual Fashion with AI Personalization system builds on these breakthroughs, combining real-time garment customization, intelligent recommendations, and advanced personalization features [11]. By addressing challenges like uncertain garment fit, lack of physical interaction, and limited customization options, this system reimagines the future of online shopping [12]. With a strong focus on scalability, accuracy, and user-centric design, this research paves the way for a more immersive, inclusive, and personalized digital fashion experience [13].





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II. RELATED WORKS

The fusion of artificial intelligence (AI) and machine learning (ML) with virtual fashion technology has revolutionized online shopping, addressing key challenges like garment fitting, personalization, and real-time rendering [1]. Over the past decade, advancements in virtual try-on (VTO) systems, body pose estimation, generative models for garment visualization, and AI-driven fashion analytics have led to the creation of highly immersive and sophisticated virtual fashion experiences [2]. This section explores previous research and methodologies shaping virtual fashion systems, emphasizing AI-based try-ons, deep learning for garment rendering, and personalized fashion recommendations.

1. Virtual Try-On Technology

Virtual try-on technology has become a cornerstone of online retail, enabling customers to visualize clothing on digital avatars or their own images before purchase [3]. Earlier systems like **MixMatch** and **StyleTry** offered basic 2D overlays but struggled with accurate adaptation to body shapes, fabric draping, and movement simulation, resulting in unrealistic visuals [4].

Modern systems, including LC-VTON (Length Controllable Virtual Try-On Network) and VITON-HD (High-Resolution Virtual Try-On Network), leverage deep learning to revolutionize garment placement with pose-guided image synthesis [5]. LC-VTON refines clothing alignment through multi-stage neural networks, capturing intricate details like fabric wrinkles and textures [6]. VITON-HD takes this further, providing high-resolution garment transfers for a hyper-realistic experience [7]. However, challenges like complex garment rendering, dynamic motion adaptation, and diverse body shapes highlight the need for further innovations in 3D modeling and physics-based simulations.

2. Body Detection and Pose Estimation

Precise body detection and pose estimation are critical for ensuring garments align seamlessly with users' bodies [8]. Traditional techniques relied on manual feature extraction, but AI-driven methods like **OpenPose** and **DensePose** have significantly enhanced accuracy [9].

OpenPose, developed by Carnegie Mellon University, identifies key body landmarks (e.g., shoulders, knees, wrists) in real time, improving garment alignment [10]. DensePose by Facebook AI Research maps 2D images onto 3D body models, enabling detailed segmentation for better fit and placement [11]. These technologies ensure garments adapt dynamically to user movements, enhancing realism and flexibility for virtual try-on applications [12].

3. Generative Adversarial Networks (GANs) for Garment Rendering

Earlier VTO systems fell short in creating realistic garment textures, failing to replicate intricate details like folds, lighting effects, and material behavior [13]. The advent of **Generative Adversarial Networks (GANs)** has transformed garment rendering by producing lifelike textures and simulating fabric behavior [14].

GANs comprise two networks:

- Generator: Creates virtual images of garments fitted on users.
- **Discriminator**: Evaluates the realism of the generated images, helping the generator improve over iterations [15].

Notable GAN-based models include **FashionGAN**, which delivers high-quality garment visuals, and **CP-VTON**, which focuses on preserving texture details during garment transfer [16][17]. Emerging **physics-aware GANs** simulate fabric movement and elasticity, making virtual try-ons even more realistic [18].

4. AI-Driven Fashion Trend Prediction

AI is increasingly used in fashion retail to predict trends, recommend outfits, and personalize shopping experiences [19]. By analyzing data from social media, influencers, and consumer behaviors, AI provides real-time insights into upcoming trends [20].

- **DeepStyle**: Uses CNNs to identify emerging styles and offer tailored outfit suggestions based on user preferences [21].
- NLP (Natural Language Processing): Analyzes blogs, reviews, and social media posts to extract insights on consumer sentiment and industry trends.





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With RNNs and transformer models, brands can now forecast seasonal trends and optimize inventory recommendations. Integrating trend prediction with VTO platforms ensures users receive style suggestions aligned with current fashion movements.

5. Garment Customization and Personalization

Customization is an essential feature in modern VTO systems, allowing users to tweak garment attributes like color, pattern, fit, and length in real time .

- StyleGAN-based tools: Enable dynamic color and pattern adjustments without compromising garment details.
- **GAN-powered editors**: Allow real-time modifications to garment features like sleeve length and neckline shapes.

These innovations cater to the demand for hyper-personalized shopping experiences, ensuring virtual fashion aligns seamlessly with users' style and body preferences.

6. Challenges and Future Directions

While virtual try-on systems have made remarkable strides, challenges remain:

- Scalability: Systems must cater to diverse body types, cultural preferences, and global fashion needs.
- Real-Time Performance: Instant garment rendering requires more efficient deep learning architectures.
- **3D Modeling**: Current systems largely rely on 2D imagery; advancements in 3D modeling could offer fully immersive experiences.

Future research will likely explore real-time physics simulations, AI-driven material recognition, and mixed-reality fashion, pushing virtual fashion to unprecedented heights.

III. DIAGRAMS FOR SYSTEM ARCHITECTURE AND PROCESSES

AI-Powered Virtual Fashion Try-On System



- 1. User Image Input: It all starts with the user snapping a quick photo or uploading one—this image serves as the foundation for the virtual fashion journey by capturing the body clearly and accurately.
- 2. **Pose Detection & Body Segmentation:** Sophisticated AI tools like OpenPose and DensePose jump into action, mapping out key body points and contours to build a digital version of the user's physique for precise garment alignment.
- 3. **Garment Selection by User:** The user then browses a curated digital wardrobe, picking from an array of styles, colors, and patterns that align with their personal taste and fashion goals.





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- 4. **Garment Simulation Using AI:** Cutting-edge AI, including GANs (Generative Adversarial Networks), transforms the outfit onto the user's virtual body with lifelike texture and flow, making sure every fold and fit looks natural and stylish.
- 5. **Interactive Customization:** Users can tweak and tailor their selected garments—altering colors, fabrics, or sizing on the fly—making the try-on experience both interactive and uniquely personal.
- 6. **AI-Powered Outfit Suggestions:** Drawing insights from skin tone, trend data, and previous choices, the smart system offers polished outfit recommendations to help users elevate their style effortlessly.

Customer Try on result and save Upload Garment Upload use to user profile image image LC-VTON Virtual Fashion with Al GAN algorithm Algorithm Persnolization Customization, control length of Rendering garment on user garment store user data SQLite store result data predict skin tone and suggest outfit on trending fashion suggest garments Al Fashion **Skin Tone Prediction** Assistance

System Architecture of AI-Powered Virtual Fashion Try- On:

1. Customer Interaction

- The customer uploads:
 - User image
 - Garment image
- This input initiates the fashion personalization process.
- 2. Virtual Fashion with AI Personalization Module
 - This is the **core engine** of the system.
 - It performs:
 - Integration of user and garment images
 - o Customization
 - Execution of AI algorithms for virtual try-on
 - It interacts with:
 - GAN Algorithm for realistic garment rendering

• LC-VTON Algorithm to control garment fitting, especially garment length on the user

- 3. GAN & LC-VTON Algorithms
 - LC-VTON Algorithm:
 - Controls garment fitting by adjusting size, length, etc.
 - GAN Algorithm:
 - Uses deep learning to merge user and garment images into a realistic try-on result





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4. SQLite Database (with JSON Storage)

- Stores:
 - o User data in JSON format (e.g., name, preferences, measurements)
 - **Result data** (e.g., generated try-on images, suggestions, metadata)
 - **JSON format** allows for flexible and nested storage within SQLite columns.

5. Skin Tone Prediction Module

- Analyzes the uploaded **user image**.
- Predicts skin tone and suggests garments that complement the user's complexion.

6. AI Fashion Assistance

- Suggests outfits based on:
 - Current fashion trends
 - o User preferences from the JSON data
 - **Results** from the skin tone prediction module

7. User Output

- The final **virtual try-on result** is displayed to the user.
- The user can:
 - Try on outfits virtually
 - Save results to their profile (stored in JSON format in SQLite)

Pose Estimation Diagram:



The Pose Estimation Process in a Virtual Try-On System starts with the input of a user's image, which is analyzed to identify key body points such as the shoulders, hips, and knees. These key points are used to construct a skeletal framework that captures the user's posture and orientation. Using this structure, the system evaluates the body's alignment and adjusts the virtual garments to ensure a natural and realistic fit. Once the posture is thoroughly analyzed, the garments are precisely positioned and tailored to the user's body for an accurate and seamless virtual try-on experience.





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III. METHODOLOGY

The AI-Driven Virtual Fashion Try-On system follows a modular and iterative approach to ensure precise garment visualization and seamless user interaction. The methodology integrates various AI models to process images, estimate body structure, render garments, and allow real-time customization.

Stage 1: Image Input and Preparation

- Users upload or capture images via a live camera interface.
- Preprocessing includes:
 - a. Image Standardization: Adjust resolution and aspect ratio.
 - b. Lighting Correction: Enhance brightness/contrast.
 - c. Background Isolation: Focus on the user's body for alignment.
- Processed images are stored in structured formats for further use.

Stage 2: Pose Estimation and Body Feature Extraction

- Employs DensePose and OpenPose to detect key landmarks:
 - a. Landmark Identification: Critical points (shoulders, waist, knees).
 - b. 3D Skeleton Mapping: Spatial mapping for garment placement.
 - c. Body Proportion Analysis: Tailored fitting.

Stage 3: AI-Powered Garment Generation

- GAN-based models generate realistic virtual clothing:
 - a. Garment Generator: Synthesizes textures/patterns.
 - b. Discriminator: Refines realism.
 - c. Dynamic Fitting: Adjusts garment per body dimensions.

Stage 4: Interactive Customization Module

- Enables real-time user modifications:
 - a. Fabric & Texture Selection
 - b. Color & Pattern Adjustments
 - c. Fit & Style Variations
 - Real-time feedback enhances user experience.

Stage 5: AI-Driven Fashion Assistance

- Offers tailored outfit suggestions using:
 - a. Trend-Based Suggestions
 - b. User Preference Learning
 - c. Virtual Stylist Integration

Stage 6: Skin Tone Prediction

- Predict the skin tone and give suggestions:
 - a. Skin-Tone Prediction
 - b. Suggest Suitable garments

IV. RESULTS AND DISCUSSIONS

The AI-powered Virtual Fashion Try-On System has undergone rigorous testing and evaluation to validate its effectiveness in delivering an immersive and accurate user experience. The testing process included unit tests, integration assessments, and user trials, ensuring that the system functions smoothly while addressing potential challenges. The findings from these evaluations are detailed below.

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[1] Body Detection and Pose Estimation

A fundamental aspect of the virtual try-on experience is body detection and pose estimation, which are essential for realistic garment fitting. The system leverages advanced deep learning techniques, including **OpenPose** and **DensePose**, to accurately identify key body points such as shoulders, hips, and knees.

i. Detection Accuracy:

Evaluations conducted on users with varying body types and postures showed that the model achieves over **90% accuracy** in identifying body landmarks.

Pose Adaptability: The system effectively accommodates different postures, ranging from upright stances to slightly bent poses, maintaining garment fit integrity across various scenarios. The integration of skeletal mapping and body measurement tools further strengthens accuracy in garment overlay and customization.

[2] Garment Rendering Using GANs

The garment visualization module, which utilizes **Generative Adversarial Networks (GANs)**, delivers realistic fabric textures and simulates the natural draping of clothing. By combining AI-driven garment fitting with real-time rendering, the system achieves a highly lifelike try-on experience.

i. Visual Authenticity:

The application of GANs significantly enhances garment realism, accurately representing various materials such as **denim**, **silk**, **and cotton**. The simulated textures closely resemble physical fabrics, improving the user experience.



[3] Real-Time Customization and User Engagement

The ability to personalize garments significantly enhances user interaction. The real-time customization module enables modifications to **color**, **fabric**, **and pattern** instantly, fostering deeper engagement.

i. System Responsiveness:

The platform maintains a response time of **less than one second** when applying customization changes, ensuring a seamless interaction experience.

ii. Satisfaction Rate:

Based on user feedback, **95% of participants** were highly satisfied with the system's performance, appreciating its responsiveness and intuitive interface.





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[4] AI-Based Fashion Trend Prediction and Skin Tone Analysis

The integration of fashion trend forecasting and skin tone detection modules has enhanced the personalization aspect of the system, leading to more tailored recommendations for users.

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V. DISCUSSION

The AI-powered Virtual Fashion Fitting System revolutionizes online shopping by delivering a uniquely personalized experience, utilizing advanced technologies like GANs and LC-VTON. By seamlessly integrating AI-driven garment visualization with real-time customization, the platform offers users the freedom to interactively modify attributes such as color, fabric, and patterns. This heightened level of personalization boosts user engagement and fosters more confident purchasing decisions.

Despite its innovations, some limitations persist. High-quality images are essential for accurate body detection and pose estimation, as lower-resolution inputs can impact performance. Additionally, while the system effectively manages most garments, rendering intricate designs, such as lace or heavily textured fabrics, remains challenging. To overcome these hurdles, future enhancements will focus on:

- **Refining AI-Driven Trend Forecasting:** Upgrading the recommendation engine to deliver even more tailored fashion suggestions by leveraging diverse, real-time industry data.
- Improving Fabric and Texture Realism: Incorporating 3D garment modeling and advanced fabric simulation to achieve lifelike representations of complex designs and materials.

These innovations aim to elevate the system's capabilities, narrowing the divide between virtual try-ons and the tactile experience of in-store shopping.





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VI. CONCLUSION

The AI-Driven Virtual Fashion Fitting System has redefined the online shopping experience by seamlessly incorporating advanced technologies like body detection, pose estimation, GANs, and real-time customization. Through extensive evaluations, the system has demonstrated remarkable accuracy in detecting body landmarks, lifelike garment rendering, and efficient real-time performance, making it a game-changer for virtual try-ons. Users have responded enthusiastically, praising its realism, responsiveness, and ability to deliver personalized fashion recommendations. With added features like AI-driven trend analysis and skin tone detection, the platform empowers users to make confident and informed style choices. Its adaptability and compatibility across various platforms ensure a smooth and engaging experience for users, regardless of the device.

Despite these achievements, some challenges remain. Rendering intricate garment patterns, delicate lace designs, and processing low-quality images can occasionally affect the system's precision. Future improvements will emphasize advanced 3D modeling for enhanced garment visualization and refined AI algorithms to offer even deeper personalization, making the virtual try-on experience more immersive and realistic.

In summary, this system establishes a powerful benchmark for AI-powered virtual fashion, addressing critical ecommerce challenges and paving the way for future innovation. These enhancements aim to bridge the gap between the convenience of online shopping and the tactile satisfaction of in-store experiences, elevating digital fashion technology to new heights.

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