The FITZ whitepaper.

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OPENING

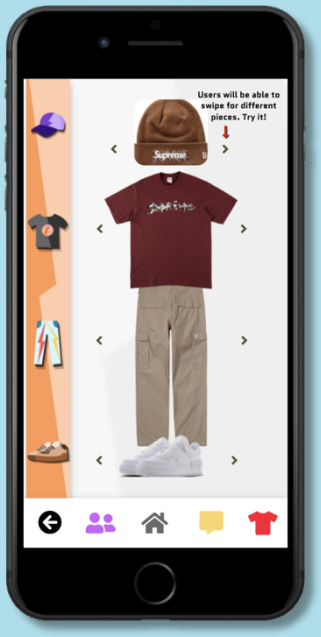
Getting dressed is one of the many essential tasks we do day to day. It plays an important role in how we portray ourselves. When you wear a nice outfit, it enhances your self-esteem, your mood and it sets a lasting impression on other people. Often, it is quite a task to come up with an outfit. You have this idea of what you want to look like in your head and then you go over to your wardrobe, pick out a bunch of clothes and the next thing you know, they are all over the place. Wrinkles everywhere. You are supposed to meet your date at 5 pm, but it's already 4.45 pm, you have yet to get dressed, and your room is in a mess. You get a random outfit together in no time and leave the house, feeling mildly insecure about your last-minute outfit.

Nevertheless, you had a great night. You arrive home feeling amazing. But as you open your room door.. you are greeted with a mess. And the cycle goes on, over and over again. What went wrong? Was it the fit of the clothes, color palette, design or even the brand? Let's admit it, in one way or another, each of these factors may indirectly affect the way we perceive a good outfit, to a bad one. Knowing this, what exactly constitutes a good outfit? The answer is entirely subjective, as it truly depends on the individual. There are a multitude of different styles out there, but it only takes one to get the ball rolling.

In order to achieve your personal style, you will have to go out of your comfort zone and expose your mind to different colors, textures, fittings and types of clothing. Find which of ones that you like and keep track of them. Think of it sort of like a jigsaw puzzle. You piece together an element you like and it all adds up. By the time you know it, the puzzle is complete and you are the are the representation of it.

Planning certain outfits for different days makes you look forward to something and it also facilitates your daily routine. The FITZ idea originated from this exact story. Sure, you can do it the traditional way by putting your outfit together by hand, piece by piece and taking a photo of it afterwards. What if I told you that there was an easier way, a way where you could do so any time, and anywhere without having to touch any of your items?

Introducing, FITZ.



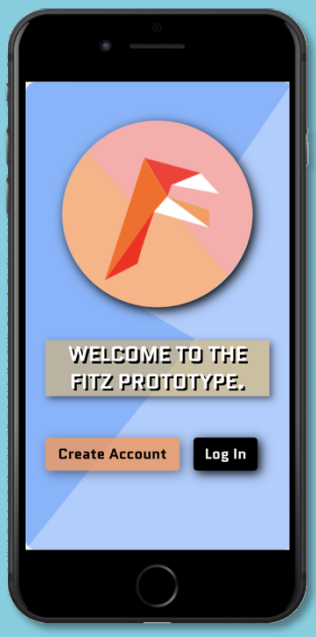
FITZ is an all-in-one mobile application that allows users to create and generate outfits using artificial intelligence and shop for clothing using augmented reality. It is also a platform for designers to offer their outfit styling services to other users, via a p2p (peer to peer) transaction.

The mission of FITZ is to empower people to express themselves through fashion, and to promote sustainability and body positivity in the fashion industry. All in the palm of your hand.

Try our first prototype today.

We have officially launched our first-ever prototype, featuring two of FITZ's distinctive key features: outfit creation and generation. Through the interactive display of these features, prospective users will be able to explore their creativity in planning their outfits, as well as the curation of fresh styles.

Try it out for yourself — have a hand at our outfit creation and generation features by ***clicking here*** or on any of the images below.



The problems we face.

- ***Uncertainty.*** Not knowing what to wear last minute, leading to stress and punctuality problems. (also, the mess in your room after trying on 20 pairs of pants)

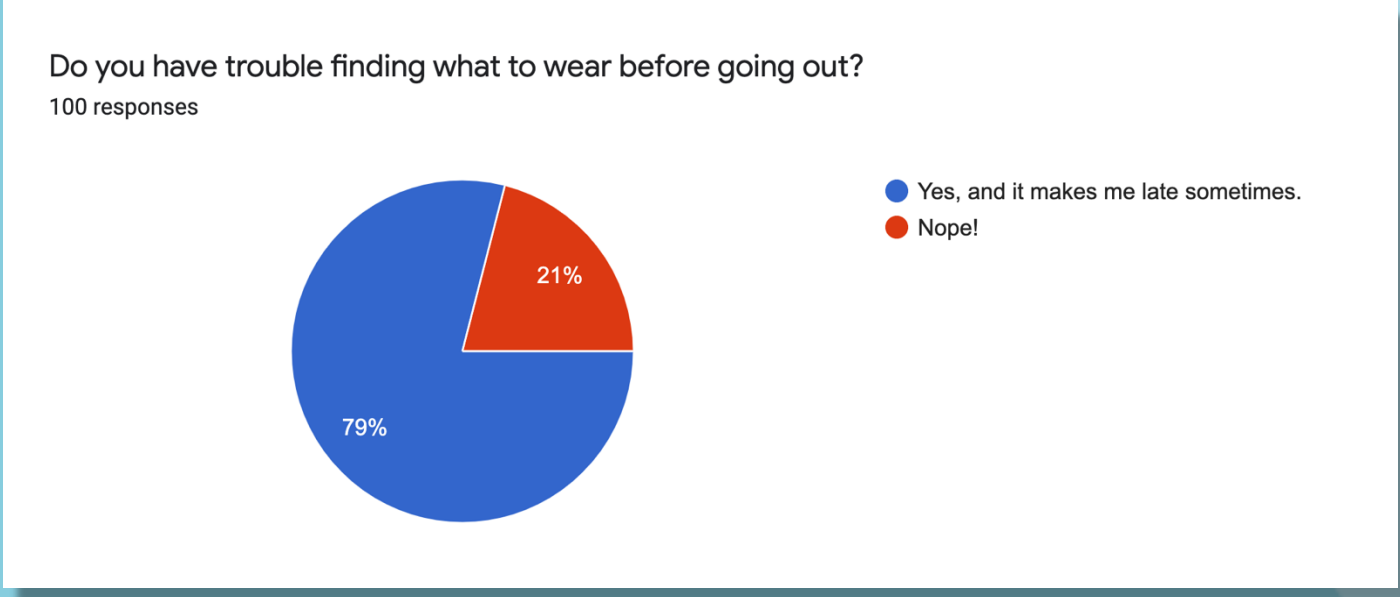
- ***Lack of utility.*** Not making use of the excess clothes sitting in the back of your wardrobe.

- ***Wardrobe exhaustion.*** Re-wearing the same outfits all over again, being stuck in a rut.

- ***Emotional problems.*** ***Studies***[1] have shown that wearing a nice outfit can *tremendously* improve one's mental state.

- ***Packing your bags.*** Not knowing what clothes or outfits to pack on your next trip.

A ***survey***[2] was conducted on ***100*** participants about their views on clothing. The data presented shows that the vast majority of people ***(79%)*** have trouble finding what to wear before going out, even causing punctuality problems.



[1] https://www.smh.com.au/lifestyle/fashion-and-mood-how-clothes-affect-your-emotions-20150717-giei1f.html
[2] https://forms.gle/Rf9F4XuLraKStHcG6

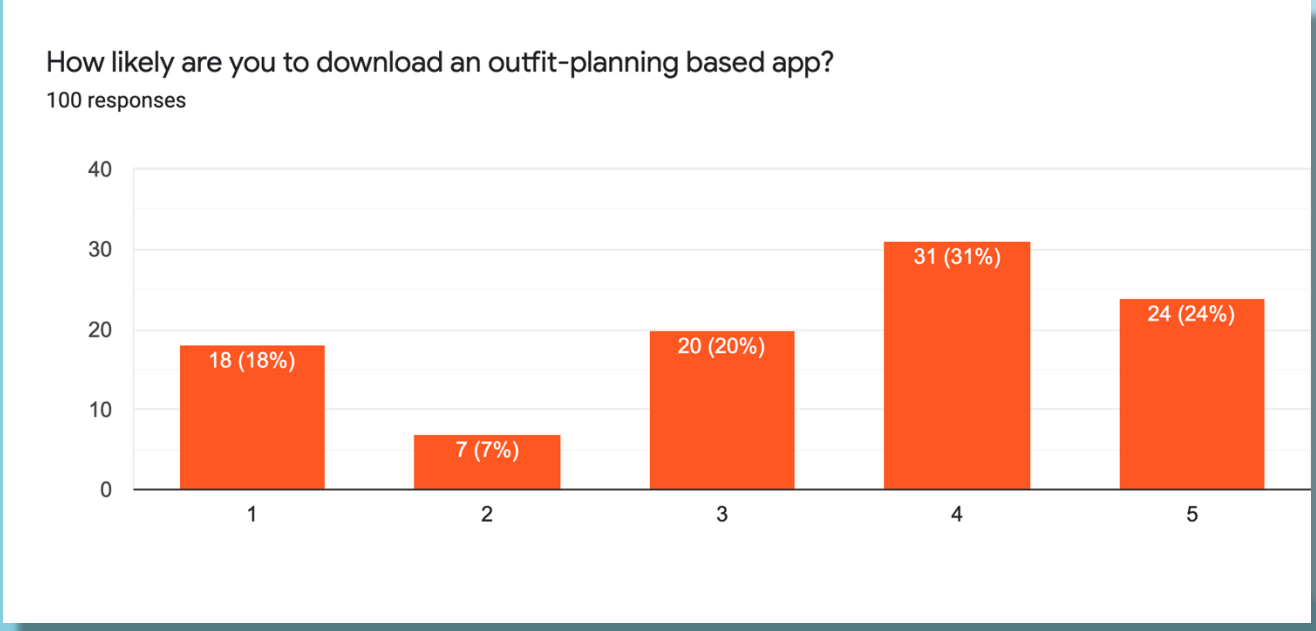
Our approach.

One way to solve these problems is ***wardrobe digitization***. If you had all of your clothing, shoes & accessories presented to you on your phone, you could easily come up with a variety of outfit combinations ***anytime and anywhere***, without having to touch any of your items.

You will also be able to track all of your items and outfits. It will give you a way to see how your style evolves from time to time. With the ability to sync your outfits with your calendar, you can fully customize your outfits based on your schedule.

The data is in our favor.

The survey concluded that ***55% (4/5 & 5/5)*** of the participants would most likely download an outfit-planning based app.



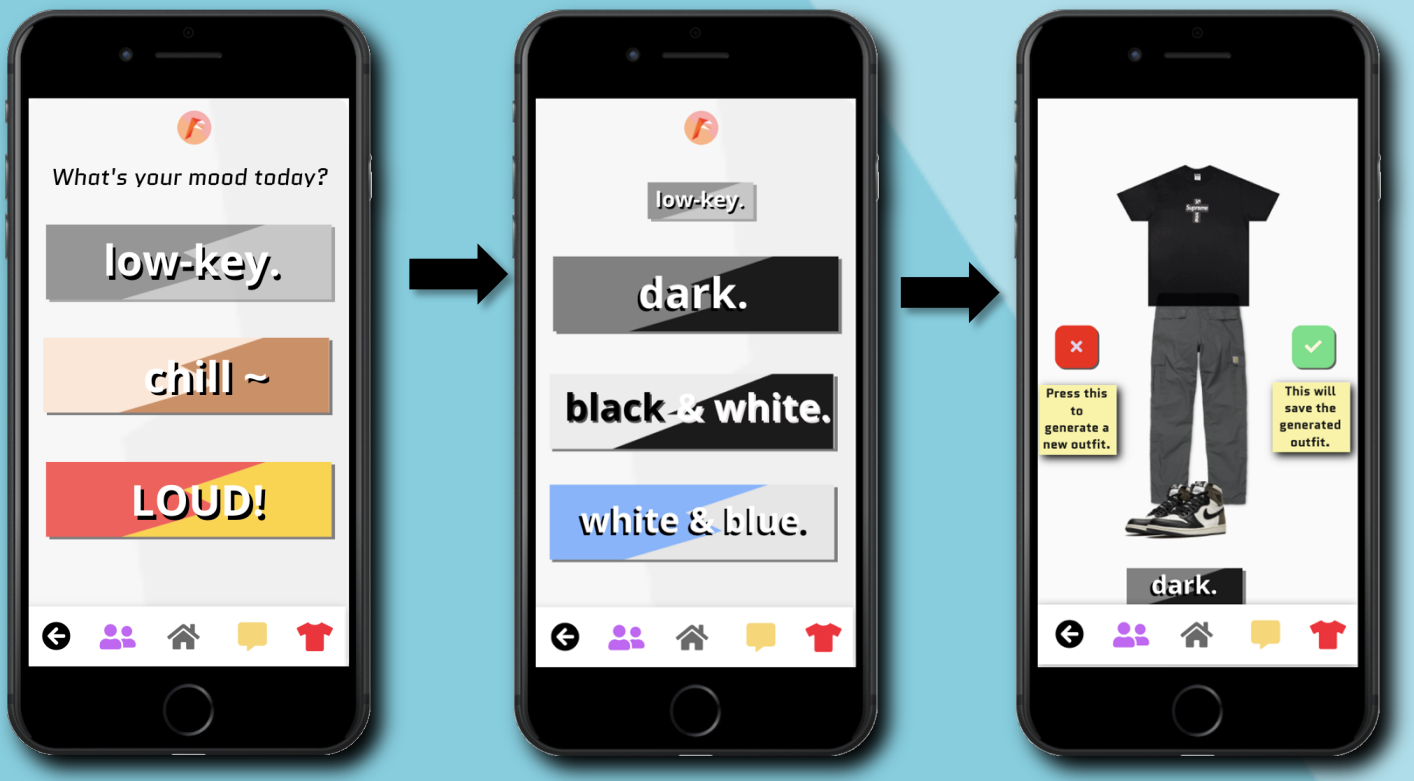
Unique Features.

One of the features we are proud to implement is the ***outfit generator***. It will be one of the *quickest* ways to create a quality outfit without much of a thought process. It works by generating an outfit based on color tonality.

When a user adds an item to their wardrobe, it will be categorized under a specific color and type, which will then be automatically added to a color palette. The more clothes the user has, the more combinations it can generate. This is also great because it is completely gender neutral, and all outfits created are based on what the user has in their wardrobe.

Having a solid color palette for an outfit is extremely important. Another ***study***[3] conducted by the University of North Carolina at Chapel Hill concluded that ***more coordination is linked to more fashionableness***, consistent with the general importance of matching, for both men & women.

Mood selector. ***Color palette options.*** ***Outfit generated.***

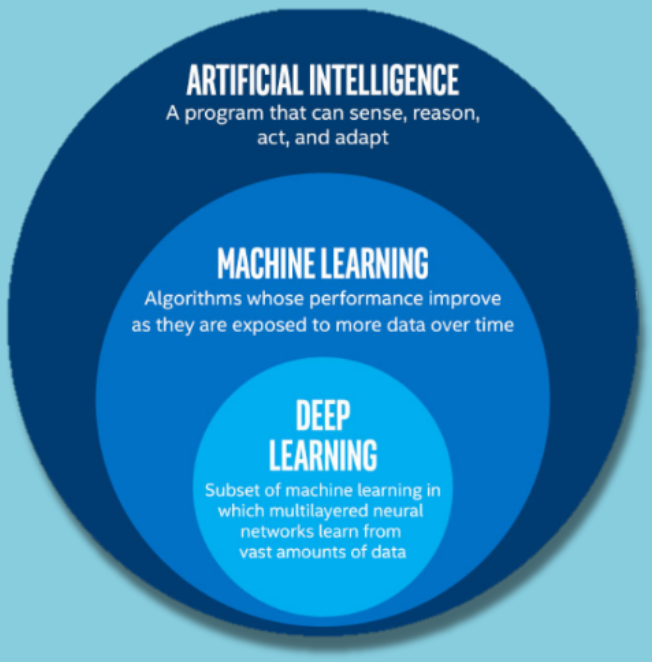


Machine learning will be implemented to identify certain patterns & trends in favor of the user.

[3] https://doi.org/10.1371/journal.pone.0102772

What is Machine Learning?

Machine learning [***ML***] is the study of computer algorithms that improve automatically through ***experience and by the use of data.*** It is seen as a part of artificial intelligence. Machine learning algorithms build a model based on sample data, known as "training data", in order to make predictions or decisions without being explicitly programmed to do so.[4]



[5]

How can this improve user experience?

With the outfit generator, users can vote with either the ✗ or ✓ whether they like the outfit or not.

If a piece clothing or color falls into the ✓ category often, it will be acknowledged by the code and recommended to the user more.

As of 2021, none of our competitors have implemented this feature. We will be the first to have such a feature coded into our app. Users will be able to save so much time and energy, as an outfit can be generated in a matter of seconds.

[4] https://en.wikipedia.org/wiki/Machine_learning
[5] Under "1. What exactly is deep learning?" https://towardsdatascience.com/what-is-deep-learning-and-how-does-it-work-2ce44bb692ac

The next feature is the ***outfit creation studio***. This will be the platform for users to unleash their inner designer and conceptualize outfits.

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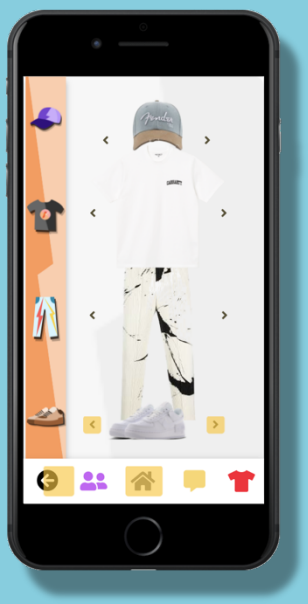
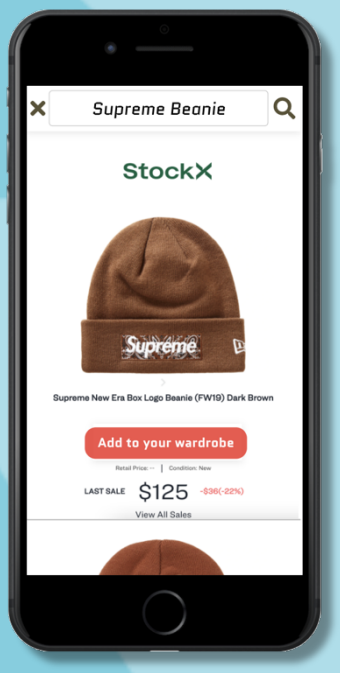


With the function to swipe through each clothing category, users can go back and forth between items without having to open up their digital wardrobe.



Users will be able to seamlessly import their items into their wardrobe with a simple search. We will be utilizing ***multiple different APIs*** (application programming interfaces) in order to cover a variety of brands and websites. More APIs will be added every month with user feedback.

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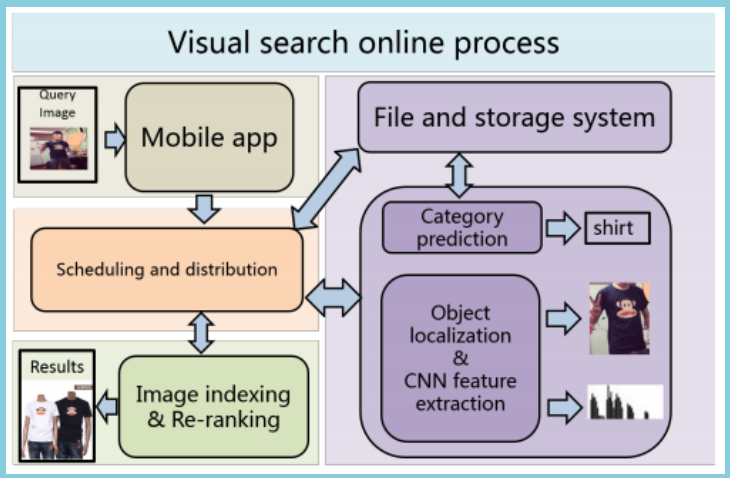

In the future, we would like to implement an image search query, in which a user can submit an image (past or present) visualizing a certain piece of clothing, and automatically get results based on that image.

[6] Image taken from https://towardsdatascience.com/how-taobaos-visual-search-technology-works-c966b56c361b