

PICTOFIT Virtual Try-On

Comparison With OutfitChanger
(OutfitAnyone)

May 2024



Executive Summary

Misleading Results - OutfitAnyone, like other AIs, can “fantasize”. The AI alters the product image by, for example, changing the color, adding/removing a button, changing sleeve lengths. Online shoppers would therefore see misleading images of the products, which lead to unsatisfying shopping experiences and a high rate of returns.

Poor Resolution - OutfitAnyone, again like most other AIs, is limited in the resolution it is able to generate. PICTOFiT, on the other hand, delivers images of up to 24 MP resolution which are even suitable for print.

User Experience - OutfitAnyone is limited to static 2D images. It does not add value on top of regular fashion photos. PICTOFiT, on the other hand, enables:

- Interactive mix&match of outfits consisting of multiple garments
- Styling options, including layering and tuck in/out
- User-controllable viewing angles, including full 3D and interactive backgrounds
- Personalized avatars which have the user’s body shape and appearance
- Size recommendation

Dependency on Alibaba - If OutfitAnyone is used in live systems and processes, the retailer makes itself heavily dependent on Alibaba. Alibaba is a Chinese company and has no interest in sharing its technology with anyone, let alone a potential competitor. Alibaba will also store and analyse all provided data and use it to their advantage.

Content

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Quality Comparison

- How do OutfitAnyone and PICTOFiT results differ?

2.

Features

- Which features does OutfitAnyone lack?

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Risk & Data Security

- What does it mean to rely on Alibaba?



1. Quality Comparison

OutfitAnyone

PICTOFIT



Product Input Image



([Link](#) to the product page)

Analysis

Product - OutfitAnyone has changed the stripe pattern considerably, and produced a too short fit. This could mislead shoppers.

Resolution - OutfitAnyone's result is much more blurry (zoom in to see).

OutfitAnyone

PICTOFIT



Product Input Image



Reference Image



([Link](#) to the product page)

Analysis

Model Image - OutfitAnyone has altered the model image (different hair style)

Product - OutfitAnyone has changed the fit considerably. The dress is much (!) too short and has a dark red feature which does not exist in reality. This could mislead shoppers.

Resolution - OutfitAnyone's result is much more blurry (zoom in to see).

OutfitAnyone

PICTOFIT

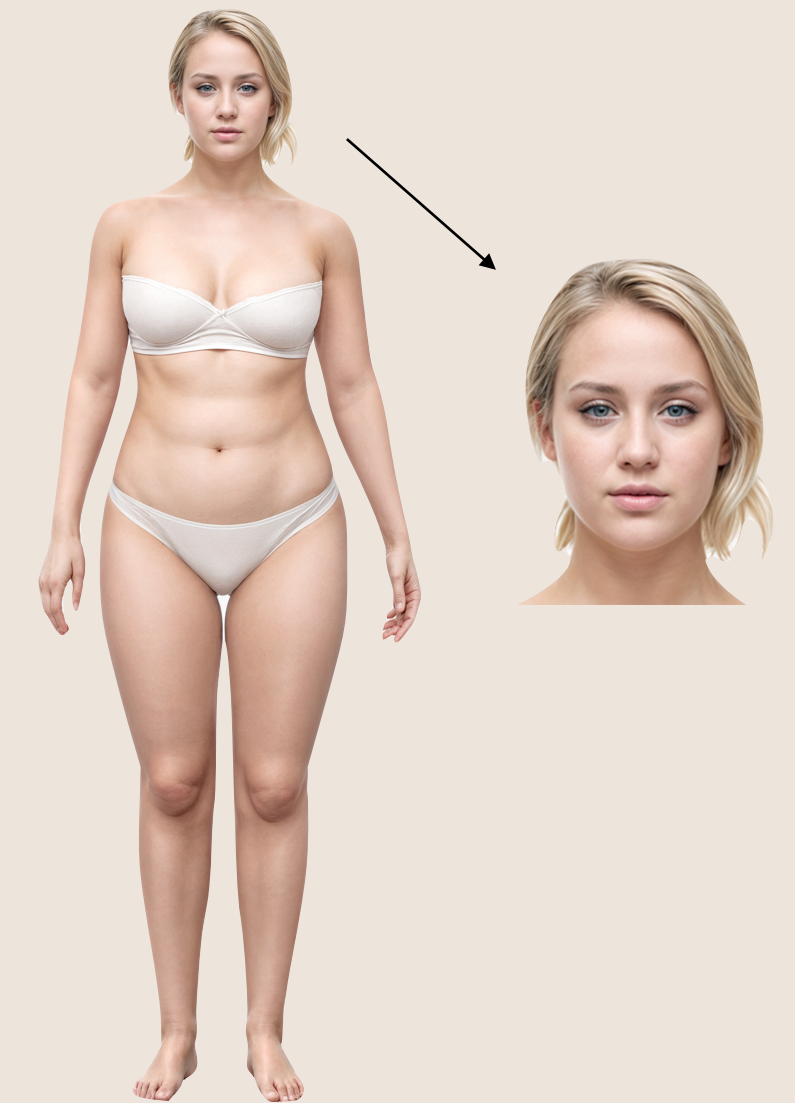


Product Input Image



([Link](#) to the product page)

Model Input Image



Analysis

Model Image - OutfitAnyone has altered the model image (different hair style)

Product - OutfitAnyone has changed the color tone of the T-Shirt, and has made it too short. This could mislead shoppers.

Resolution - OutfitAnyone's result is much more blurry (zoom in to see).



OutfitAnyone

PICTOFIT



Product Input Image



([Link](#) to the product page)

Analysis

Model Image - OutfitAnyone has altered the model image (different hair style)

Product - OutfitAnyone has changed the color tone of the blazer. This could mislead shoppers.

Resolution - OutfitAnyone's result is much more blurry (zoom in to see).



OutfitAnyone

PICTOFIT



Product Input Image



([Link](#) to the product page)

Analysis

Product - OutfitAnyone has changed the color tone of the cardigan, shows the sleeves too wide, and “fantasized” two additional buttons. This could mislead shoppers.

Resolution - OutfitAnyone’s result is much more blurry (zoom in to see).



OutfitAnyone

PICTOFIT



Product Input Image



([Link](#) to the product page)

Analysis

Product - OutfitAnyone produced an uneven waistline generated an unflattering, too long fit.

Resolution - OutfitAnyone's result is much more blurry (zoom in to see).

Summary Of Observations

Lack of Truthfulness - OutfitAnyone “fantasizes” frequently. In our test, most results changed the original product photo considerably. Online shoppers would see misleading images of the products, which lead to unsatisfying shopping experiences and a high rate of returns.

Poor Resolution - OutfitAnyone is limited in the resolution it is able to generate (682 x 1024 pixels = 0.7 MP). PICTOFIT, on the other hand, delivers images of up to 4000 x 6000 pixels = 24 MP resolution which are even suitable for print.

Change of model image - OutfitAnyone changes the model image by applying different hair styles or changing skin tones and body shapes. While this may be ok for models, it prohibits any usage on user photos. Users will not tolerate altered versions of themselves (known to science as the “Uncanny Valley”, [link](#)).

Unreliable results - Changing the random “seed” of OutfitAnyone, or using a different AI model, or a slightly different model image, can lead to vastly different results. This means the system is not reliably usable in a user-facing service.

2. Features

Interactive Styling

OutfitAnyone

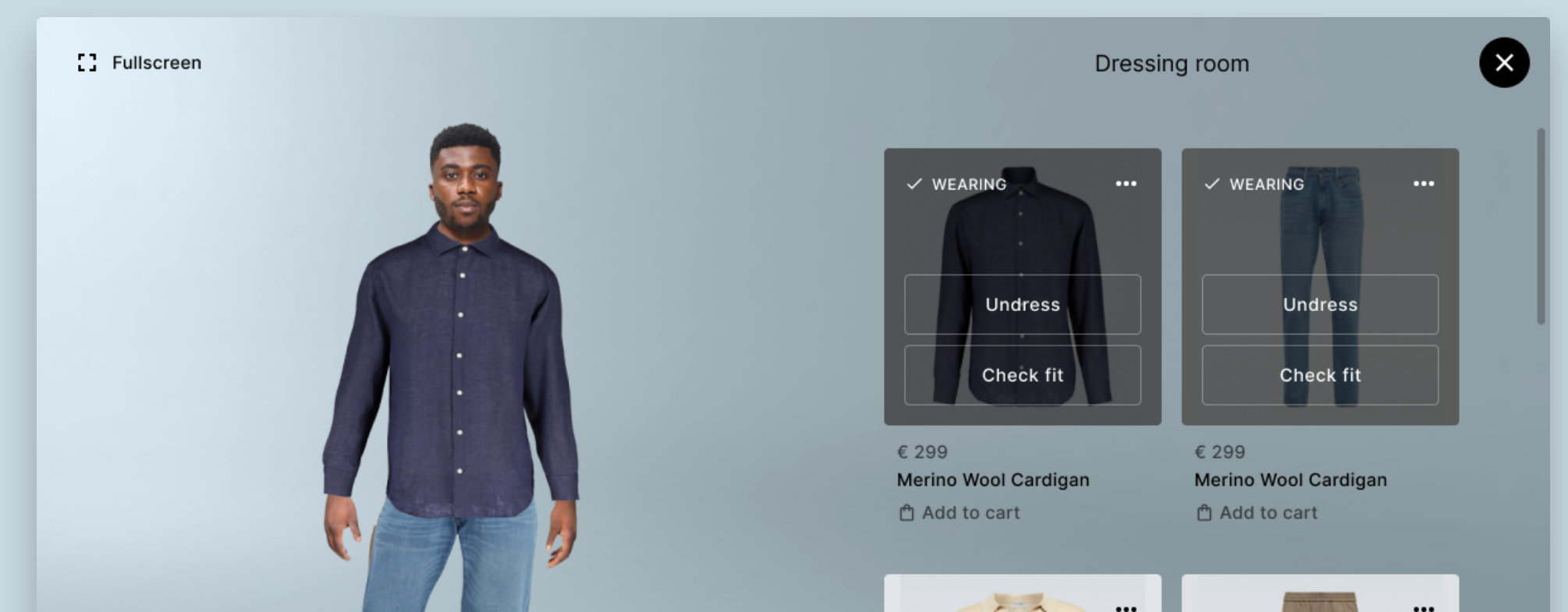
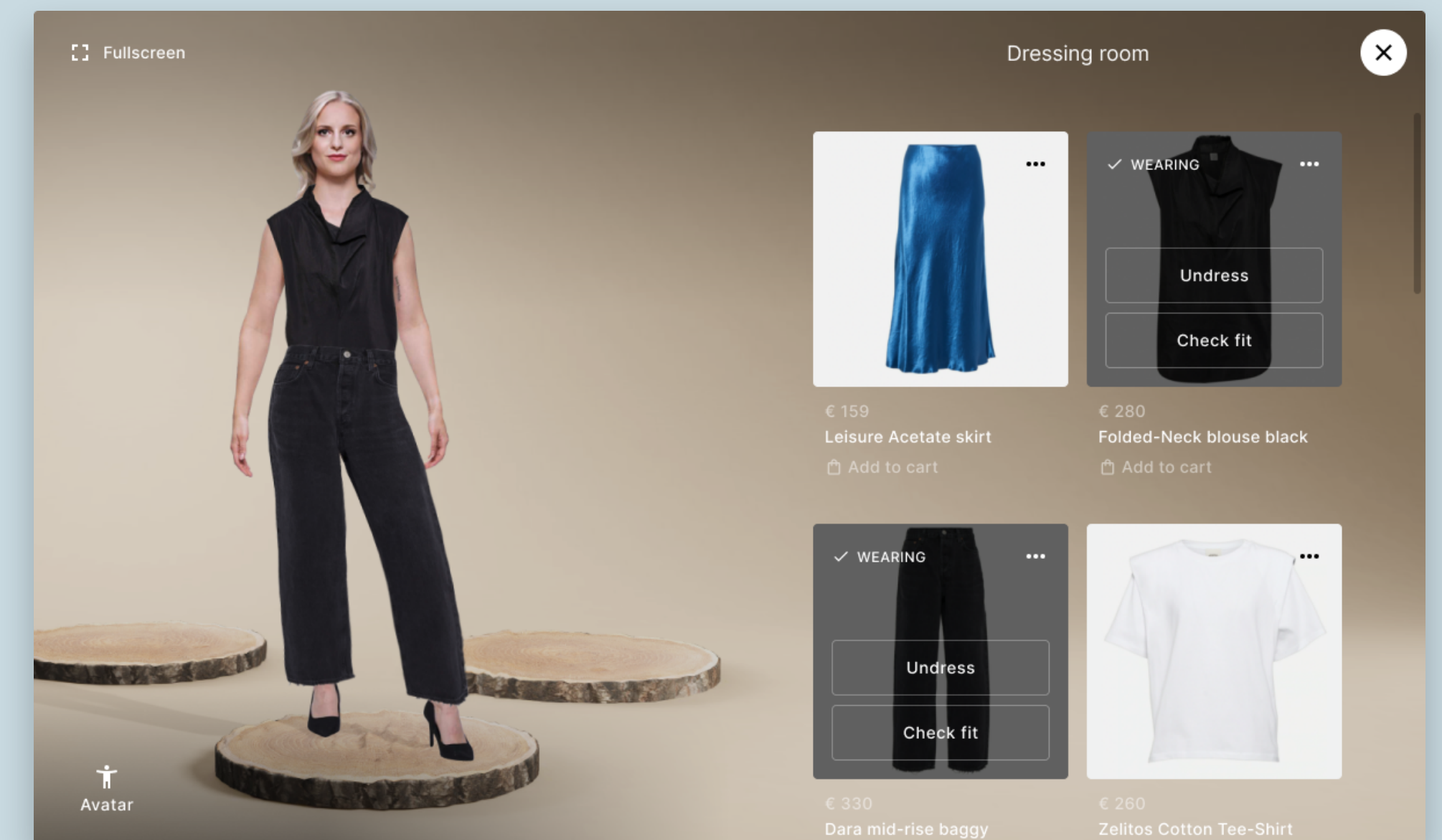
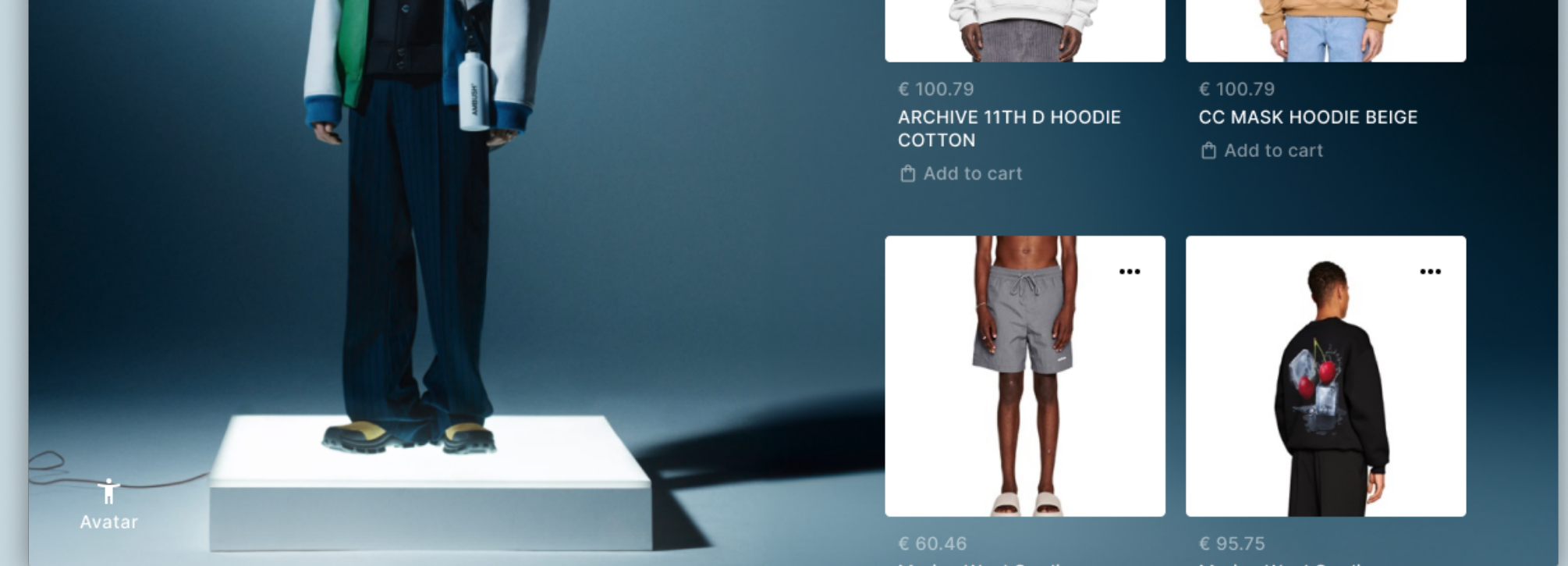
No interactivity for online shoppers.

PICTOFiT

The PICTOFiT Virtual Dressing Room has a strong impact on user engagement & conversion through gamification, differentiation and personalisation.

Shoppers can mix&match outfits with any number of items. They can tuck in/out tops, layer jackets, change backgrounds and many more.

Shoppers which used PICTOFiT's unique try-on technology return more often, spend more time and organically discover new products, leading to an increase in sales.



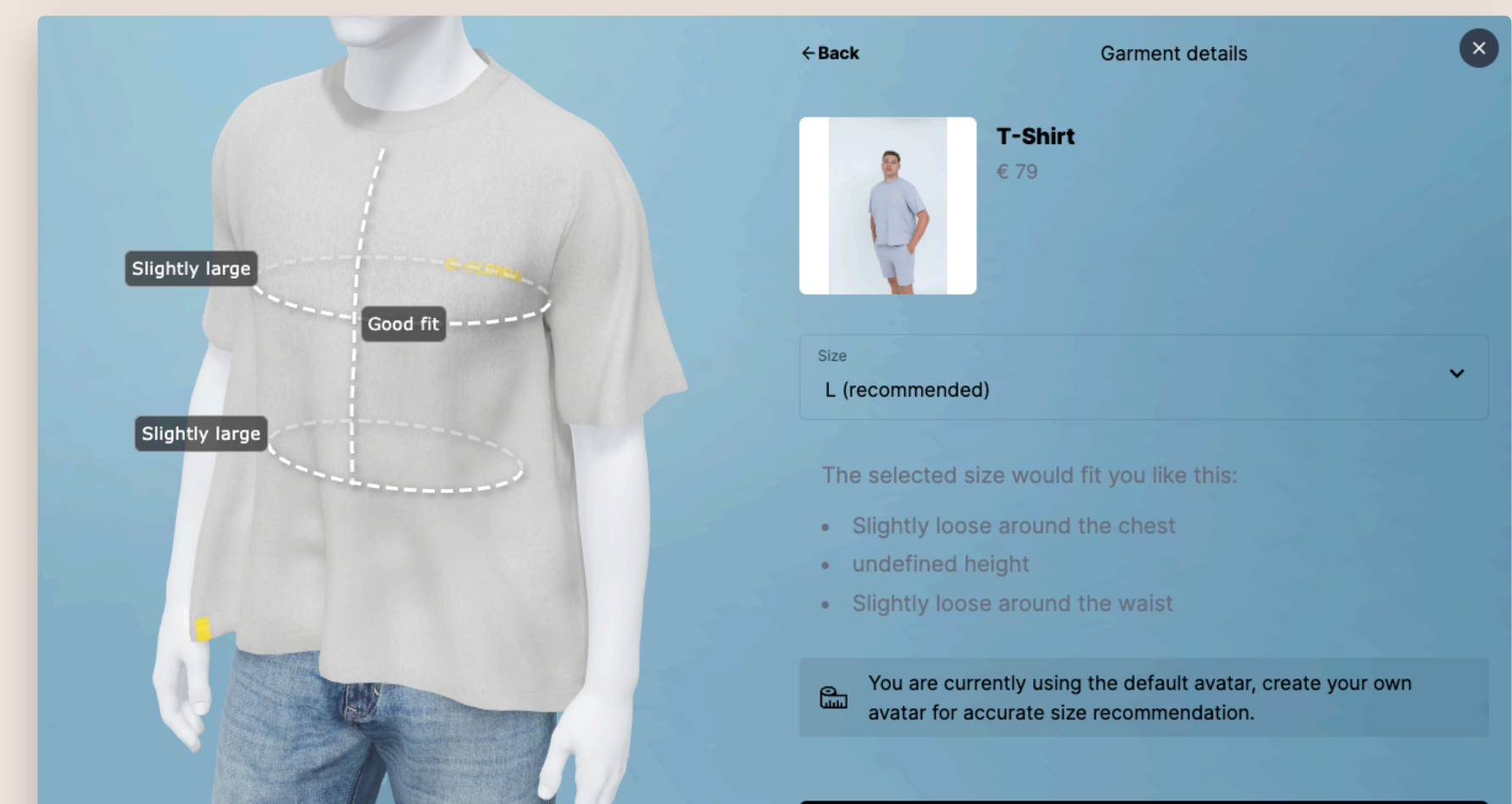
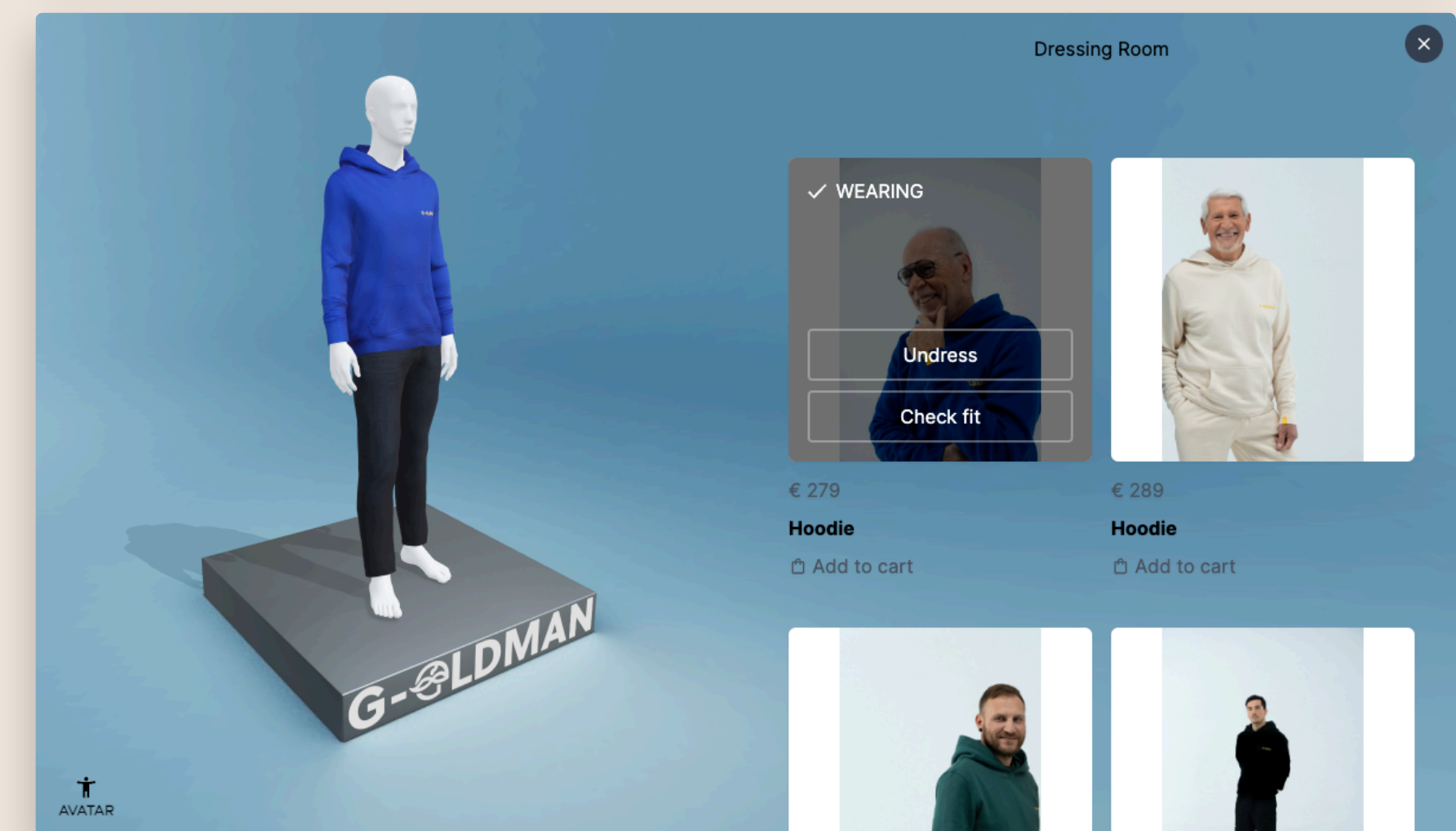
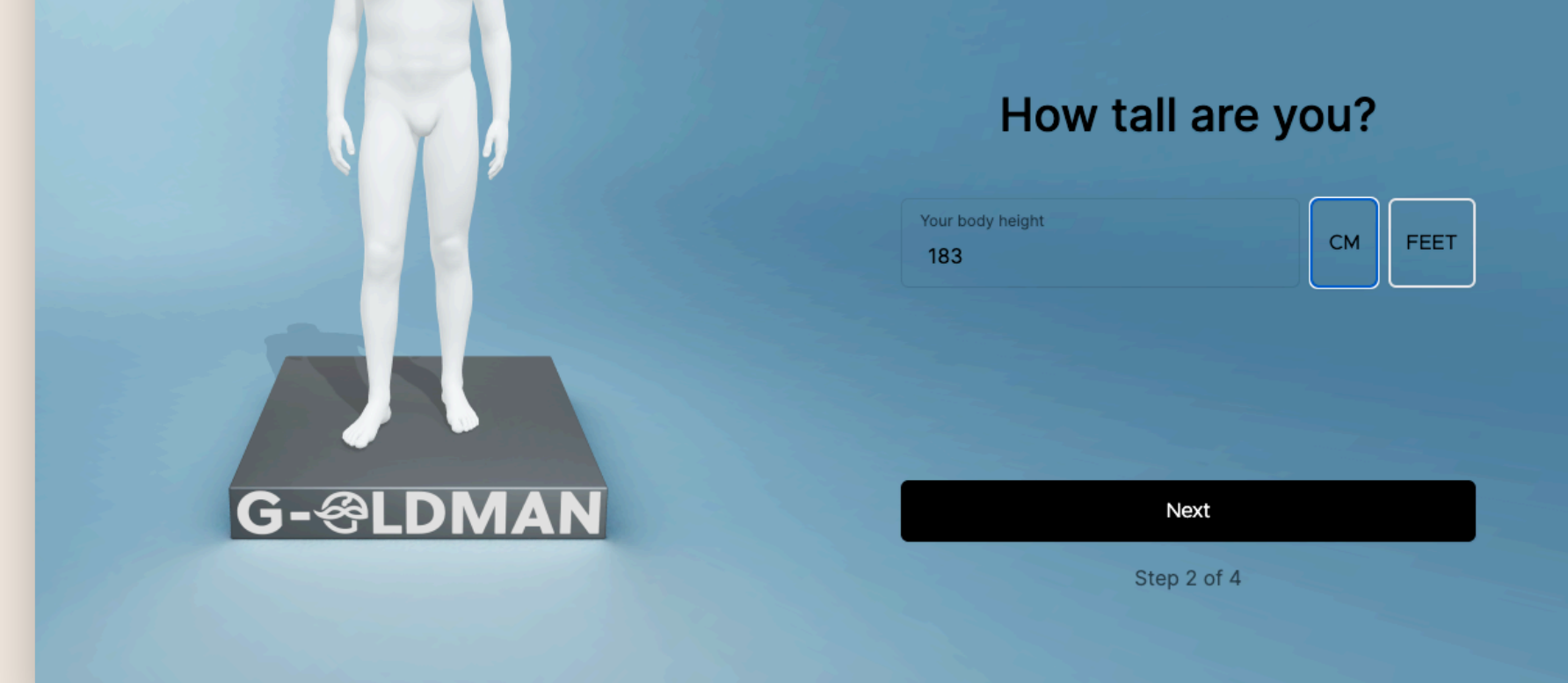
Animations, Scenes & 3D Viewing

OutfitAnyone

Single, static 2D images. No change of viewing angles or any form of 3D.

PICTOFIT

PICTOFIT offers a range of options, allowing online shoppers to change the viewing angle interactively and animate their avatars. This can be driven purely by 2D photos, employing PICTOFIT's AI to generate depth automatically. PICTOFIT also supports common fashion CAD formats (e.g. CLO3D, Browzwear) and 3D-scanned products.





Sizing & Personalisation

OutfitAnyone

Has no understanding of sizes and body shapes. Does not allow the creation of personalized avatars of the online shopper.

PICTOFIT

Personalised shopping experiences have been shown to increase sales conversion dramatically ([link](#)). Size recommendation is a powerful tool to reduce returns ([link](#)). PICTOFIT enables both. It gives online shoppers the choice of creating a personalized mannequin (their body shape double) or a photo-realistic avatar.

PICTOFIT enables fashion retailers to collect a huge database of body shape and size data.

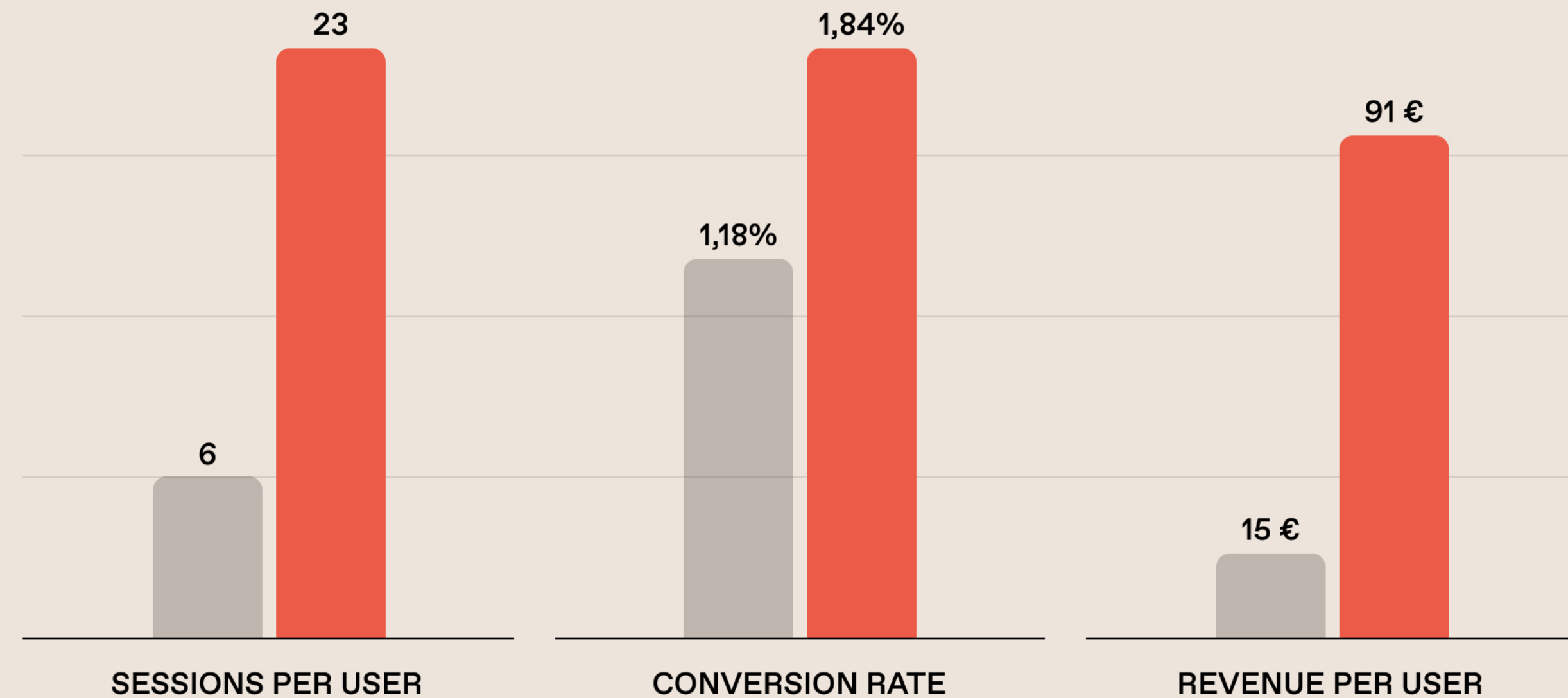
Benefits & KPIs

The PICTOFIT Virtual Dressing Room has a strong impact on user engagement & conversion through gamification, differentiation and personalisation.

Shoppers which created outfits with PICTOFIT's unique mix&match technology return more often, spend more time and organically discover new products, leading to an increase in sales.

The KPIs on the right were collected from an Italian luxury retailer using PICTOFIT over an extended period of time and >1M sessions. Hugo Boss has collected similar data, but on a smaller scale so far.

Zalando recently launched a similar in-house solution, and have already tracked a 10% reduction in returns. See [here](#).



Pictofit Users

Regular Users

Data reported by major online retail customer through Google Analytics in Q4 2020 with >1M users in the period

3. Risk & Data Security

OutfitAnyone

Dependency on Alibaba - If OutfitAnyone is used in live systems and processes, the retailer makes itself heavily dependent on Alibaba. Alibaba is a Chinese company and has no interest in sharing its technology with anyone, let alone a potential competitor.

Data Security - Alibaba will also store and analyse all provided data and use it to their advantage. Sensitive user data may leave the GDPR zone and has questionable protection.

PICTOFiT

GDPR-compliant - PICTOFiT is run and operated in the EU. All cloud services and servers are run by Microsoft's Azure solution and leverages the latest legal and technical best practices.

Privacy and Encryption - PICTOFiT encrypts all data in transit and at rest. State-of-the-art IT policies make sure our customer data is always safe. Personally identifiable information is only required for certain features, not for the solution as a whole. On-premise data storage and processing is available.

INTERESTED IN LEARNING MORE? WE ARE LOOKING FORWARD TO SPEAK

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