



Your Barbie Dressing House: Clothify

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Abstract. For those who are always unsure whether the clothes will truly fit them when shopping online, Clothify provides a very specific and intuitive virtual fitting room service to help them ensure they will buy the correct cloth before completing the online payment. Clothify is an extension of an online shopping platform that provides users with services such as personalized 3D models and virtual try-on of clothes. Our primary user groups are Chinese women aged 16-35 and some fashion companies since Chinese women are in great need of our products due to frequent online shopping. At the same time, those online fashion companies can make better profits by implementing our novel technology in their stores. Our product is designed to solve the uncertainty people encounter when shopping online and reduce the return rate of online shopping, so that people can shop online with the same confidence as buying clothes in physical stores. Clothify will develop into a mature free app after gaining experience through cooperation with Taobao in the early stage, so that users can more conveniently use our products on any online shopping platform.

Keywords: fashion, visual try-on, online shopping, AI technology.

1 Introduction

With the significant advancement of technology, more and more people meet their online purchase needs through various e-commerce. However, in such a trend, many societal problems become more noticeable. For example, consumers refuse to buy clothes that don't fit them when shopping online, or some people might have to wait in line for a long time in the fitting room when shopping in an offline store just to try on the clothes of their choice. These problems that people may encounter are not only very time and energy-wasting, but can actually be avoided to a large extent. The product our team created to solve these concerns is Clothify, an online dressing room that helps consumers visualize how the clothes they want to buy will look on them in real life.

When users use our products, they only need to enter some of their physical information, such as height, weight, and measurements. With these data, our product Clothify helps generate detailed 3D models for each user. Moreover, after users have

their personalized model, they can freely "wear" the clothes they want to buy on their models and judge from multiple angles whether the clothes suit them. Clothify makes it easier for our users to find clothes that truly match their body and skin tone when shopping online.

2 Market Analysis

2.1 Global Macro Fashion Market

According to McKinsey, although the global fashion market has been experiencing an unprecedented epidemic crisis since 2020, which has led to a gradual slowdown in the growth of the entire market, the international fashion market still maintains a slow and steady growth from 2022 to 2023 [1]. Data from OBERLO supports this outlook, highlighting the sustained growth of the global clothing and fashion market during this period. As of 2023, the global apparel market revenue is expected to exceed US\$1.7 trillion, an increase of 13.7% compared to the apparel market ten years ago [2]. Moreover, according to Fashion United’s statistics, despite the Global Pandemic, the United States and China have always been the world's largest economy and clothing retail market [3]. These two countries and others, such as Japan, Germany, and the UK, have helped drive the global fashion market forward. [Fig. 1]

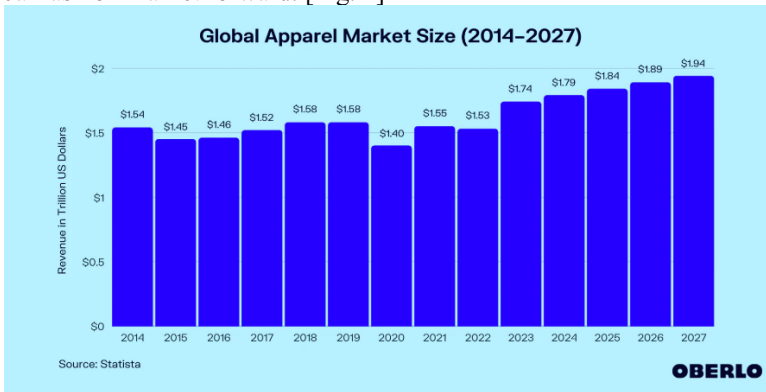


Fig. 1. Changes in the total market revenue of the global apparel market from 2014 to 2027

2.2 Global Visual AI Market

Due to the rise of emerging technologies, the global fashion market and fashion trends are undergoing noticeable changes. According to Oblima's statistics, by 2023, a major global fashion industry trend is the use of novel technologies (artificial intelligence, VR, and AR) [4]. The size of these novel technologies in the worldwide fashion market is predicted to grow from \$0.228 billion in 2019 to \$1.26 billion in 2024, at a CAGR of approximately 40.8% during the forecast period [4]. Additionally, according to MarketsandMarkets’s report, the global AI in fashion market covers North America, Asia Pacific, Europe, the Middle East, Africa, and Latin America in five major geographic

regions, of which the Asia Pacific region will maintain the highest compound annual growth rate [5]. Key growth factors for the AI technology market include customer demand for personalized experiences, increasing social media influence in the fashion industry, and increasing fast fashion retailing [5].

Among these novel technologies, one that is very promising in the future and can be continuously developed in different fields is augmented reality. Augmented Reality (AR) is an interactive combination of real-world and computer-generated content and can be used as the primary technology of virtual fitting rooms [6]. A report from MarketsandMarkets shows that this technology has a market size of \$31.97 billion in 2022, and it is expected to reach approximately \$88.4 billion by 2026, with a compound annual growth rate of 31.5% from 2023 to 2026 [7].

The rapid growth of the Augmented Reality (AR) market size is partly attributed to the global pandemic. According to data collected by Fortune Business Insights, many retail businesses and their customers have turned to digital shopping during the pandemic. Companies such as IKEA, Home Depot, and Louis Vuitton have begun to use augmented reality technology to a large extent to provide a "try before you buy" experience to increase sales conversion rates. Since the pandemic saw a 94% conversion rate for products with enhanced content interaction features, the global demand for augmented reality technology has increased significantly, making AR a promising industry [8]. Seeing that the AR technology industry is still prevalent in the world and the global demand for it has increased significantly, we, as a company that uses AR to support our virtual fitting room product, feel that our product's concept is very innovative and is able to maintain long-term stable and sustainable development. [Fig. 2]

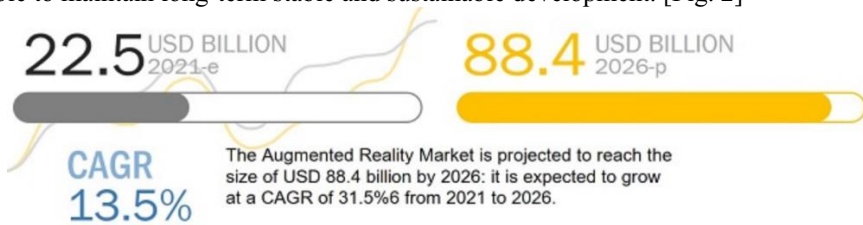


Fig. 2. Summary of the global augmented reality market size in 2022 and forecast of the market size in 2026

2.3 The Niche Market of Visual Try-on

Although our virtual fitting room product, Clothify is a relatively new idea in the market, we still face some potential challenges in the global virtual try-on market.

Metail's EcoShot product is a direct competitor of our product Clothify. EcoShot is a relatively mature and powerful visualization tool in the market. Since this software uses augmented reality technology, users can display their 3D designs by choosing models of different genders, heights, and skin colors provided in the software [9]. Users can also upload pictures or the 3D clothing they designed to see how those clothes will look on different models. The novel technology behind EcoShot can help show very realistic visual feedback of the clothing prints, colors, and styles to their users. In addition, EcoShot, like our product Clothify, provides user-defined options. Users can

customize the 3D model by entering some of their own data in EcoShot's software. EcoShot also has many other functions, such as: taking high-resolution photos of EcoShot 3D clothing designs, adding corresponding shoes to models wearing clothing, etc. Therefore, for now, Metal's EcoShot software poses a threat to our products to a certain extent, because they not only have a very similar customer base to us, but they also provide many other services in their software.

In addition to direct competitors, our product Clothify also faces very strong indirect competitors like Google in the fashion market. Google's virtual try-on feature allows users to upload pictures to see the effect of the clothes they choose [10]. Moreover, this feature is very similar to EcoShot since it also provides many different types of models for users to choose from in the interface. However, what sets Google apart from EcoShot and our product, Clothify, is that Google does not provide the function of personalized 3D models for users to use. Therefore, at this point, our product, Clothify, certainly has a competitive advantage over one of our indirect competitors, Google.

As a company that focuses mainly on solving the concerns that our target customers face when shopping for items online, the replacement competitors that Clothify and our try-on feature faced are those offline clothing stores, such as Brandy Melville, Zara, Gap, etc. In these offline cloth stores, people can try on all the clothes and accessories they want to buy directly in the store to see how well those items will look on them and then decide which one to buy in the end. But obviously, when people go to many popular offline fast fashion stores, such as Brandy Melville, to try on clothes, they often need to spend a lot of time queuing outside the fitting room. As far as this point is concerned, our product, Clothify has an advantage over our replacement competitors because users of our products can complete the whole process of trying clothes on their 3D models at home. Therefore, our product, Clothify can help people save a lot of their time and energy.

3 Pain Points

3.1 User Pain Point

For anyone who has ever shopped online, a huge pain point is that customers cannot try on products before finishing their online purchases. This limitation can very likely cause uncertainty about garment fit and style, leading to increased product returns and dissatisfied customers. The results of the survey we conducted before can well reflect this pain point. Our survey results show that only 4% of all 25 who participated in our survey said they had never bought something they didn't like or didn't fit when shopping online for clothing. From this poll, we can intuitively see that this pain point regarding uncertainty during online shopping is widespread and has not been effectively solved yet. [Fig. 3]

Q: Have you ever bought clothes online only to find out that you didn't like it or it didn't fit you?

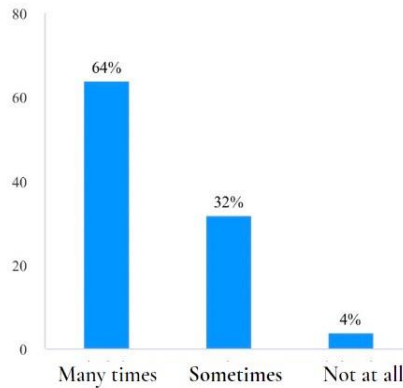


Fig. 3. The survey found that only 4% of all those who filled out the questionnaire had never bought clothes they didn't like or didn't fit.

3.2 Market Pain Points

In the Chinese visual artificial intelligence market and even the Chinese fashion market, it is difficult for people to find a product that can provide virtual try-on services for online shopping customers. According to a report from Forbes, in 2018, multiple 3D virtual fitting mirrors appeared in a shopping mall in Shanghai. This is also China's first batch of 3D virtual fitting mirrors to appear in physical stores. At that time, consumers only needed to input their body data to generate a 3D version of themselves. By pressing buttons on the screen and other operations, consumers can also try on many new clothes of big brands, and the effect of wearing them is clear at a glance [11]. Although when these mirrors were first launched, many people rushed to experience it. It's a pity that this novelty did not last very long, and this kind of virtual fitting mirror has never appeared in any of Shanghai's shopping malls again. Therefore, we can reasonably conclude that few companies in the Chinese fashion industry are actively pursuing virtual fitting room services, thus illustrating the significant opportunity for our product Clothify in the Chinese market.

4 Customer Segment

4.1 Online Shoppers

With regard to Clothify's customer segments, online shoppers cannot be overlooked. As of December 2022, the number of online shopping users in China has reached 845 million, accounting for 79.2% of total internet users, with women comprising over 60% [12]. Early reports indicate that women typically shop at least once a week. Therefore, our primary customer segment will be Chinese females aged 16-35 who shop online.

Our survey results show that over 60% of online shopping consumers often encounter issues such as ill-fitting clothes or unsuitable styles after receiving their orders. Clothify can significantly alleviate this problem by allowing customers to try on clothes they wish to purchase on an AI model with the same body size as themselves and see how it looks before placing an order, thus greatly reducing return rates for online shopping. [Fig. 4]

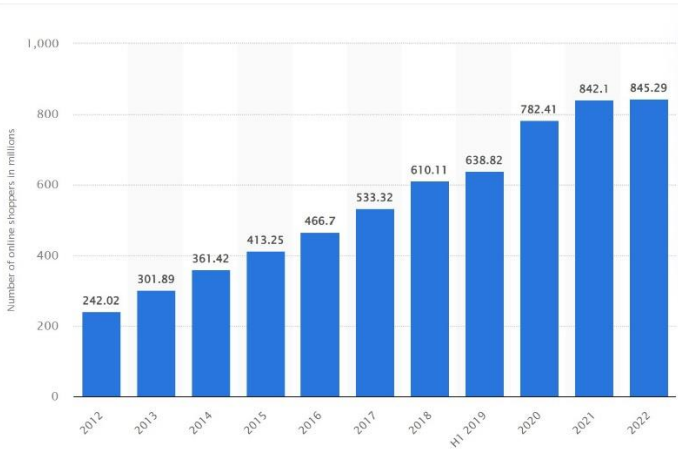


Fig. 4. Number of online shoppers in China from 2012 to 2022 (in millions)

4.2 Fashion Companies

In addition to this group, fashion companies are also part of our customer base. For certain clothing brands - particularly luxury brands like Chanel and Gucci - their customers who consume luxuries are wealthy individuals who may not have time to visit offline stores and try on clothes or bags due to work commitments. By partnering with these companies and providing them access to our AI dressing room technology, our customers can actually see how their clothes will look on their bodies without having tried it offline first - we can expand our customer range even further.

5 Business Offering

5.1 Our Product: Clothify

Subsequently, we will elucidate the functioning of Clothify. Within our extension and application's survey page, users can access a button that directs them to the modeling feature. Primarily, users are required to adhere to instructions and input their body measurements, such as height, waistline, or arm length, into the program. Intricate 3D artificial intelligence models can be generated based on these precise data points. Recognizing that some users may have privacy concerns, they have the option to selectively disclose certain body measurements while keeping others undisclosed unless necessary.

The accuracy of the filled-in data directly influences how closely the models resemble their actual bodies.

Consequently, if users possess clothing or jewelry items they fancy but are uncertain about their suitability, our model is an effective tool for determining compatibility. In subsequent stages, chosen garments can be effortlessly tried on by personalizing them onto private models. By utilizing our model interface, consumers can easily obtain well-fitted attire. [Fig. 5]

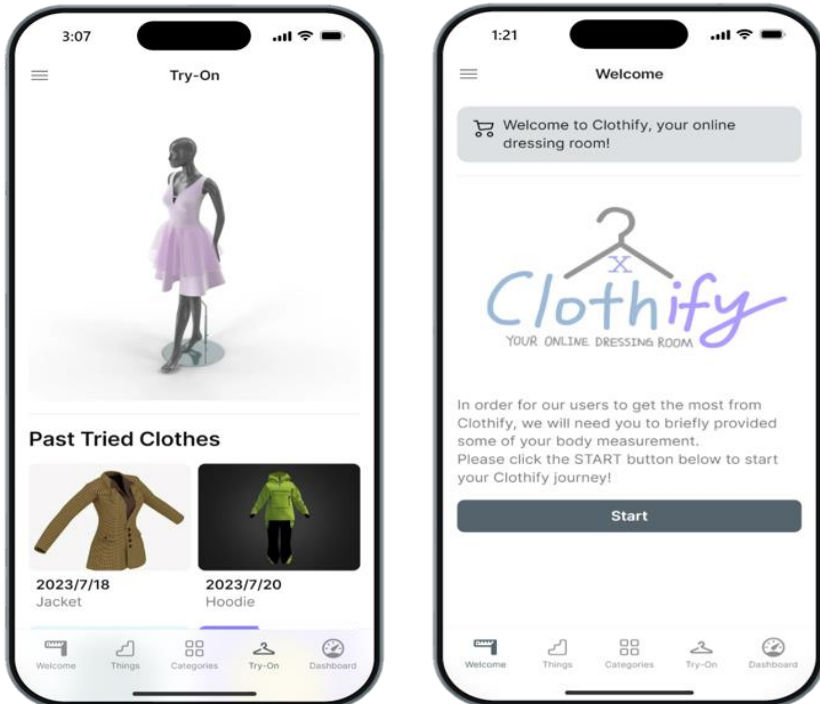


Fig. 5. The welcome page and the virtual changing room page in the Clothify app

5.2 Product Developments

When our product Clothify is first launched on the fashion market, our product will be an extension of Taobao. The reason why our team chose Taobao instead of other online shopping platforms in China as the starting point of our products is because, according to the data of the "Monthly active users of Taobao app in China 2020-2023 Report" released by Statista, in April 2023, Taobao's monthly active users have reached over 892 million, ranking first in the industry, and it is the e-commerce platform with the most people visiting in China [13]. Therefore, Taobao, a national shopping platform in China, will be an excellent starting position for our product.

As an extension of Taobao, people can find the option of "virtual try-on" at the bottom of the pages of clothing sold by various clothing merchants in Taobao. When users

click this option, they will be redirected to the Clothify platform, where they can visually see the actual effect of those clothes on themselves.

With the early foundation as an extension of Taobao and a certain degree of profitability, we will transform Clothify from an extension of an online shopping platform into an app that people can download for free in the app store on their mobile phones. The reason why we want to transform into an app after having a certain market experience is that as a revenue-seeking company, if we are always an extension of an online shopping platform, we will lose many potential opportunities to cooperate with other shopping platforms. If this is the case, our company would be unable to maximize our profit truly.

On Clothify's app page, users can experience a smoother 3D try-on process. Moreover, we will add more innovative functions to the app in the later stage to attract more market potential customers to try our products. The features we may add to the app include allowing users to design their own unique 3D virtual clothing, regularly holding 3D fashion shows with different themes in the app, and so on. Since our product, Clothify is still a relatively new virtual try-on service in the Chinese market, the most critical and consistent theme of the product development we design for our product is to optimize the customer experience of our products continuously. At the same time, Clothify will be able to maintain long-term competitiveness in the market by constantly providing innovative and fashion-related products to meet the changing needs of our customer base.

6 Benefits of our Product

In this section, we would like to discuss the benefits of our product, Clothify in three dimensions: for buyers, sellers, and the fashion industry as a whole.

First, we must consider the buyer's advantage because their satisfaction will ultimately affect our company's revenue. Our products must provide value to potential buyers to entice them to use our platform, Taobao and buy things at our partner stores. If the stores we cooperate with start seeing significant revenue growth, other stores may be tempted to join us because they also want to make more profits. In this way, our company can increase its revenue. What makes buyers interested in our platform? First, our program helps address the problem of buying clothes that don't fit online. By offering the opportunity to preview how a garment will look, buyers can determine if a piece of clothing will fit before making an online purchase. This opportunity to preview the clothes will help increase the likelihood of successfully purchasing suitable clothing online. Second, as we'll mention in the next section, marketing strategies, celebrity collaborations, and advertising help drive the popularity of our new AI fashion trends. When buyers see other people enjoying the experience, they may want to create realistic 3D models of themselves, too. Finally, our services offer an alternative to traditional fitting rooms. Buyers usually have to go to a physical store to try on clothes they might like, but our platform allows for a similar experience online, saving a lot of time.

As for sellers, after they recognize the very optimistic market potential of AI fitting rooms, they should be interested in partnering with us to provide this service to their

customers to a large extent. There are several reasons for their interest in this market and our product. Firstly, in terms of supply and demand, if buyers are explicitly looking for shops that offer AI functionality, it would be advantageous for sellers to incorporate our program because Clothify's technology would help them to attract more views and, ultimately, more sales. Secondly, companies, particularly fashion clothing companies, are interested in keeping up with new technologies. Our product allows them to align themselves with the high-fashion trend and attract customers by using related hashtags. Lastly, an important advantage would be a significant decrease in return rates for clothes with a 3D try-on service. Many customers frequently return clothes, posing a problem for shops as these items are often used and difficult to resell.

Additionally, companies sometimes have to cover the postage costs for these returns. However, this issue is mitigated with our services as they significantly reduce the rate at which people purchase clothes they dislike or find unsuitable. In conclusion, our technological innovation propels the fashion industry forward, making it more modern and convenient, benefiting both buyers and sellers.

7 Market Strategy

In this market strategy section for our product, Clothify, we will explore two main topics: the utilization of Taobao and the promotion of our product.

7.1 The Utilization of Taobao

Taobao, China's largest online shopping platform, is an excellent starting point for our business venture. We have chosen to extend our services through Taobao due to several reasons. Firstly, Taobao houses thousands of shops that could potentially become our target customers. The sales volume of Taobao, particularly in the clothing sector, is substantial. Secondly, as newcomers in the industry, we recognize the challenges in successfully launching our own application independently. As an AI technology company, we require a broad consumer and seller base in order to operate effectively. Regrettably, at present, we possess neither. Consequently, we believe that utilizing Taobao as a platform for startups is the optimal solution. Thirdly, it is essential for us to ensure that the service we provide is as convenient as possible for the buyers. Despite their interest in our product, potential buyers may be hesitant to download a new application from the internet due to laziness or concerns regarding security. However, as Taobao is widely adopted and novel, buyers are more likely to try our services through this platform.

Nevertheless, we shall only enter into a short-term contract with Taobao, lasting a few years, as our dependence on them indicates that the contract will likely favor Taobao. They may request a significant portion of our revenue or even require monetary compensation in order for us to join their program. During negotiations with Taobao, we will present our market research findings and analyze our potential profitability. Hopefully, we can successfully become a part of Taobao. However, it is important to remember that our cooperation with Taobao is only the initial stage of our company's

plan. Signing a short-term contract restricts our development and potential earning opportunities. We do not wish to remain an extension indefinitely, as this would entail surrendering a significant portion of our revenue. Therefore, we will utilize the limited time agreed upon in the contract to enhance our visibility and analyze the market's response to our product.

7.2 Product Promotion

As previously mentioned, in order to operate our company successfully, we must maximize our impact on the industry and attract sufficient customers to generate revenue to cover our program costs. Therefore, promotion will be paramount during our company's growth stage. Primarily, we have two methods of promoting ourselves: active promotion through advertising and seeking collaborations. Given that we are involved in a new fashion trend that we have established, it is essential that this trend gains recognition. DouYin, the Chinese version of TikTok, presents an ideal platform for garnering public interest. With 600 million daily DouYin viewers, many of whom are young individuals with an affinity for AI technology and fashion [14], we aim to establish our presence on this platform and position ourselves as a new, high-tech, and beneficial company that enhances the fashion industry.[Fig. 6]

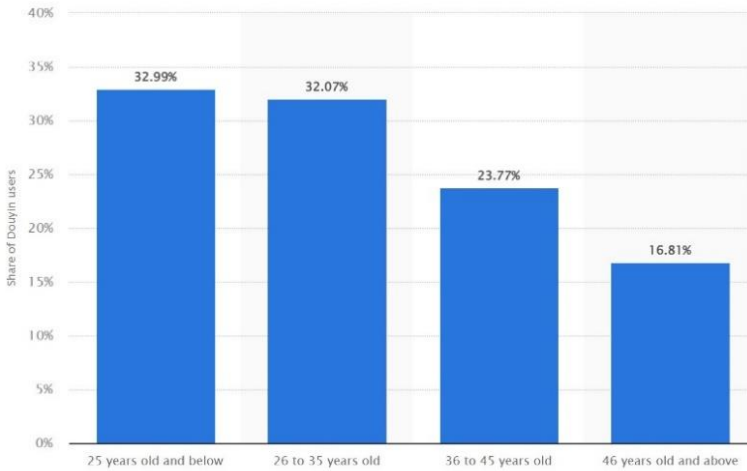


Fig. 6. Age distribution of DouYin users in China in 2022

Furthermore, we will establish a department within our company dedicated to building this new fashion trend, enticing individuals to create their own 3D models and try on various AI-generated clothing. To advertise our product, we may consider enlisting influential celebrities to create videos in which they generate their own 3D models. This strategy has the potential to successfully introduce our product to the industry and attract viewers to Taobao in search of our 3D try-on service. Initially, the Taobao shops we collaborate with will be able to utilize our services free of charge. We seek shops with a large customer base to experience our innovative technology. Once more users

begin utilizing our service through these shops, we will collect the necessary data for future advertising purposes.

In addition to active promotion, we have also designed a unique passive promotion strategy whereby the market itself promotes our product. When other shops adopt our new fashion trend technology, customers are more likely to be drawn to them. This situation could be due to our online efforts or simply because shoppers on Taobao are intrigued by clothing items labeled with the hashtag "3D AI Try On". Consequently, this approach limits the market for other brands, ultimately leading them to join us in order to prevent a decline in their profits.

This phenomenon of intense competition within the Chinese online shop industry is characterized by brands offering additional costs to outperform one another. Given the vast number of online shops, not every one of them can secure a portion of the market. Therefore, if one group joins us, others will follow suit to complete the market. Lastly, Taobao, as a renowned platform, serves as an excellent avenue for promotion. Firstly, it allows us to advertise our products to our target customers directly. The message emphasizes that the benefits of our product can easily reach Taobao shops. By implementing these strategies, we will have successfully gained popularity within the industry, attracted buyers to our target audience, and enticed more shops to purchase our services.

8 Financial Model

In this section, we will discuss our revenue model and why we are a worthwhile investment. Our revenue model is divided into different stages to align with the development of our product. Initially, as a newcomer in the market, we focus on building relationships and gaining a reputation rather than maximizing profits. We invest by offering incentives and forging collaborations in order to establish our brand image. As we progress to the second stage and gain recognition from other businesses, we transition to earning revenue formally.

To generate revenue, we charge \$200 for a two-month trial period. During this trial period, we provide our services and assist our customers in improving their sales. After the trial period, we collect a percentage of our customers' total revenue. Initially, we start with a low rate, such as 0.3%, as we observe market reactions. Payment is collected monthly, with customers gaining access to our service for the upcoming month after paying their fees. 0.3% is a small number but remember, the Chinese clothes and fashion industry are enormous. According to the market forecast report provided by Statista, the total revenue of China's online fashion industry reached 224.4 billion US dollars in 2019 [15]. So our product can potentially be highly profitable.

The reason we offer a trial period is twofold. Firstly, as a growing company, it can be challenging for shops to trust our services without tangible evidence. By providing a low-cost trial, priced at \$200, we reduce the barrier to entry and allow shops to experience the potential benefits of our product. Secondly, the trial period demonstrates our confidence in our product. By showcasing the significant benefits of our product, customers are more likely to continue using our service after the trial period.

While luxury brands may be reluctant to share a percentage of their revenue with us, we can still cater to their needs by signing a contract. We can charge them more than our average TaoBao customer, but at an acceptable rate. Additionally, we can customize and tailor our product to suit their brand. If all goes according to plan, we can start our own application and expand our business into fashion advertising, AI fashion catwalk shows with tickets to enter, and other fashion-related services. This expansion will allow us to extend beyond being solely an extension of TaoBao and provide more opportunities for collaborations with other successful online shopping apps. Since we are the leader in the new fashion trend we have built, there will be unlimited ways of using the application to generate profit from those opportunities.

9 Other Considerations

9.1 Costs

In this section, we will analyze the cost of our product Clothify throughout the development stage. It is commonly known that a startup company usually has two types of expenses: fixed costs and variable costs. For our company, we have both, and we will analyze the costs based on four factors: AI technology, operations, and advertisement. The technology cost refers to the initial investment required before we start earning money. Our product Clothify, as an AI product, might require a substantial amount of funding. Based on market research our team did before on the average cost of developing a new AI technology project, we realized that our initial costs is probably very high, ranging from \$100,000 to \$500,000. Research has also shown that technology costs consist of several components, including research and development, system design, algorithm development, software programming, testing, and debugging [16]. Additionally, there is the cost of data for training the program and hardware and servers, as high-performance computers are required for AI system development. We also incur significant costs in hiring talented and knowledgeable employees, such as algorithm engineers, data scientists, project managers, and quality assurance experts.

It is important to note that there have been unsuccessful attempts by other AI companies due to the inaccuracies and inefficiencies of their products. Therefore, we need to invest substantial funds to develop something different and impactful that can solve market problems and generate profits.

Next, we have the cost of joining TaoBao. We plan to become an extension of TaoBao and sign a contract with them to share profits. In return, we can utilize their platform to reach out to shops needing our products. As we rely on TaoBao and are a newly established company seeking their cooperation, the contract is likely to be favorable to TaoBao. However, we still need to invest in them for advertising and support. This cost is acceptable, as long as the contract is for a short period of time, during which we can focus on developing our visibility and presence in the industry. Once we have achieved this, we can fully operationalize our services.

In addition, variable costs will arise as we gain more customers. These costs include employee expenses, data storage, cloud pricing, and processing capacity. They will

only increase as we grow, but we estimate that such variable costs will be lower than the potential revenue we can generate.

Advertising costs will also be significant during our company's growth stage. We need to attract the attention of both sellers and buyers. TaoBao will be an effective platform to showcase our product and demonstrate the potential benefits of our service. We will utilize the Internet to attract a large number of buyers. We estimate the total cost of advertising to be around \$30,000.

These are the costs that can be easily analyzed. There may be additional costs, such as legal, compliance, and insurance expenses. Therefore, if our product successfully generates more revenue than the total funds invested during our contract with TaoBao, we will consider further investments, particularly in developing our company's application. The costs of developing an application will be similar to those of AI technology. However, they will not be as high since we already have the most crucial program in place.

9.2 Risks and Backup Plan

In any investment, risks are an essential consideration, particularly for an AI company like ours that requires a substantial amount of funding to start. While our company's development story may seem ideal, it is crucial to analyze our company's potential risks and formulate strategies to minimize their impact. Throughout the development stage, we have taken numerous bold steps.

The most significant risk we face is the possibility of not generating sufficient revenue to cover our initial startup costs. To be more specific, this risk might take place after the conclusion of our short-term contract with Taobao since that is the time when we must determine the future direction of our company. It would be irrational to invest in developing our application while still carrying the debt from previous investments. If the outcome aligns differently with our expectations and only a few sellers are willing to adopt our product, we may need to consider stopping there and selling our technology to others. Our application relies on AI fashion, and the failure of our product would indicate that this new fashion trend is not widely popular. It would be more prudent to sell the technology to offset the loss instead of accumulating more debt.

There is also a risk that Taobao may refuse to accept us as an extension, questioning our profitability due to their already established presence as a large company in the industry. In such a scenario, our backup plan would involve exploring alternative, relatively more minor online platforms such as Pingduoduo or Dewu.

Moreover, there is the risk that our AI program may exceed our budget or fail to develop despite significant investments. In such cases, we would need to acknowledge the failure of our program. To prevent such situations from occurring, we must carefully monitor the development stage, frequently assessing the status of our product. Additionally, various other risks exist, including poor market response to our product, legal issues, or exceeding our budget.

It is rare for a company to encounter no difficulties. As the company's management, we must conduct thorough market research, fulfill our duties, and continually monitor the company's status. We always consider and contemplate the future to minimize the

possibility of risks. Fortunately, our market research thus far has supported our idea and increased the likelihood of our business success.

10 Conclusion

Considering that more and more people in modern times are choosing online shopping platforms to purchase their desired products, we have correspondingly launched a unique 3D virtual fitting room, Clothify.

Our preliminary market research has demonstrated the strong demand and potential for future development that our product, Clothify will face as a relatively novel product in the Chinese market, especially in the online shopping market. However, before achieving success in the Chinese market in the future, we still have a critical point to consider: the initial development cost. Since our focus in designing Clothify has always been on how to most effectively and intuitively help our customers solve concerns about not being able to view the actual wearing effect when doing online shopping, we will likely need to spend a large amount of money in the early stages to develop the technology that can help to present the most realistic wearing effect to our users. Therefore, although our product has a lot of room for development in the Chinese market, only after we can earn back the initial development costs can we officially start making profits.

Looking ahead, the emergence of our product, Clothify will bring a viable and up-and-coming solution to the challenges that all online shoppers are currently facing. With a comprehensive marketing plan and realistic financial forecast, we can gain a foothold in the Chinese fashion market and inspire more similar AI products to be established in the future.

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