Fashion Recommendation System Using Social Media Website

P. Anusha[1], Kandula Nikhil Saradhi[2], Kokkirala Sravan Kumar[3], Marisetty Tejesh[4]

Assistant Professor, Department of CSE[1]

Students, Department of CSE[2,3,4]

Guru Nanak Institute of Technology, Hyderabad, Telangana, India

Abstract: *Fashion knowledge encourages people to properly dress and faces not only physiological necessity of users, but also the requirement of social practices and activities. It usually includes three jointly related aspects of: occasion, person and clothing. Nowadays, social media platforms allow users to interact with each other online to share opinions and information. The use of social media sites such as Instagram has already spread to almost every fashion brand and been evaluated as business take-off tools. With the heightened use of social media as a means of marketing communication for fashion brands, it has become necessary to empirically analyses and extract fashion knowledge from them*

Keywords: Fashion Recommendation System, Social Media Platforms, Fashion Knowledge, Marketing Communication, Instagram