

Fashion Designing Website Featuring Augmented Reality for Sarees

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Augmented Reality (AR) is a growing area of interactive designs in which the virtual content is an absolute integration with the exhibits of real world scenes. The massive potential of AR is being explored with the rising capability of mobile devices to produce interesting AR environments. Information technology has become the basis for many fields like fashion industry model, production methods and also featuring consumer-centred service. The use of 3D technology as well augmented and virtual reality techniques have paved the way for that. AR allows the enhancement of the physical world by adding digital information generated by virtual computer in real time, which provides the marketers with unexpected options to reach out and collaborate with the customers. With the power of putting the products in customer hands, it has created new and interesting opportunities for the users to engage with different brands, products and services. The study is to propose and develop a new system more like a platform for the designers to engage with various companies or brands in the sense of communicating and selling.

Keywords: Web application, Digital Clothing, Augmented Reality, Fashion Retail