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

Project Title:	**eTryOn – Virtual try-ons of garments enabling novel human fashion interactions**
Contract No:	951908 - eTryOn
Instrument:	Innovation Action
Thematic Priority:	H2020 ICT-55-2020
Start of project:	1 October 2020
Duration:	24 months

Deliverable No: D7.1

Communication Material

Due date of deliverable:	31 December 2020
Actual submission date:	17 December 2020
Version:	0.5
Main Authors:	Orestis Sarakatsanos (CERTH)

Project funded by the European Community under the H2020 Programme for Research and Innovation.

Project ref. number	951908
Project title	eTryOn – Virtual try-ons of garments enabling novel human fashion interactions

Deliverable title	Project Management, Quality Assessment and Financial Plan
Deliverable number	D7.1
Deliverable version	Final
Contractual date of delivery	31 December 2020
Actual date of delivery	17 December 2020
Deliverable filename	eTryOn_D7.1_0.5_final.docx
Nature of deliverable	Other
Dissemination level	Public (PU)
Number of pages	25
Workpackage	WP7
Task(s)	T7.1
Partner responsible	CERTH
Author(s)	Orestis Sarakatsanos (CERTH)
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.

Copyright

Deliverable history

Version	Date	Reason	Revised by
0.1	06/11/2020	Initial version – Table of Contents to be checked by the consortium	Orestis Sarakatsanos (CERTH)
0.2 (alpha)	30/11/2020	Full version to be checked by CERTH	Orestis Sarakatsanos (CERTH)
0.3 (beta)	7/12/2020	Ready-for-review version to be reviewed by the internal reviewers	Elisavet Chatzilari (CERTH)
Review	9/12/2020	Version with internal reviewer's comments	Martina Pugliese (MLZ)
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

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

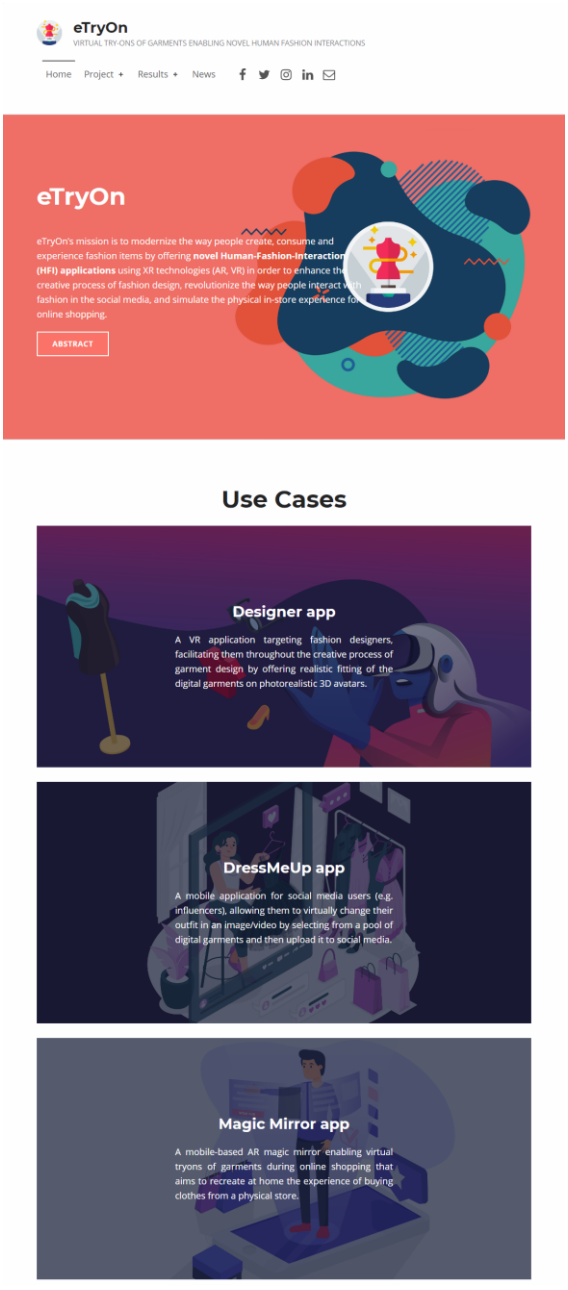
In eTryOn's DoA [1], we have specified a number of dissemination instruments for addressing the different target groups and aligning with the intended dissemination directions. The goal of this deliverable is to present the first version of these instruments, which we refer to as Communication Material. 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.



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).

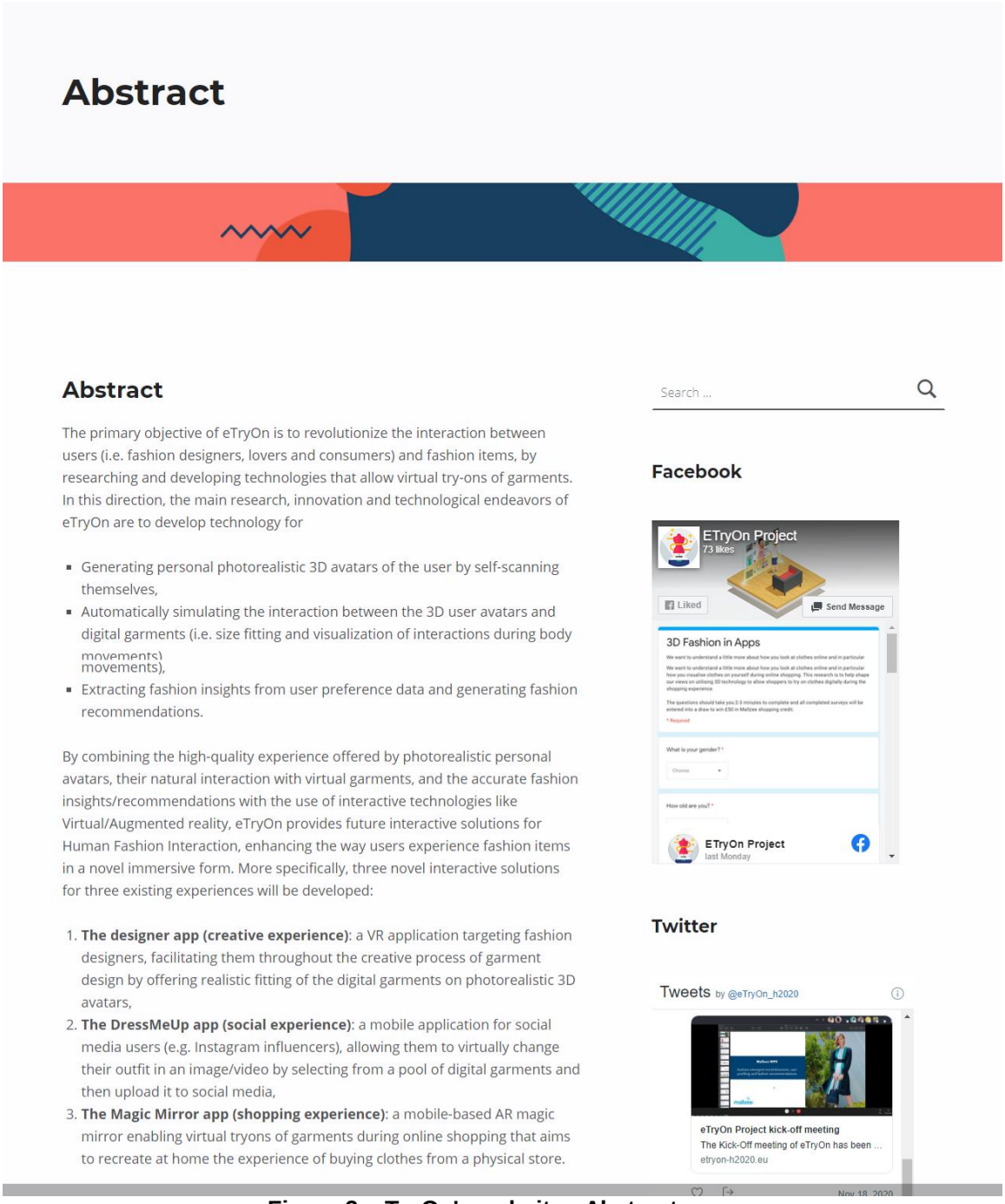


Figure 2: eTryOn's website - Abstract page

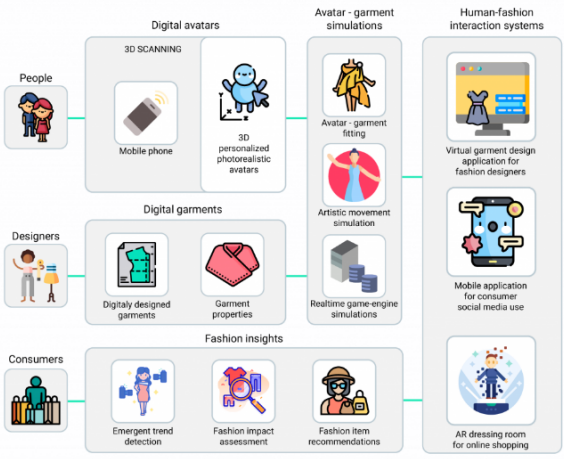
Concept

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:
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.



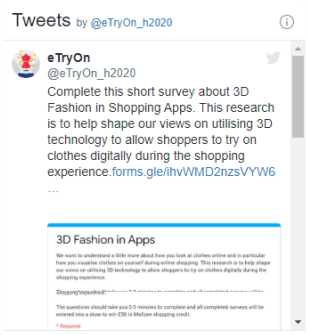
By bringing together all these technologies in three innovative HFI applications, we can transform the creative, social and shopping experience that various types of users have when they interact with fashion items. In more detail, eTryOn's conceptual layers and the challenges we aim to solve are the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

Search ...

Facebook

Twitter



Instagram

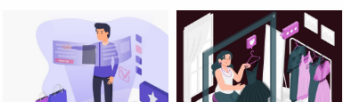


Figure 3: eTryOn's website - Concept page

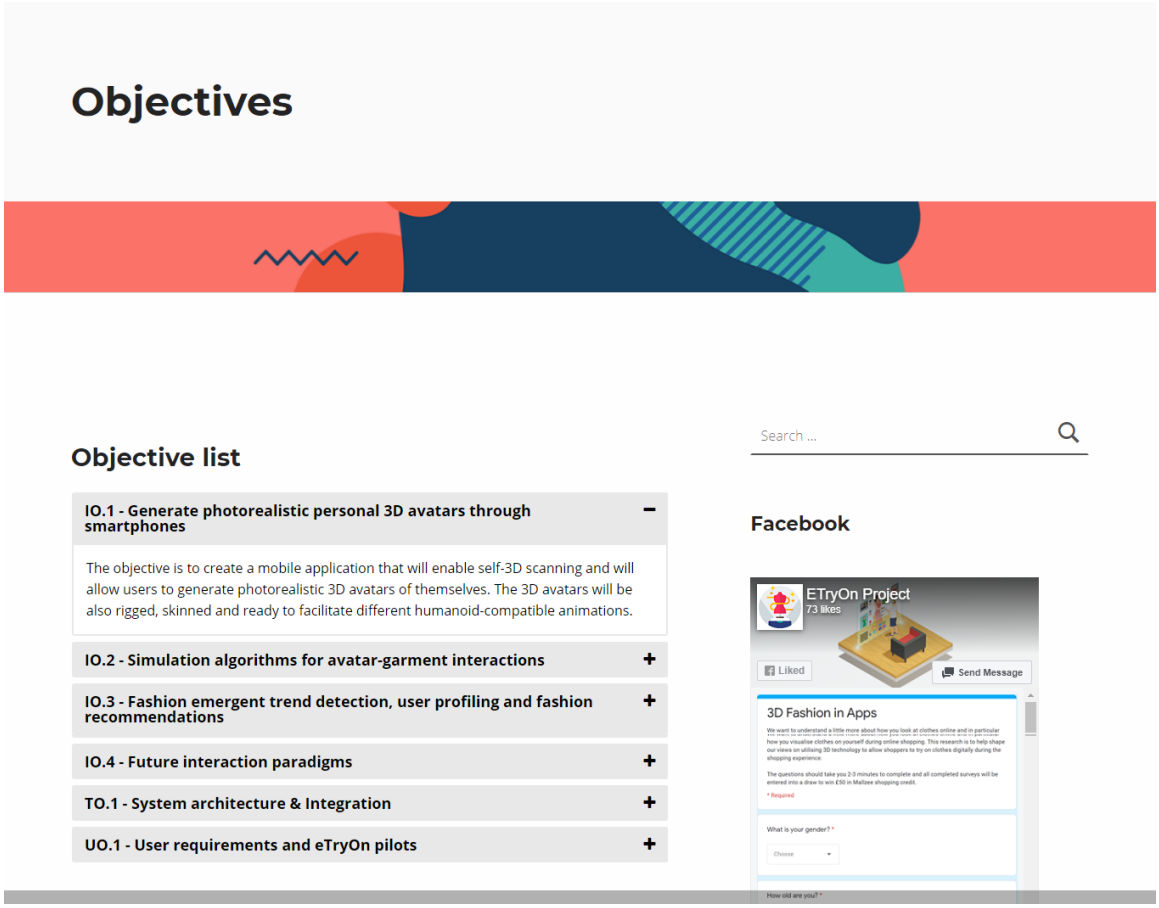


Figure 4: eTryOn's website - Objectives page

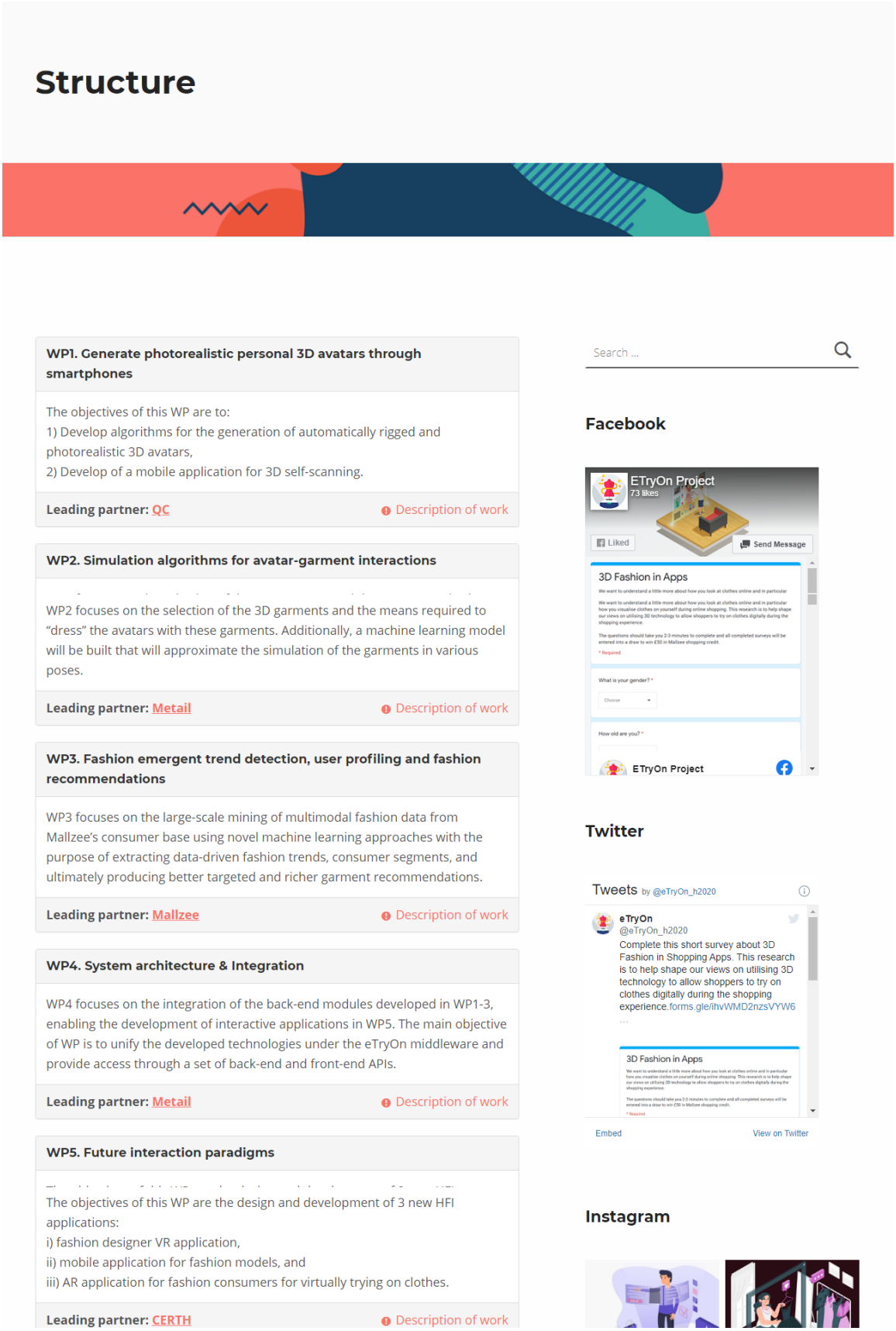


Figure 5: eTryOn's website - Structure page

Consortium

Centre for Research & Technology Hellas (CERTH), Greece

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 as on multimodal recommendations (WP3).

Contact point:
Elisavet Chatzilari
ehatzi@iti.gr
+30 231125771

QuantaCorp (QC), Belgium

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).

Contact point:
De Wilde, Thomas
thomas@quantacorp.io
+32 9 298 15 89

Metail (Metail), UK

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 activities (WP4).

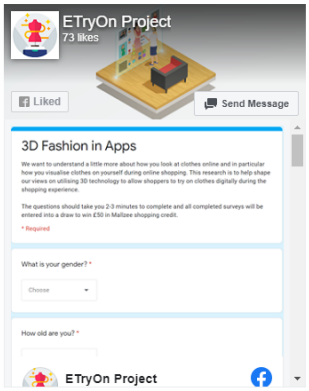
Contact point:
hello@metail.co.uk

Mallzee (MLZ), UK

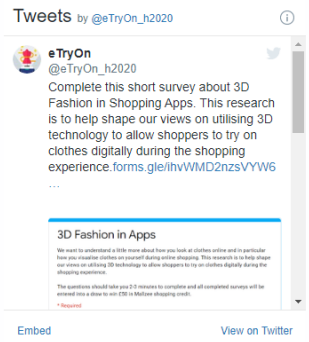
In eTryOn, Mallzee will provide the data (user rating and transaction data over fashion products) and the expertise to develop algorithms to predict the

Search ...

Facebook



Twitter



Instagram

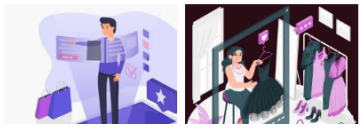


Figure 6: eTryOn's website - Consortium page

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

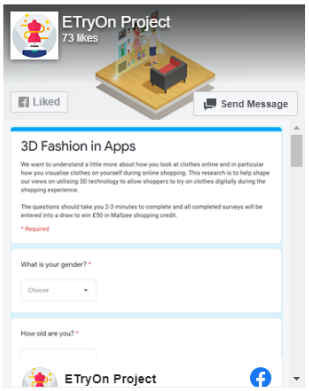
Download poster

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

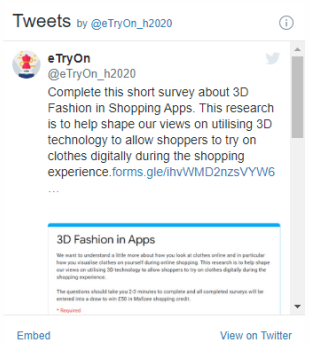
eTryOn Factsheet (A4)

Search ...

Facebook



Twitter



Instagram

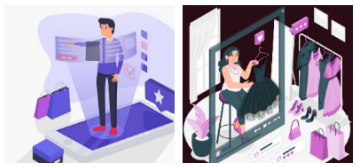


Figure 7: eTryOn's website - Dissemination page

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

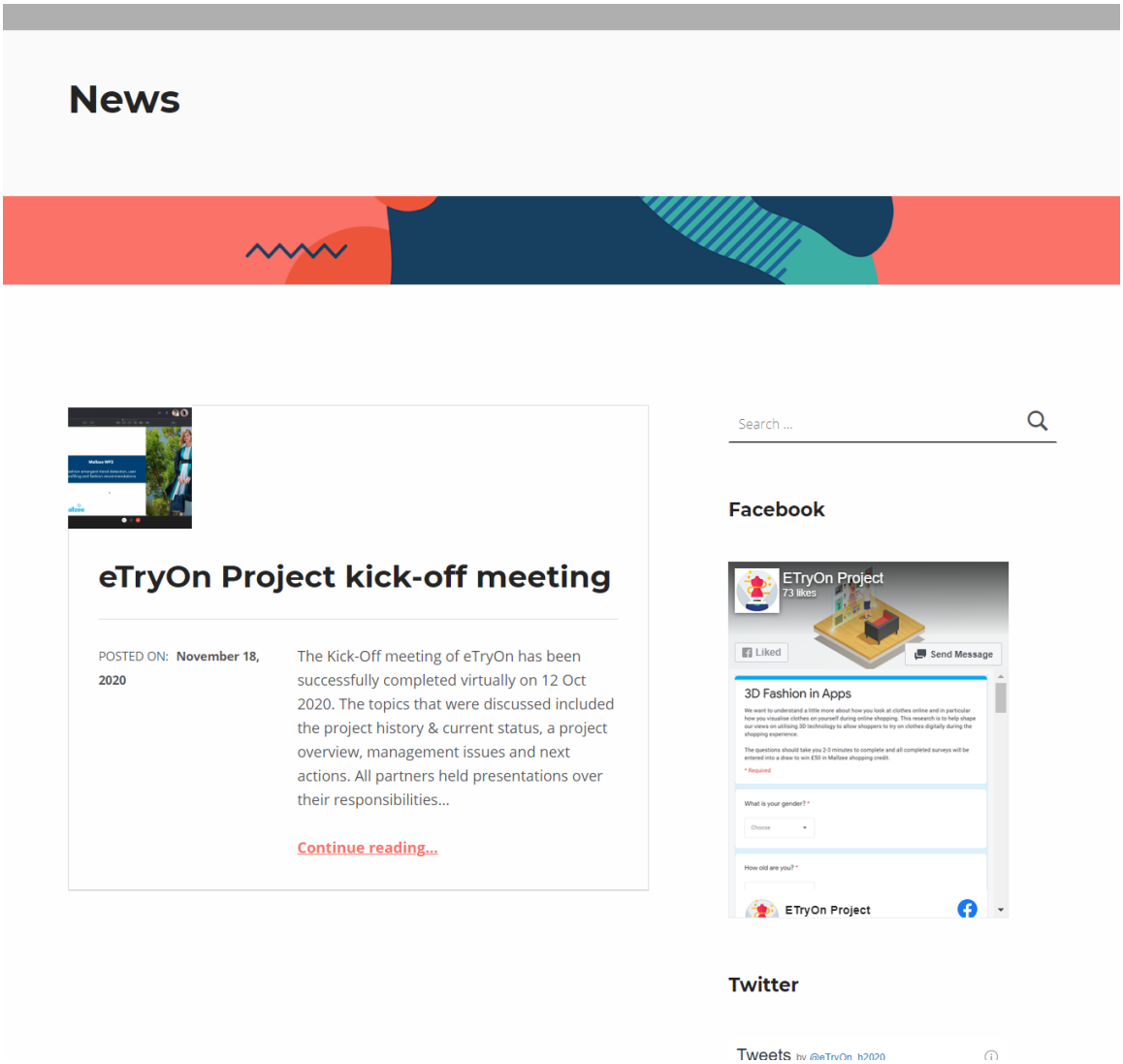


Figure 8: eTryOn's website – News Section

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.

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.).

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/