Outcome

SOMATCH will provide creative designers with detailed and reliable trends estimations and forecasts of user acceptance. Its goal will be achieved by the creation of an innovative tool for the mining and visualization of large sets of unstructured data, related to the use and preferences of fashion products by consumers, supporting T&C companies quick reaction to the market dynamics and better adaptation of design to real consumers' demand.

Impact

The developed system will provide creative fashion SMEs a new original and flexible tool to make their own insights about market trends and tendencies (at local and international level, in relation with their specific target and original focus, brand and product) giving them a new chance to access information to better interpret fashion market and to exploit the great potential of design creation, which has always made EU fashion sector a leader in the worldwide market.

Public fashion-related media in social networks, communities, blog and e-commerces

TRENDENCIAS moda

Content tracking snd harvesting → Autor and data relevance analysis → T&C trend and fitting info through image analysis → Distilled info and statistics for T&C designers

somatch

Somatch Fashion trends forecasting

www.somatch.eu
info@somatch.eu

Objetives

The objective of the SOMATCH is to improve the competitiveness of EU SMEs in Textile and Clothing (T&C) and design focused sectors by the collection, definition and visualization by ad hoc interfaces of fashion trends. SOMATCH will provide creative designers with detailed and reliable trends estimations and forecasts of user acceptance. Its goal will be achieved by the creation of an innovative tool for the mining and visualization of large sets of unstructured data, related to the use and preferences of fashion products by consumers, supporting T&C companies quick reaction to the market dynamics and better adaptation of design to real consumers' demand.
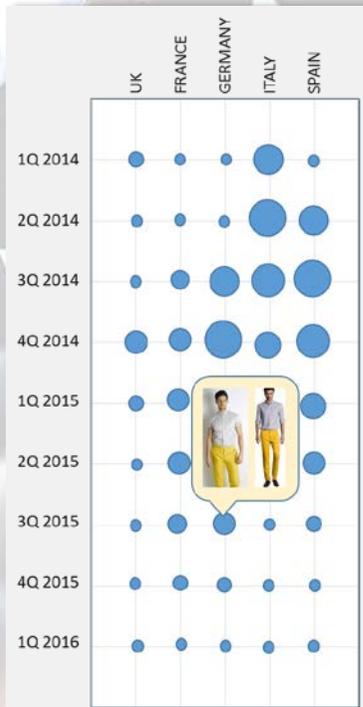
Impact in social networks of yellow trousers, street style
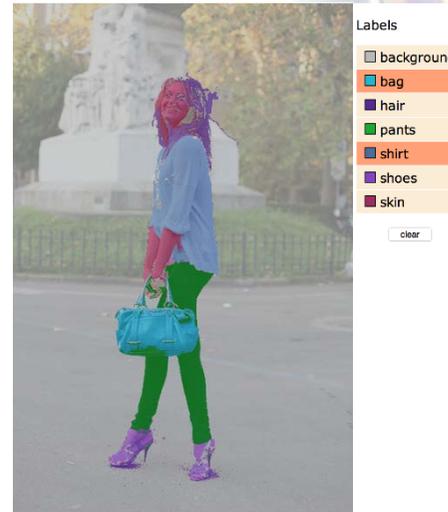
Tecnology

SOMATCH faces its complex and challenging deal by the combined development and application of SoA advanced image analysis technology, unexploited and innovative in clothing and fashion, combined with social network analysis. Its results will be presented to interested end users by dedicated interfaces and instruments: mobile devices as well as ad hoc visualization tools will be explored for this purpose.

The visualisation of the generated data will be performed from off-line statistics, generated after data processing, and by new real-time instruments for image collection and evaluation of designs. They will be targeted also by the integration of the systems with new SoA mobile devices to collect information and to visualise trend interpretation. This approach will open a vast field of new approaches for the fashion designers, supporting final users involvement into the whole trend evaluation and a close interaction with them.

The Team

To reach this purpose Somatch consortium includes research centres experts in image and content analysis (Technical University of Munich, Universitat Politecnica de Catalunya) software providers experts in data management, platform development and fashion tools (Holonix. Sparsity Technologies, I-Deal), end users from SME textile industry and retail (Dena Cashmere) and fashion-related social networking and e-commerce (Weblogs, Not Just A Label).

Advanced data visualization tool

Support IT solution for creative fashion designers by integrated software systems to collect, define and visualize textile and clothing trends through innovative image analysis from open data

Internet of fashion

Analysis of fashion data coming from internet sources (webs, blogs, social networks)

Support to fashion design SMEs

SOMATCH will provide detailed and reliable trends estimations and forecast of user acceptance thus improving their rate of compliance with arising tendencies and incoming fashion trends