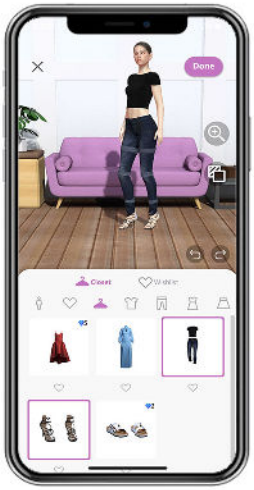
Case Study

Glamatar 3D Clothing Try-On App

Project Overview

Another Reality Studio completed a virtual fashion try on project in the Unity development engine. The concept is virtual clothing try on technology where a user can create and customize their own avatar based on a photo/snapshot with more settings for body size, skin tone and custom clothing. See this demo video (https://youtu.be/YOevWWBlp04) to visualize.

Key Features



- Onboarding tutorial
- Backend database creation to link content and create file storage of 3D assets. The backend receives the 3D asset and shows the proper garment on the avatar
- Avatar showcase area where user can create their own avatar from a photo
- "Style it" option takes user to 3D dressing room
- User can virtually try on and mix garments, shoes, and accessories on the avatar
- Avatar and style options shown in one view
- Icons: All, shirt, pants, dress, skirt, hat, shoes
- Shoe and accessory options for each avatar separated within icon views
- Remembers last item clicked for each garment filter
- When you click on picture of shoe/bag/garment item, it shows avatar with items
- Catwalk animation with real time clothes simulation
- At bottom of screen, options to share on social media

Challenges and Core Considerations

- The client wanted to personalize at home try on with a 3D application for mobile that allowed users to virtually try on clothing from the comfort of their home. A developer was needed that had experience in developing with 3D assets/environments and customizing avatars for realism.

Impact: The ARS Solution

- ARS developed an app that allows users to take a photo with their camera and create an avatar from their image, then select their body type to create a custom avatar that resembles the user. A 3D clothing catalog was integrated that allows users to see the clothing on the avatar from multiple angles, including a virtual catwalk and a feature to share on social media.