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AI Revolutionizing Fashion: A Review of Algorithms and Applications

Ms. Anishamol Abraham
Dept. of Computer Science
Amal Jyothi College of Engineering
(Autonomous)
Kottayam, India
anishamolabraham@amaljyothi.ac.in

Elbin Santhosh
Dept. of Computer Science
Amal Jyothi College of Engineering
(Autonomous)
Kottayam, India
elbinsanthosh2025@cs.ajce.in

Diliya Saji
Dept. of Computer Science
Amal Jyothi College of Engineering
(Autonomous)
Kottayam, India
diliyasaji2025@cs.ajce.in

Edwin Roy
Dept. of Computer Science
Amal Jyothi College of Engineering
(Autonomous)
Kottayam, India
edwinroy2025@cs.ajce.in

Catherine Achu Punnoose
Dept. of Computer Science
Amal Jyothi College of Engineering
(Autonomous)
Kottayam, India
catherineachupunnoose2025@cs.ajce.in

Abstract*—Artificial intelligence (AI) is transforming the fashion industry, especially in areas such as clothing classification, feature extraction, and personalized recommendations. Various AI techniques, such as deep learning models and CNNs, are transforming how fashion businesses operate and how consumers interact with fashion products.One primary focus is the utilization of AI for precise clothing classification. As fashion trends constantly evolve, creating a challenge for accurate categorization, researchers are leveraging deep learning models, such as ResNet and EfficientNet, to enhance classification accuracy. These models have shown promising results in differentiating between subtle variations in clothing styles, colors, and patterns, ultimately leading to a more refined understanding of customer preferences and more effective sales strategies.Furthermore, the effectiveness of hybrid recommendation algorithms that combine content-based filtering and collaborative filtering is explored. This approach leverages the strengths of both methods, improving the accuracy and personalization of fashion recommendations. AI is poised to revolutionize the fashion industry by offering innovative solutions for clothing classification, feature extraction, and personalized recommendations. Significant strides made in AI-driven fashion analysis and emphasize the importance of addressing the associated challenges to unlock the full potential of these technologies in shaping the future of fashion.

Index Terms*—Artificial Intelligence, Feature Extraction, Deep Learning, Convolutional Neural Networks (CNNs), Visual-Semantic Embedding, Outfit Compatibility,Personalized Fashion, Hybrid Recommendation Systems, Fashion Design Analysis, ResNet

I. Introduction

The fashion industry, known for its dynamic nature and reliance on visual aesthetics, is undergoing a significant transformation driven by the rapid advancements in artificial intelligence (AI). This transformation is reshaping how clothing is classified, key features are extracted from images, and personalized product recommendations are generated.

A significant challenge for fashion businesses lies in accurately and efficiently classifying clothing items, especially given the vast and nuanced world of fashion. Deep learning models, particularly CNNs like ResNet and EfficientNet are employed in enhancing the accuracy of clothing image classification. These sophisticated models are trained on massive datasets, allowing them to learn and recognize intricate visual features. This ability to discern subtle details is critical for keeping pace with the dynamic nature of fashion trends. For instance, a study found that EfficientNetB7 consistently performed well across different learning rates, achieving high accuracy, precision, recall, and F1-scores in classifying clothing items

Beyond basic classification, AI is being utilized to extract richer, more meaningful information from fashion images, leading to a deeper understanding of design elements and driving innovative applications. CNNs, known for their powerful image analysis capabilities, can identify and analyze elements like silhouettes, colors, and textile textures directly from images. This granular level of analysis allows designers, retailers, and trend analysts to effectively decode the visual language of fashion and adapt their strategies accordingly. For example, one study used CNNs to analyze full-body outfits, including those with challenging backgrounds, to provide fashion recommendations and facilitate better outfit coordination, marking a shift towards a more holistic approach to styling.

As consumers increasingly demand personalized shopping experiences, the role of AI in fashion recommendation systems is becoming critical. Traditional recommendation systems, often based on collaborative filtering techniques, struggle to capture

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the nuances of individual style and often grapple with sparse user-item interaction data. The hybrid recommendation algorithms is discussed as a more robust solution, combining the strengths of content-based filtering with collaborative filtering. This hybrid approach leads to more accurate and personalized recommendations because it considers both the user's preferences and the specific attributes of the items. For instance, one study proposes HybridBERT4Rec, a hybrid recommender system that incorporates both content-based filtering (CBF) and collaborative filtering (CF) to deliver more effective recommendations than traditional BERT-based models

II. Literature Survey

The rapid evolution of artificial intelligence (AI) is pro foundly impacting the fashion industry, driving innovation across various domains. AI-powered systems are proving exceptionally adept at understanding the complexities of fash ion imagery and user behavior, leading to advancements in clothing classification, personalized recommendations, and the analysis of visual-semantic relationships. Notably, deep learning models, particularly Convolutional Neural Networks (CNNs), are at the forefront of this transformation. These models excel at extracting meaningful features from images, enabling granular classification of clothing items based on attributes.

AI-powered fashion detection algorithms can identify clothing items, styles, and attributes within images, facilitating applications like personalized recommendations and virtual try-on experiences [3]. AI synthesis, powered by techniques like Generative Adversarial Networks (GANs) and diffusion models [3][16], empowers designers to generate new designs, modify existing ones, or transfer styles between images[3]. This can be achieved through image-guided, sketch-guided, text-guided, or even multimodal synthesis, where AI combines various inputs to create innovative designs [3][4].

Fashion recommendation systems are also being enhanced by AI, with knowledge graphs capturing relationships between different fashion entities and textual feature analysis enabling AI to understand complex fashion language and offer personalized suggestions [2][3]. Moreover, techniques like contrastive learning are addressing the issue of repetitive recommendations, ensuring diverse and tailored suggestions [3]. [4][2] further explore the impact of AI on fashion education and e-commerce, highlighting its potential to empower students with faster visualization and experimentation, enhance online shopping experiences, and personalize product recommendations.However, [16][2] also acknowledge the current limitations of AI, emphasizing the need for responsible development and deployment to address ethical concerns and potential biases. The importance of high-quality datasets, human oversight in evaluating AI outputs, and ongoing research to enhance AI's capabilities, particularly in areas like real-time fashion synthesis, are highlighted as crucial steps in harnessing AI's transformative power while mitigating its potential downsides.

AI is proving useful in analyzing large amounts of data, recognizing patterns, and producing creative outputs, changing how fashion is designed, manufactured, sold, and consumed. A key application is fashion detection where AI algorithms can identify garment types, styles, colors, and detailed design elements within images. This is leading to features like virtual try-on, where AI maps virtual clothing onto user images, improving online shopping and enabling personalized recommendations [5][12].

Fashion synthesis where AI, using techniques like GANs and diffusion models, enables designers to create new or modify existing designs using different input types. Image-guided synthesis allows style transfer, enabling designers to apply style elements from one image to another. Sketch-guided synthesis turns hand-drawn sketches into digital designs, streamlining the design process. Text-guided synthesis takes this further, generating designs from text descriptions. Multimodal synthesis, where AI combines multiple inputs like images, sketches, and text, offers even more creative possibilities [12]. Knowledge graphs capture relationships between fashion elements like styles, brands, occasions, and colors. This allows AI systems to understand context and suggest outfits or complementary items specific to a user's needs [5][12]. Textual feature analysis enhances recommendations by enabling AI to understand fashion language and match products to user requests. Techniques like contrastive learning ensure that AI suggests diverse items while aligning with a user's style [10].

Systems for fashion matching and compatibility learning, both aiming to create stylish and personalized outfit recommendations is powered by AI. [8] introduces Attribute-GAN, a model that generates visually appealing and semantically consistent clothing pairs. It employs a generator based on the U-Net architecture and two discriminator networks: one for collocation, ensuring realistic pairings by analyzing local image patches, and another for attribute classification, verifying that generated clothes adhere to desired attributes. Trained on a large outfit dataset with manually annotated clothing attributes, Attribute-GAN surpasses existing methods in generating stylish outfit compositions. A personalized outfit compatibility learning system that recommends outfits based on individual physical characteristics and preferences [1]. This system tackles the lack of datasets with detailed physical and fashion attribute annotations by utilizing the O4U dataset, which includes information on body figure, skin color, hairstyle, and fashion attributes like color, pattern, and silhouette [1].

Recommendation systems can be improved by combining content-based filtering (CBF) and collaborative filtering (CF) using BERT. HybridBERT4Rec, a model analyzes both the target user's historical interactions and the interactions of similar users to generate more accurate recommendations. This addresses limitations of traditional methods like BERT4Rec, which solely rely on the target user's history [13]. Combining CF and CBF is an advantage, particularly in addressing data sparsity and the cold start problem [7]. The proposed hybrid algorithm [7] uses

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K-means clustering to group users based on their purchasing habits and scoring characteristics, allowing for more efficient analysis of preferences within these clusters.

A novel approach in skin detection is by combining unsupervised machine learning, specifically clustering, with a region-growing technique. This method utilizes the LAB color space, focusing on the 'A' and 'B' channels to separate luminance from skin tone, ensuring accurate detection across varying illumination and ethnicities [9]. One method to improve the accuracy and stability of facial feature detection and tracking, focuses on a hybrid approach to skin color detection for robust face detection under varying illumination. This method combines the strengths of "RGB with Specific Values," effective in bright light, with the "Simple RGB Ratio," suitable for low-light conditions [11]. By dynamically selecting the appropriate formula based on average light intensity, the hybrid approach enhances accuracy across diverse lighting. Another approach, presented in [15], tackles the issue of instability in facial landmark tracking, proposing a hierarchical filtering method to stabilize these landmarks. This method employs global and local strategies. Globally, it uses a 3D face model to smooth the overall trajectory of the tracked face, preventing significant jumps or drifts. Locally, it employs a Kalman filter with a landmark quality assessment model to ensure accurate feature localization, smoothing each landmark's movement relative to overall face motion [15].

Applications of artificial intelligence in the fashion domain moves beyond simple garment classification towards understanding and manipulating style elements. [12] focuses on improving the accuracy of clothing item classification using a hybrid approach that combines the strengths of ResNet152 and EfficientNetB7 architectures. The "fashion intelligence" system [6] that aims to interpret abstract fashion concepts. This system maps both visual features of outfits and abstract fashion tags into a shared space, enabling users to search for outfits using abstract terms and providing visual interpretations through attribute activation maps. The goal is to demystify fashion terminology and allow users to explore and define their own style. [14] focuses on developing a "neural stylist" system that can evaluate outfit compatibility and recommend substitutions. This system analyzes outfits using multi-layer feature analysis, color-correlation enhancement, and visual-semantic similarity preserving techniques to predict compatibility levels and suggest improvements. By predicting potential problem areas and recommending substitutes, this system aims to provide a personalized and efficient styling experience for users.

III. Analysis

A. AI in Fashion

The transformative potential of AI in the fashion world can be approached from diffrent angles. Academically-oriented review of various AI techniques, lays out the technical groundwork for understanding how AI is being applied in fashion detection, synthesis, and recommendation systems [3]. In contrast, [4] offers a more industry-focused perspective, showcasing real-world examples of AI-powered tools used by companies like GAP and Nike to predict trends and personalize shopping experiences. [2] takes a pedagogical turn, exploring how generative AI tools like Midjourney can impact the creative processes and image-based thinking of fashion design students.

AI is not merely a tool for automation in the fashion industry but a collaborative partner in design, a driver of innovation, and a catalyst for new approaches to both creating and consuming fashion. [2][3][4] also highlight the importance of considering the ethical and educational implications of AI in fashion, ensuring that its implementation prioritizes human values and fosters a responsible, collaborative relationship between humans and intelligent machines.

B. Attribute Learning in Fashion

An Attribute-GAN model is employed to create clothing matches based on predefined semantic attributes [8]. This method emphasizes learning the underlying rules and aesthetics of fashion by training the model to identify correlations between visual features and specific attributes such as color, texture, and style. Fig. 1 shows that the output of attribute discriminator

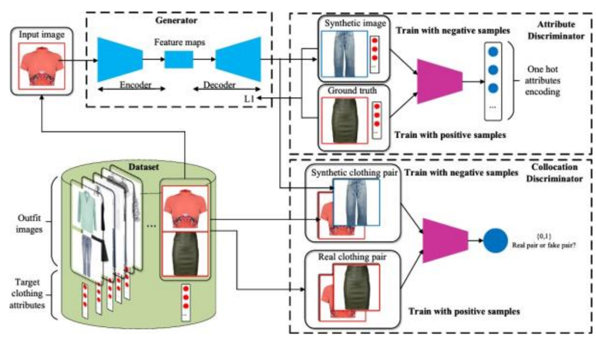

Fig. 1. An overview of the Attribute-GAN model. [8]

is a vector encoded by one hot attribute values predicted by attribute discriminator. The collocation discriminator determines whether or not the fake clothing matches the input real image. In the output of collocation discriminator, "1" denotes that input image pairs are real and "0" denotes that input image pairs are fake. The ultimate aim is to develop a system capable of autonomously generating visually appealing and stylistically coherent clothing combinations, empowering users to specify desired attributes and receive AI-generated outfit suggestions. [1] takes a different path, focusing on personalized outfit compatibility through a predictive approach. Instead of generating new clothing combinations, this method aims to recommend existing outfits that are not only compatible with each other but also well-suited to an individual's physical characteristics.

C. AI assisted Fashion Design and Styling

AI systems in fashion must understand both the visual aspects—such as images, colors, and textures—and the semantic aspects, including fashion concepts, styles, and attributes. Rather

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than merely matching visually similar items, these systems should be able to grasp more complex relationships and concepts. Additionally, there is a recognized need for these systems to be explainable and transparent, ensuring that their decision-making processes are understandable to users[6][14][16].

The visual-semantic embedding used in "Fashion Intelligence System" [6] allows the system to "understand" fashion concepts in a way that aligns with human perception. Limitations of traditional metric learning approaches that only consider visual similarity, arguing that "similarity is not a natural way to evaluate the compatibility" of fashion items is acknowledged by suggesting that understanding compatibility requires considering various factors like fashion category and style [14]. [16] evaluates how well Midjourney can translate textual design concepts (semantic information) into visually appealing and expressive designs. This translation relies on the AI's ability to connect textual descriptions with visual elements and styles.

D. Hybrid Recommendation System

HybridBERT4Rec, specifically designed for sequential recommendations, combines BERT4Rec Content Based Filtering(CBF) and Collaborative Filtering(CF). This means the system considers the order in which a user interacted with items to understand evolving preferences and predict future interactions [13]. Fig. 2 shows the three main components of HybridBERT4Rec. Content-based filtering component takes items sequence as input while Collaborative filtering component takes user sequence as input. The output of both these components are combined in the prediction layer to predict users rating for target item [13].

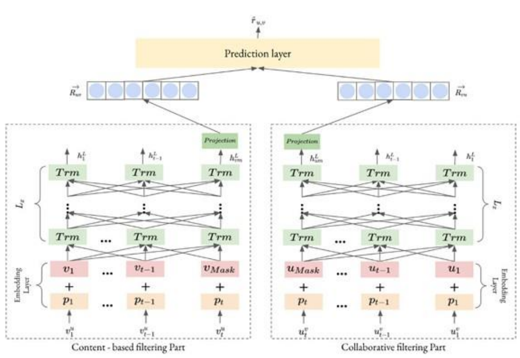

Fig. 2. The architecture of the HybridBERT4Rec model, which comprises a CBF part, a CF part, and a prediction layer.[13]

The recommendation system in [7] focuses on improving the traditional CF approach using K-means clustering, aiming to address the data sparsity issue commonly encountered in recommendation systems.This approach combines content features with user ratings to create a richer representation of user preferences.

If capturing sequential patterns and understanding evolving preferences is paramount, HybridBERT4Rec [13] would be the preferred choice, provided sufficient data and computational resources are available. When data sparsity is a major concern and computational efficiency is crucial, the K-means clustering approach [7] might be more suitable.

E. Human Skin Detection

An unsupervised machine learning approach using K-means clustering [9], that emphasizes the importance of dynamically determining the number of clusters based on image properties, overcoming the limitations of fixed cluster numbers in traditional K-means applications. The clustering process is followed by a region-growing step to capture missed skin pixels and improve overall accuracy. [11] incorporates skin color detection as a filtering step within the framework of the Haar Feature-Based Face Detection (HFFD) method, a supervised learning technique. Rather than training a separate skin detection model, this method leverages existing color-based rules and integrates them into the HFFD pipeline to refine its results.

If you need a standalone skin detector for a general-purpose application (like gesture recognition), the unsupervised clustering-based approach [9], which is computationally more intensive than the color-based filtering[11] might be more suitable. If your focus is specifically on improving face detection accuracy, the hybrid filtering method [11], designed to refine HFFD, could be more relevant.

F. Clustering Algorithms for Mixed Data Types

Clustering algorithms for mixed data types are highly relevant in the fashion industry due to the nature of fashion data, which includes both numerical features such as price and categorical features such as product category, color or style [5]. Various algorithms suitable for this task are analyzed, categorizing them as partition-based, hierarchical, and model-based. Partition-based algorithms, such as K-modes and PAM, aim to divide the data into a predetermined number of clusters. K-modes are specifically designed for categorical data, while PAM utilizes Gower's dissimilarity coefficient to measure similarity between data points, accommodating both numerical and categorical features. Hierarchical algorithms, such as HAC and FBHC, create a hierarchical structure of clusters. HAC also utilizes Gower's dissimilarity coefficient, while FBHC leverages the frequency of attribute labels for cluster formation. Lastly, model-based algorithms such as VarSel use statistical learning methods to determine the optimal number of clusters and select relevant variables. [5]

TABLE I
THE EVALUATION RESULTS FOR THE COMPANY DATASET USING VARIOUS CLUSTERING METHODS.

	Kmodes	Pam	HAC	FBHC	VarSel
# Clusters	6	6	6	6	3
Entropy	0.3279	0.2500	0.2050	**0.1889**	0.5159
Silhouette	0.3479	**0.4660**	0.2093	0.0753	0.2478
WSS	0.2800	**0.2300**	0.4100	0.4900	0.4200
Identity	0.1296	0.1481	0.1851	**0.3888**	0.0740

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Table I presents the evaluation results for five clustering algorithms (K-modes, PAM, HAC, FBHC, and VarSel) applied to the "Company dataset." The table utilizes four internal evaluation metrics. Entropy, Silhouette, WSS, and Identity. The key conclusion from this table is that there is no single "best" clustering algorithm for all situations. The optimal choice depends on the specific goals of the application and the relative importance placed on each evaluation metric.

G. Image Processing Techniques for Image Retrieval and Classification

Image processing techniques are revolutionizing how we interact with and analyze images. Convolutional Neural Networks (CNNs) has a prominent role in various image processing tasks, including Content-Based Image Retrieval (CBIR), Image Captioning, and Image Classification.

Content-Based Image Retrieval (CBIR) enables users to search for images based on their visual content rather than relying on textual descriptions.[17] CBIR systems analyze various image features to compare and retrieve similar images from a database. Color-based retrieval techniques utilize color histograms to represent and compare the color distribution in images. Texture-based retrieval extracts features like texture histograms, Gabor filters, or wavelet transforms to capture the spatial arrangement of patterns and details within images.[17] Shape-based retrieval employs methods like edge detection, boundary extraction, and shape descriptors to represent and match the shapes of objects within images.[17]

Image Captioning focuses on generating textual descriptions of images using deep learning algorithms. This process commonly involves a CNN acting as an encoder to extract features from the image, followed by a Bidirectional Long Short-Term Memory (Bi-LSTM) network acting as a decoder to process these features and generate a sequence of words describing the image.[19] Bi-LSTMs are advantageous as they consider both past and future context when generating captions, resulting in more accurate and descriptive results compared to traditional LSTM networks.[19]

Image Classification tasks, which involve categorizing images into predefined classes, also benefit significantly from the use of CNNs.[20][18] They are particularly effective in classifying visually similar images, distinguishing subtle differences that might be challenging for other methods.[18] Researchers continue to develop different CNN architectures and visualization techniques to further improve accuracy and enhance our understanding of the features learned by these networks.[18]

H. Stabilizing Facial Landmark Detection

To address the problem of unbalanced facial landmark detection and tracking in video frames, a hierarchical filtering strategy is employed with three main steps: head tracking, global filtering, and local filtering [15]. Instead of independently detecting landmarks per frame, the method uses the previous landmark location to predict the current face box, improving speed and stability. The global filtering stage uses two checkpoints to detect "face drifting." It evaluates the face box change amplitude to ensure smooth location transitions and employs a 3D face model to estimate pose changes and correct any significant shifts. The local filtering stage utilizes a Kalman filter, a statistical method for predicting future states based on past data, to smooth the landmark locations [15].

TABLE II
COMPARISON OF MEAN SHAKING ANGLE (DEGREE) ON THE 300-VW TEST SET.

Method	Category 1			Category 2			Category 3		
	Yaw	Pitch	Roll	Yaw	Pitch	Roll	Yaw	Pitch	Roll
dlib+stable	0.741	0.969	0.474	0.828	1.148	0.515	1.245	**1.396**	0.592
dlib	0.931	1.363	0.685	1.002	1.726	0.781	1.899	2.165	1.025
openface+stable	**0.532**	**0.496**	**0.301**	**0.746**	**0.737**	**0.382**	**1.105**	1.214	**0.495**
openface	0.541	0.515	0.302	0.755	0.747	0.375	1.142	1.219	0.568
TCDCN	0.532	0.648	0.389	0.984	1.248	0.608	1.241	1.473	0.897
iCCR	0.673	0.722	0.515	0.814	1.090	0.464	1.396	1.827	1.229
groundtruth	0.653	0.821	0.383	0.599	0.771	0.298	1.029	1.225	0.625

Table II presents a comparison of the hierarchical filtering method for stabilizing facial landmark tracking compared to several other methods. The evaluation metric used is the "mean shaking angle," which measures the smoothness of head pose movement and, by extension, the stability of facial landmarks across video frames. Lower values indicate greater stability. In general, Table 2 provides strong evidence that the hierarchical filtering method significantly enhances the stability of facial landmark tracking. It consistently outperforms other methods in reducing landmark jitter and producing smoother head pose trajectories, making it particularly valuable for applications that rely on accurate and stable landmark data.

IV. CONCLUSION

The intersection of fashion and artificial intelligence reveals a dynamic field ripe with possibilities to enhance both creative expression and consumer experiences. A range of applications are explored , from AI-driven design tools to personalized recommendation systems, highlighting the potential of these technologies to revolutionize the fashion industry. A recurring theme is the importance of moving beyond purely data-driven approaches to incorporate a deeper understanding of fashion aesthetics and user preferences. For example, the development of sophisticated GAN models capable of generating not just visually appealing but also stylistically coherent outfits demonstrates a step towards AI systems that can grasp the nuances of fashion design. Similarly, the emergence of explainable AI (XAI) in fashion recommendation systems signals a shift toward greater transparency and user empowerment. By providing visual cues, highlighting relevant features, and offering specific justifications for recommendations, the XAI models aim to build trust and allow users to make more informed fashion choices. Further research in this domain could focus on refining these AI models to better capture the subjective and often culturally influenced nature of fashion, ultimately leading to more per-

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sonalized, engaging, and creatively stimulating experiences for both designers and consumers.

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