



eTryOn

Factsheet

KEY FACTS

Project Acronym: eTryOn

Project Full Title: Virtual try-ons of garments enabling novel human fashion interactions

Funding Scheme: H2020-EU.2.1.1. - INDUSTRIAL LEADERSHIP - Leadership in enabling and industrial technologies - Information and Communication Technologies (ICT)

Total budget: € 2,492,625.00 - **EU Funding:** € 1,930,837.50


Start date: 01/10/2020

Duration: 24 months

Project web page: etryon-h2020.eu

Social Media:

 facebook.com/etryonh2020

 [@eTryOn_h2020](https://twitter.com/eTryOn_h2020)

 linkedin.com/in/e-tryon-project

 instagram.com/etryon.project

Contact - Project Coordinators:

Spiros Nikolopoulos - nikolopo@iti.gr

Elisavet Chatzilari - ehatzi@iti.gr

Information Technologies Institute - Centre for Research & Technology Hellas

ABSTRACT

The primary objective of eTryOn is to revolutionize the interaction between users (i.e. fashion designers, lovers and consumers) and fashion items, by researching and developing technologies that allow virtual try-ons of garments. In this direction, the main research, innovation and technological endeavors of eTryOn are to develop technology for: i) Generating personal photorealistic 3D avatars of the user by self-scanning themselves, ii) automatically simulating the interaction between the 3D user avatars and digital garments (i.e. size fitting and visualization of interactions during body movements), and iii) extracting fashion insights from user preference data and generating fashion recommendations.

By combining the high-quality experience offered by photorealistic personal avatars, their natural interaction with virtual garments, and the accurate fashion insights/recommendations with the use of XR technologies like Virtual/Augmented reality, eTryOn provides future interactive solutions for Human Fashion Interaction, enhancing the way users experience fashion items in a novel immersive form. More specifically, three novel interactive solutions for three existing experiences will be developed: 1) the Designer app (creative experience): 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, 2) the DressMeUp app (social experience): a mobile application for social media users (e.g. Instagram influencers), 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, an 3) the Magic Mirror app (shopping experience): 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.

CONSORTIUM

