



eTryOn – Virtual try-ons of garments enabling novel human fashion interactions

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Main Authors: Orestis Sarakatsanos (CERTH)



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Editor	Elisavet Chatzilari (CERTH)
Reviewer(s)	Martina Pugliese (MLZ)

Abstract	D7.1 reports on the publicity material that has been developed for disseminating eTryOn objectives and goals to different target groups. In particular, D7.1 reports on the project website, poster, leaflet and factsheet, as well as the project's social media accounts (i.e. Facebook, Twitter, LinkedIn and Instagram). This material will be made available to all consortium members for disseminating the project's aims and activities to the wider public.
Keywords	Dissemination, Web site, poster, leaflet, factsheet, social media, Twitter, Facebook, Instagram, LinkedIn.

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2. QUANTACORP (QC)
3. METAIL LIMITED (Metail)
4. MALLZEE LTD (MLZ)
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Deliverable history

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0.3 (beta)	7/12/2020	Ready-for-review version to be reviewed by the internal reviewers	Elisavet Chatzilari (CERTH)
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0.4	11/12/2020	Final version incorporating the reviewers' comments	Orestis Sarakatsanos (CERTH)
0.5 (final)	17/12/2020	Ready for submission to the EC	Elisavet Chatzilari (CERTH)

List of Abbreviations and Acronyms

Abbreviation	Meaning
DoA	Description of Action
EU	European Union
ToC	Table of Contents

Table of Contents

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1. Executive summary

D7.1 presents the first version of the project's publicity material that will be used to disseminate its goal and objectives to the wider public. This material consists of the project website, poster, leaflet and factsheet, as well as the project's social media accounts. In this report, we present the content that has been generated for this purpose and what motivated our design and content choices.

2. Introduction

In eTryOn's DoA [1], we have specified a number of dissemination instruments for addressing the different target groups and aligning with the intended dissemination directions. The goal of this deliverable is to present the first version of these instruments, which we refer to as Communication Material. The material included in the communication kit is aligned with the direction of raising awareness about the project and primarily addresses the general public. More specifically, the content of this deliverable consists of information about the website, printed material in the form of a poster, a brochure and a factsheet, as well as information about the project's social media accounts. In the remaining of this deliverable, we will present the constituent parts of the communication kit using screenshots together with a brief description motivating our design and content choices.

3. Website

The eTryOn website (<https://etryon-h2020.eu/>) [2] has been designed to serve as the project's main communication channel towards the target groups identified in the dissemination plan of the DoA [1]. The project's website has been structured in the following sections:

Home: The initial page that welcomes the visitor and conveys the project's basic messages. This is essentially the visitors landing page (Figure 1) that consists of three parts:

- The first section features a short description of the project, along with a button that links to the Abstract page of the website,
- A **Use Case** section that describes eTryOn's use cases, and
- A **Latest News** section that prominently shows the last news items of the website.

The image shows a composite of three screenshots from the eTryOn website. The top screenshot is the homepage, featuring the eTryOn logo, a navigation menu (Home, Project, Results, News), and a central graphic with a person icon. Below the graphic is a short description of the project's mission and an 'ABSTRACT' button. The middle screenshot shows the 'Use Cases' section, which is divided into three sub-sections: 'Designer app', 'DressMeUp app', and 'Magic Mirror app'. Each sub-section includes an illustration and a brief description of the app's functionality. The bottom screenshot shows the 'Latest News' section, featuring a news item titled 'eTryOn Project kick-off meeting' with a date of November 13, 2020, and a 'Continue reading...' link. To the right of the news item is a sidebar with 'Meta' and 'Links' sections, including a login form, a feed, and a funding notice from the European Union.

eTryOn
VIRTUAL TRY-ONS OF GARMENTS ENABLING NOVEL HUMAN FASHION INTERACTIONS

Home Project Results News

eTryOn

eTryOn's mission is to modernize the way people create, consume and experience fashion items by offering novel **Human-Fashion-Interaction (HF) 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.

ABSTRACT

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 (e.g. 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.

Magic Mirror app

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

Latest News

eTryOn Project kick-off meeting
November 13, 2020

The Kick-Off meeting of eTryOn has been successfully completed virtually on 12 Oct 2020. The topics that were discussed included the project history & current status, a project overview, management issues...

Continue reading...

Meta **Links**

Login
Entries feed
Comments feed

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 951908.

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Project: This section is used to provide the technical details of the project, in terms of its objectives, envisaged research and development activities and work-plan. It is organized in the following sub-sections:

- **Abstract:** Contains a short description of the project (Figure 2).
- **Concept:** Outlines the project's main goal also featuring a conceptual diagram. (Figure 3).
- **Objectives:** Features an overview of the project objectives along with the activities related to them. (Figure 4).
- **Structure:** Outlines the eTryOn work packages and provides the related activities as envisaged in the DoA [1] (Figure 5).
- **Consortium:** Offers the technical background of every partner, its responsibilities and expertise (Figure 6).

Abstract

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

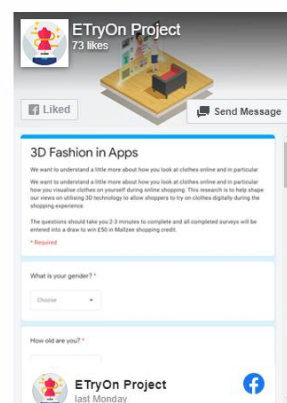
- Generating personal photorealistic 3D avatars of the user by self-scanning themselves,
- Automatically simulating the interaction between the 3D user avatars and digital garments (i.e. size fitting and visualization of interactions during body movements),
- Extracting fashion insights from user preference 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 interactive 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,
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.

Search ... 

Facebook



Twitter

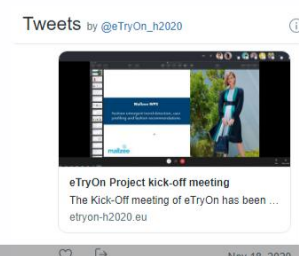


Figure 2: eTryOn's website - Abstract page

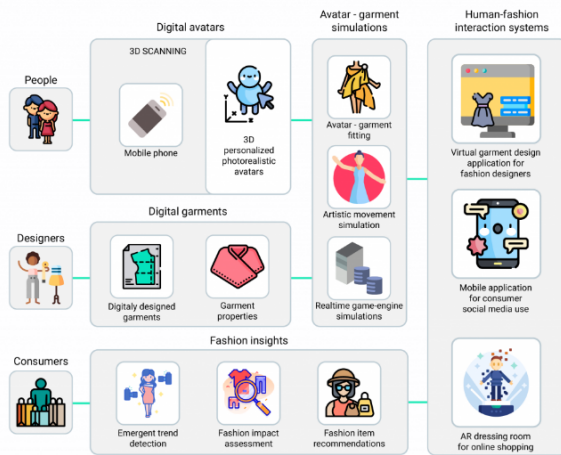
Concept

Overall concept

eTryOn brings together the **fashion industry** (from fashion designers and consumers to fashion marketeers) with **technology experts in various IT fields** (3D modeling, garment fitting, AI, physics simulations, user profiling and recommendations, game engine development) in order to revolutionize the way people interact with fashion. In creating these new HFI solutions, the concept of eTryOn relies on technologies that can automate the content generation for fueling novel interaction devices (VR, AR, mobile phones).

More specifically, we research into technologies that can:

- Digitize full human bodies into 3D photorealistic avatars using mainstream devices (i.e. smartphones),
- Automatically simulate and visualize how digitally designed garments fit and look on the photorealistic avatars in terms of size, style and move,
- Extract fashion insights such as emerging trends using preference data from actual consumers and provide fashion recommendations to users.



By bringing together all these technologies in three innovative HFI applications, we can transform the creative, social and shopping experience that various types of users have when they interact with fashion items. In more detail, eTryOn's conceptual layers and the challenges we aim to solve are the following:

Digital avatars: eTryOn will deliver a mobile application for generating personal photorealistic 3D avatars that can be used for virtual try-ons. While the literature offers various solutions for 3D digitization of objects, developing photorealistic avatars for fitting garments creates new requirements for exact body shapes, accurate measurements and attractive texturing. Furthermore, the

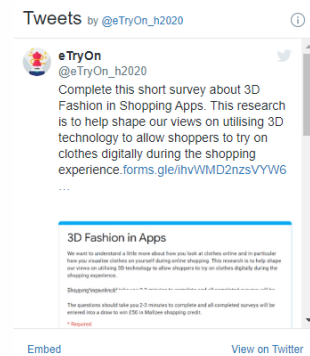
Figure 3: eTryOn's website - Concept page

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Objectives



Objective list

IO.1 - Generate photorealistic personal 3D avatars through smartphones	-
The objective is to create a mobile application that will enable self-3D scanning and will allow users to generate photorealistic 3D avatars of themselves. The 3D avatars will be also rigged, skinned and ready to facilitate different humanoid-compatible animations.	
IO.2 - Simulation algorithms for avatar-garment interactions	+
IO.3 - Fashion emergent trend detection, user profiling and fashion recommendations	+
IO.4 - Future interaction paradigms	+
TO.1 - System architecture & Integration	+
UO.1 - User requirements and eTryOn pilots	+

Search ...



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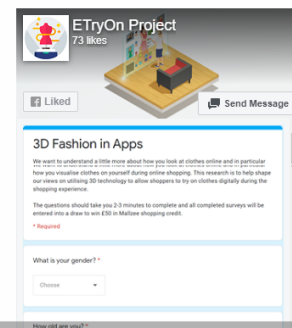


Figure 4: eTryOn's website - Objectives page

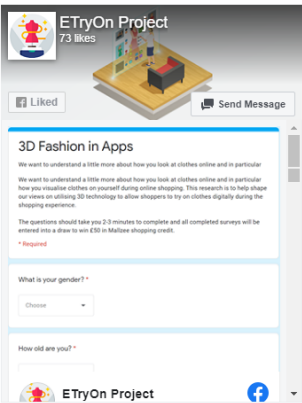
Structure



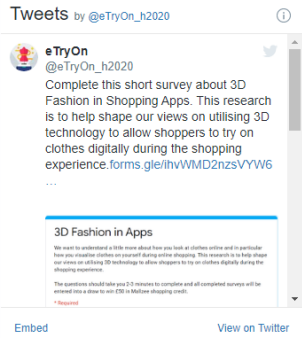
<p>WP1. Generate photorealistic personal 3D avatars through smartphones</p> <p>The objectives of this WP are to:</p> <ol style="list-style-type: none"> 1) Develop algorithms for the generation of automatically rigged and photorealistic 3D avatars, 2) Develop of a mobile application for 3D self-scanning. <p>Leading partner: QC Description of work</p>
<p>WP2. Simulation algorithms for avatar-garment interactions</p> <p>WP2 focuses on the selection of the 3D garments and the means required to “dress” the avatars with these garments. Additionally, a machine learning model will be built that will approximate the simulation of the garments in various poses.</p> <p>Leading partner: Metal Description of work</p>
<p>WP3. Fashion emergent trend detection, user profiling and fashion recommendations</p> <p>WP3 focuses on the large-scale mining of multimodal fashion data from Mallzee’s consumer base using novel machine learning approaches with the purpose of extracting data-driven fashion trends, consumer segments, and ultimately producing better targeted and richer garment recommendations.</p> <p>Leading partner: Mallzee Description of work</p>
<p>WP4. System architecture & Integration</p> <p>WP4 focuses on the integration of the back-end modules developed in WP1-3, enabling the development of interactive applications in WP5. The main objective of WP is to unify the developed technologies under the eTryOn middleware and provide access through a set of back-end and front-end APIs.</p> <p>Leading partner: Metal Description of work</p>
<p>WP5. Future interaction paradigms</p> <p>The objectives of this WP are the design and development of 3 new HFI applications:</p> <ol style="list-style-type: none"> i) fashion designer VR application, ii) mobile application for fashion models, and iii) AR application for fashion consumers for virtually trying on clothes. <p>Leading partner: CERTH Description of work</p>

Search ...

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Twitter



Instagram

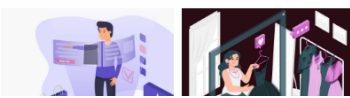


Figure 5: eTryOn's website - Structure page

Consortium

Centre for Research & Technology Hellas (CERTH), Greece



as on multimodal recommendations (WP3).

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Metail (Metail), UK



activities (WP4).

Contact point:
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Mallzee (MLZ), UK



CERTH is the project coordinator of eTryOn and participates through its lab [mklab](#). In addition, CERTH will develop the UI of the 3 new HFI applications and develop the corresponding AR/VR applications (WP5), and will perform research in the fields of social media-based trend analysis, detection and forecasting, as well

QuantaCorp will exploit their body measurement scanning platform and work on delivering a portable solution for creating 3D personal body avatars with consumer-ready devices (e.g. smartphones) as well as provide the technology for 3D self-scanning purposes through mainstream mobile devices (WP1).

In eTryOn, **Metail** will provide photorealistic avatars from high resolution images (WP1), lead on the simulation algorithms for avatar-garment interactions (WP2) and will be also leading the eTryOn's integration

In eTryOn, **Mallzee** will provide the data (user rating and transaction data over fashion products) and the expertise to develop algorithms to predict the

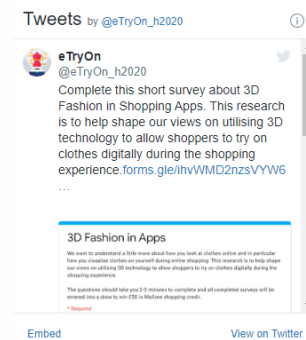
Figure 6: eTryOn's website - Consortium page

Search ...

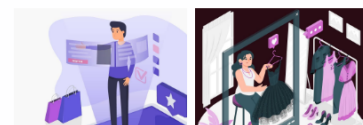
Facebook



Twitter



Instagram



Results: This section will be used to provide access to the project's outcomes. In particular, this section is structured in the following way:

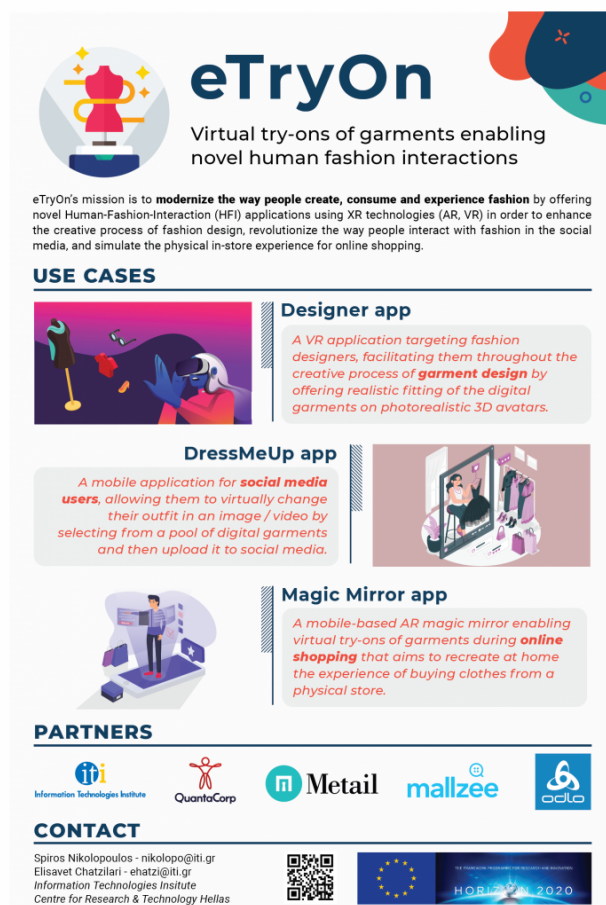
- **Deliverables:** This page will host the public deliverables that will be uploaded upon their submission.
- **Publications:** In this page, all the publications that will be acknowledged to eTryOn will be listed, with links for download.
- **Software:** Any software related to the project will be available on this page for download.
- **Dissemination:** All project related dissemination material will be available on this page for download (Figure 7).

Dissemination

Printed Promotional Material

eTryOn Poster

[Download poster](#)



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

Information Technologies Institute, QuantaCorp, Metail, mallzee, oclo

CONTACT
Spiros Nikolopoulos - nikolopo@iti.gr
Elisavet Chatziliari - ehatz@iti.gr
Information Technologies Institute
Centre for Research & Technology Hellas

eTryOn's poster contains information about the project's concept, use cases, partners & contact information.

eTryOn Factsheet (A4)

Figure 7: eTryOn's website - Dissemination page

Search ... 

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ETryOn Project
73 likes

3D Fashion in Apps

We want to understand a little more about how you look at clothes online and in particular how you visualize clothes on yourself during online shopping. This research is to help shape our views on utilizing 3D technology to allow shoppers to try on clothes digitally during the shopping experience.

The questions should take you 2-3 minutes to complete and all completed surveys will be entered into a draw to win €50 in Mallzee shopping credit.

*Required

What is your gender? *

How old are you? *

Twitter



Tweets by @eTryOn_h2020

eTryOn
@eTryOn_h2020

Complete this short survey about 3D Fashion in Shopping Apps. This research is to help shape our views on utilizing 3D technology to allow shoppers to try on clothes digitally during the shopping experience. forms.gle/lnvWMD2nzsVYVW6

3D Fashion in Apps

We want to understand a little more about how you look at clothes online and in particular how you visualize clothes on yourself during online shopping. This research is to help shape our views on utilizing 3D technology to allow shoppers to try on clothes digitally during the shopping experience.

The questions should take you 2-3 minutes to complete and all completed surveys will be entered into a draw to win €50 in Mallzee shopping credit.

*Required

Instagram



News: A blog-like news section (Figure 8) that incorporates posts about the project activities, developments and other topics of interest.

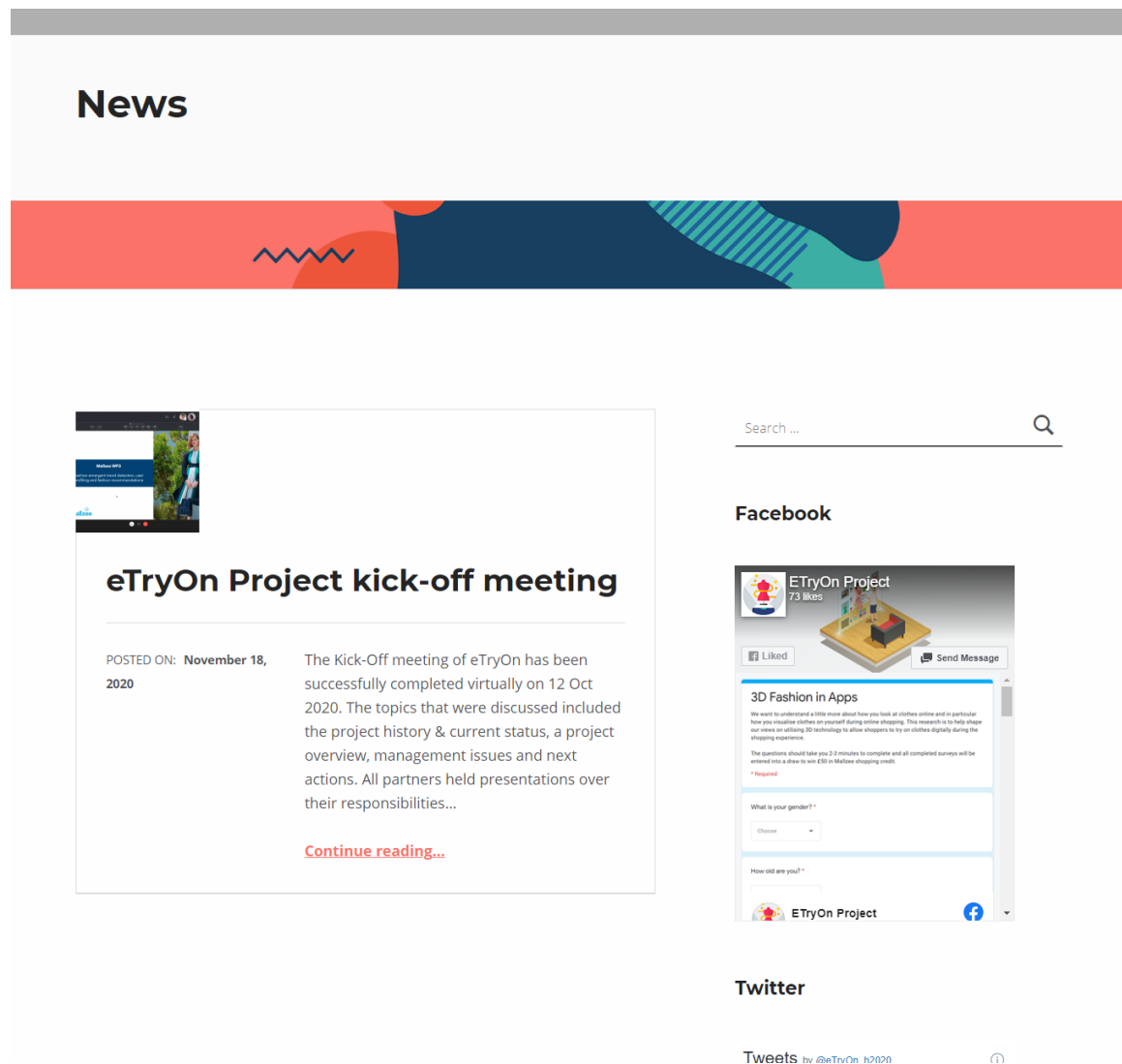


Figure 8: eTryOn's website – News Section

4. Poster

eTryOn’s poster [3] (see Figure 9) contains information about the project’s mission, use cases, and partners as well as contact information. At the top, resides the logo, acronym of the project, the project description and a small paragraph outlining the mission of the project. The use case section includes the three use cases in the form of easy to understand graphics with a small description that gives the observer a quick understanding. The following section includes information about each of the project’s partners. Finally, contact information for the project coordinator is placed at the bottom of the poster along with a QR code that points to the project website. This poster will be primarily used as printed material for various types of events, such as conferences, clustering activities, networking events, etc.



Figure 9: eTryOn's poster presenting basic information about the project.

5. Brochure

eTryOn's tri-fold brochure [4] (see Figure 10) features core information about the objective and use cases of the project, without the complex technical details of the Work Packages. It's an easy to read primer, allowing the reader to understand what the project really is about.

The structure of this brochure offers the observer an intuitive way to learn about the project. At first, the objective section gives information about the full scope of the project. Subsequently, the three use cases of the project are outlined. Special emphasis is given to each use case with an illustration that accompanies each description. Finally, the consortium is presented along with the contact information for the coordinator.

This leaflet will be used as printed material on networking and clustering events but also events targeting the general public and will be distributed to relevant organizations, stakeholders or people that may be interested in eTryOn's technologies.

SHOPPING EXPERIENCE

Magic Mirror app
Online Shoppers
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.

An AR-based tele-fitting room, based on the magic mirror idea (i.e. large mirrors installed in stores that augment the garments on top of the users' image), but utilizing mainstream devices (e.g. smartphones) so that it is easy to use from one's home. The proposed application simulates the physical experience of trying on clothes in-store, providing the necessary product details (visualization of garment fit on the consumers themselves) as well as user assistance features (personal assistant for finding the perfect outfit).

CONSORTIUM

iti
Information Technologies Institute

QuantaCorp

Metail

malzee

odlo

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6th km Thessaloniki Road, 57001, Thessaloniki, Greece.

eTryOn
Virtual try-ons of garments enabling novel human fashion interactions

etryon-h2020.eu

THE EUROPEAN UNION
THE FRAMEWORK PROGRAMME FOR RESEARCH AND INNOVATION
HORIZON 2020

OBJECTIVE

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:

- ✦ Generating personal photorealistic 3D avatars of the user by self-scanning themselves.
- ✦ Automatically simulating the interaction between the 3D user avatars and digital garments (i.e. size fitting and visualization of interactions during body movements).
- ✦ Extracting fashion insights from user preference data and generating fashion recommendations.
- ✦ Novel interactive (AR/VR) applications providing new immersive and realistic ways for people to interact with fashion

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.

eTryOn will provide **three novel Human - Fashion - Interaction (HFI) applications** using XR technologies (AR, VR) in order to i) enhance the creative process of fashion design, ii) revolutionize the way people interact with fashion in the social media, and iii) simulate the physical in-store experience for online shopping.

CREATIVE EXPERIENCE



Designer app

Fashion Designers

A VR application enhancing the creative process of garment design by offering realistic fitting of the digital garments on photorealistic 3D avatars.

An immersive VR application that offers the necessary realism in terms of both the utilized avatars that are textured, real-person-looking and animated with realistic movements (catwalk, jumping, running, etc.). This realism renders the proposed application a "digital twin" of an actual fitting process that is currently done with real mannequins and wearing produced prototypes of the garments during the garment design process. Furthermore, it can enhance the entire design cycle of a garment, by offering realistic visualizations of garments, fashion trend insights and decision-making support for all the involved stakeholders (production managers, sales managers, manufacturers, etc.). With the eTryOn Designer app, the garment production rounds and time can be minimized, reducing the required materials, human resources (actual mannequins), and eventually cost for designing a garment.

SOCIAL EXPERIENCE



DressMeUp app

Social Media Users, Fashion Lovers

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.


An application based on mainstream devices (i.e. smartphones) that allows social media users to try on garments digitally, without having the need of accessing the physical item. As a result, the lately introduced market of digital clothing can become a mainstream choice through the use of the proposed application. In this way, the users can have the same result for their Instagram account without having to buy expensive items reducing significantly the environmental footprint of the fashion industry. Moreover, this opens the opportunity to try and market garments that were unreachable before, e.g. garments worn by actors in movies.

Figure 10: eTryOn's 6-page brochure. The brochure provides information about the project's objective and use cases.

6. Factsheet

eTryOn's factsheet [5] (see Figure 11) includes factual information about the project like its acronym and full title, start date, duration, funding and contact information, along with an abstract.

This material is intended to cover aspects that would be interesting from a statistical point of view (e.g. EU's aggregated numbers of spending, average number of partners, duration of projects, etc.).



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
 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












Figure 11: eTryOn's Fact Sheet – Summarizing the factual information about the project.

7. Social Media

eTryOn's goal is to make extensive use of the capabilities offered by social networks to disseminate its achievements and reach a wide audience. For this purpose, a number of social media accounts have been already generated and linked through the projects website.

Generated social media accounts:

- Facebook URL: <https://www.facebook.com/etryonh2020>
- Twitter handle: @eTryOn_h2020,
Twitter URL: https://twitter.com/eTryOn_h2020
- LinkedIn URL: <https://www.linkedin.com/in/e-tryon-project/>
- Instagram URL: <https://www.instagram.com/etryon.project/>

8. Conclusions

This document features material for disseminating eTryOn's objectives and goals to different target groups, as well as for facilitating the project's communication activities. In particular, this deliverable reports on the project website, poster, leaflet and factsheet, as well as the project's social media accounts (i.e. Facebook, Twitter, LinkedIn and Instagram). A set of screenshots accompanies every section of the deliverable to add more depth to the information provided about the dissemination material. Moreover, we have made sure to explain our motivation for organizing the content into the presented form by providing brief descriptions on our design and content choices.

9. References

[1] Description of Actions - Readable form
(Not public - Requires authentication)

[2] eTryOn website:
<https://etryon-h2020.eu/>

[3] eTryOn poster:
<https://etryon-h2020.eu/download/199/>

[4] eTryOn brochure:
<https://etryon-h2020.eu/download/206/>

[5] eTryOn factsheet:
<https://etryon-h2020.eu/download/203/>