fashion BRAIN project

Understanding Europe's Fashion Data Universe

Novel Shopping Experience: **Make Images Searchable**
>   Product search and recommendation

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

zalando   The University Of Sheffield.   eXascale Infolab

BEUTH HOCHSCHULE FÜR TECHNIK BERLIN
University of Applied Sciences   FASHWELL   monetdb solutions

www.Fashionbrain-project.eu

For more information contact

Alessandro Checco – a.checco@sheffield.ac.uk

Kathryn Mackellar – k.mackellar@sheffield.ac.uk

BIG DATA VALUE