

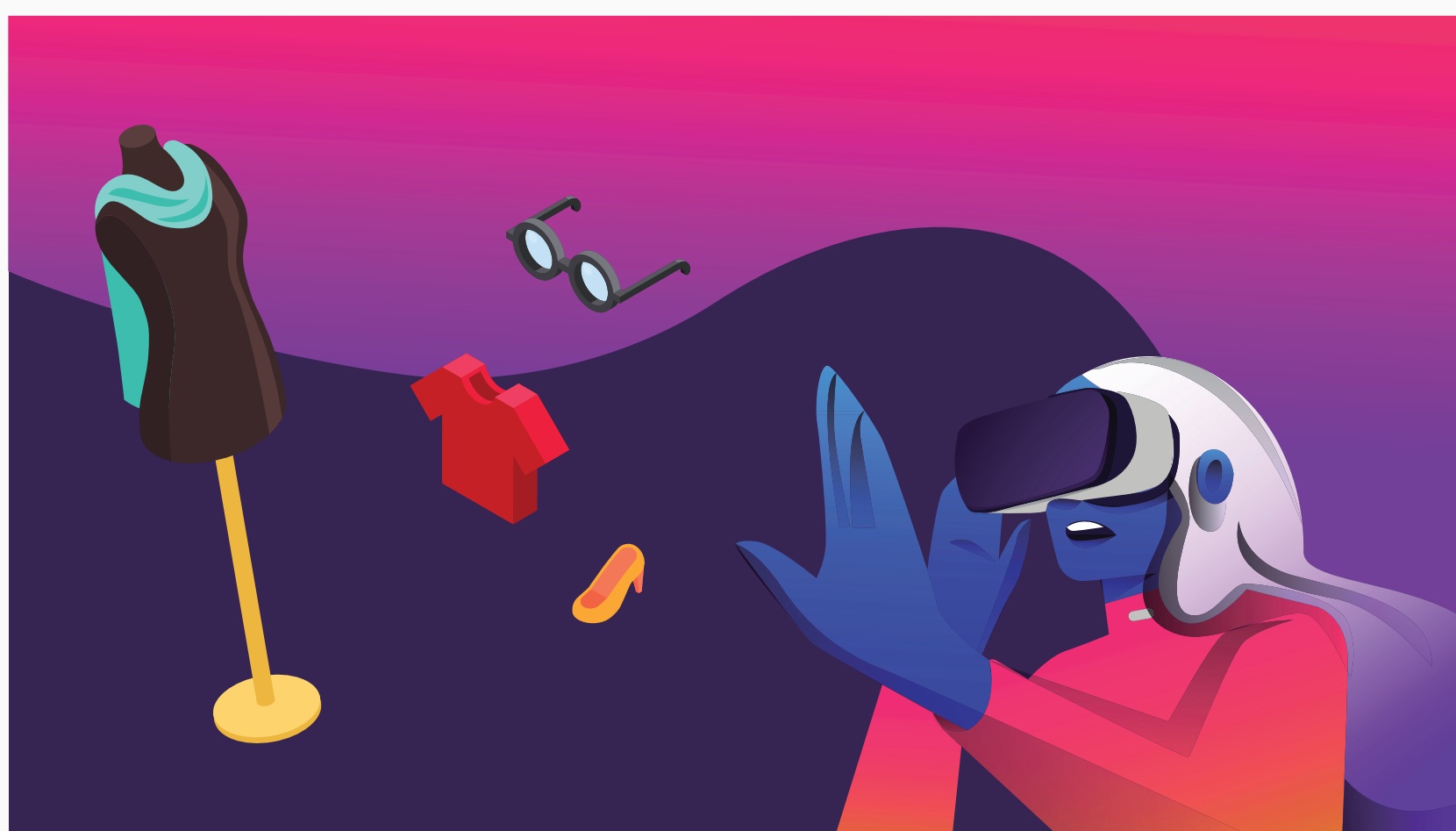


eTryOn

Virtual try-ons of garments enabling novel human fashion interactions

eTryOn's mission is to **modernize the way people create, consume and experience fashion** by offering novel Human-Fashion-Interaction (HFI) applications using XR technologies (AR, VR) in order to enhance the creative process of fashion design, revolutionize the way people interact with fashion in the social media, and simulate the physical in-store experience for online shopping.

USE CASES



Designer app

*A VR application targeting fashion designers, facilitating them throughout the creative process of **garment design** by offering realistic fitting of the digital garments on photorealistic 3D avatars.*

DressMeUp app

*A mobile application for **social media users**, allowing them to virtually change their outfit in an image / video by selecting from a pool of digital garments and then upload it to social media.*



Magic Mirror app

*A mobile-based AR magic mirror enabling virtual try-ons of garments during **online shopping** that aims to recreate at home the experience of buying clothes from a physical store.*

PARTNERS



CONTACT

Spiros Nikolopoulos - nikolopo@iti.gr
Elisavet Chatzilari - ehatzi@iti.gr
Information Technologies Institute
Centre for Research & Technology Hellas

