FashionBrain: Understanding Europe’s Fashion Data Universe

Gianluca Demartini
Senior Lecturer in Data Science
University of Sheffield, UK
FashionBrain Consortium

Project Duration 2017-2019. Funded under the H2020-ICT-14-2016 topic Big Data PPP: cross-sectorial and cross-lingual data integration and experimentation. Total cost: 2.9M EUR.
Data Challenges in the Fashion Industry

• **Data is not used in an integrated fashion**
  - Data is stored in silos
  - Each data source owns data in different formats and platforms

• **Search engines dominate** customer behaviors
  - Search engines and social network companies are in a strong position to settle a new global monopoly on customer understanding thanks to AI technology
  - Retailers have limited access to customer data

• **Fashion bloggers influence** customer choices
  - Limited understanding on bottom-up changes in fashion
  - Shift from traditional stylist-driven fashion
FashionBrain Objectives

• Novel Shopping Experience: **Make Images Searchable**
  • Product search and recommendation
  • Moving away from the ‘real human shop assistants’

• Shift Traffic away from Web Search Engines to **Retailer's Mobile Apps**
  • By providing custom shopping experiences and advanced search tools

• Detect Influencers and **Predict Fashion Trends**
  • Time Series Analysis
  • Social Media data

• **Share Insights** with Cross Industry Partner Network
  • Data Integration infrastructure based on HDFS and column stores
Exploitation of Business Data Assets

• Data integration and value creation across
  • Shop Inventory of around 100 online shops
  • Social Media (Fashion bloggers)
  • User reviews about fashion products in 11 languages
  • Product catalogs
  • OEM manufacturer information
  • Sales data
  • Web crawls
  • Crowd-generated data
Measurement of data exploitation

- Demos; Algorithms; Impact on sales;

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<tr>
<th>Data asset</th>
<th>Exploited by</th>
<th>Impact on business partners</th>
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<td>Beuth</td>
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<td>Crowd-generated data</td>
<td>All</td>
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FashionBrain - Data Value Chain

• **New data** entity-centric **integration methods**
  • Named Entity Recognition and Linking across sources

• New Data Technology
  • **Time Series Analysis** for Fashion Trend Detection
  • **Deep Learning** based Text Mining

• Data-driven **demos**
  • Search by Image
  • Product Recommendation
FashionBrain - Searching and shopping query workflows
FashionBrain - Photo-based product search

SHOP THE LOOK

Ray-Ban
149,95 €

Gipsy
199,95 €

Lyle & Scott
139,95 €

Shine Original
29,95 €

Brooklyn’s Own by Rocawear
39,95 €

Won Hundred
134,95 €

adidas Originals
99,95 €

Brixton
59,95 €
FashionBrain Project Roadmap

- **Year 1 - Foundations**
  - Requirement Analysis
  - FashionBrain Schema
  - Datasets

- **Year 2 – Core techniques, data, demos**
  - Named Entity Recognition and Linking
  - Time Series Analysis for MonetDB
  - Crowd Data Aggregation
  - Social Media Annotations
  - Demos

- **Year 3 – Advanced applications**
  - Relation Extraction w/ Deep Learning
  - Final Demos (Trend Prediction, Search)
  - Business Plan
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