

## Urban-Clothing Custom Clothing Website

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### ABSTRACT

The "Urban Clothing" website is a cutting-edge online retailer with a focus on customized apparel. Customers can customize t-shirts, hoodies, coats, and other items to create their own ensembles. Using an intuitive interface, users can upload photos, select designs, add text, and change colors to create unique fashion outfits. The website caters to individuals looking to create distinctive fashion statements as well as businesses and organizations looking for branded or occasion-specific apparel. In order to offer a smooth and interactive front-end experience, this website makes use of modern web development tools like HTML, CSS, and JavaScript. Meanwhile, a robust back-end infrastructure takes care of order processing, customization choices, and on-demand production. In order to provide premium, on-demand products, contemporary frameworks effectively manage client data, order processing, and integration with printing and production services. A wide range of fashion options are provided for diverse preferences and needs by the platform's customisation tools, which also offer varied fabric kinds (cotton, linen, silk), sizes, styles, and color possibilities. It serves business clients searching for branded or promotional clothing in addition to casual shoppers. They are guaranteed complete control over their ideas because of the real-time design preview tool, which lets them see the finished project before they finish. "Urban Clothing" intends to expand its product line in the future by enhancing user interaction using cutting-edge design technologies like augmented reality and 3D visualization. It also plans to develop mobile applications to improve customer convenience and reach a larger audience. Partnerships with independent designers, influencers, and companies will broaden the platform's appeal and user base. Furthermore, the platform aims to encourage community involvement through partnerships with eco-conscious apparel designers, social sharing capabilities, and design challenges. "Urban Clothing" aims to become a market leader in customized fashion by leveraging. The portal for "Urban Clothing" By using an on-demand manufacturing strategy, the platform significantly reduces waste as compared to traditional mass production methods. This tactic lowers excess inventory and supports a more viable business plan. In the future, the website plans to incorporate eco-friendly items and sustainable production methods to better align with current trends.

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**KEYWORDS:** Custom Apparel, 3D Fashion Design Tools, User-Driven Fashion, Fashion Technology, Bespoke Apparel, Eco-Friendly Fashion, Custom Print Clothing, Interactive Fashion Design, Custom Fashion Retail awareness

### I. INTRODUCTION

The "Urban Clothing" website is a comprehensive and dynamic e-commerce platform that enables users to design and purchase custom-made clothing. In an era where personalization is increasingly valued, this website offers a unique opportunity for customers to express their individuality through fashion. The

platform allows users to customize a wide range of apparel items, including t-shirts, hoodies, jackets, and more. Customers can easily upload their own images, add personalized text, choose from different patterns, and select preferred fabrics to craft their ideal clothing pieces.

Designed with a user-friendly interface, "Urban Clothing" ensures that the customization process is accessible and enjoyable for everyone, from casual shoppers to fashion enthusiasts. The website offers real-time design previews, allowing users to see how their designs will look on the selected garment before finalizing their purchase. This feature eliminates guesswork and gives customers full control over their design process, ensuring satisfaction with the final product.

One of the key aspects of the platform is its flexibility in offering different customization options. Users can choose from various fabric types such as cotton, linen, silk, and blends, as well as select different sizes and colors, ensuring that their clothing matches their personal style and needs. Whether for casual wear, special events, or corporate branding, the platform accommodates diverse use cases.

### Myths and Facts

The quality and distinctiveness of personalized apparel make it worth a premium up front when compared to mass-produced goods. Because custom clothing is produced to order, it can save money over time by cutting waste and guaranteeing a great fit. Many sites, such as "Urban Clothing," also provide affordable pricing and a range of selections to suit a variety of budgets.

**It Takes Too Long to Customize** Factual statement: "Urban Clothing" and similar platforms aim to streamline and expedite the creative process. Customers may quickly build their designs using real-time previews and user-friendly interfaces. With on-demand production, an item is manufactured as soon as an order is placed, cutting eliminating needless waiting times.

"Urban Clothing" wants to build a community of imaginative people who are enthusiastic about fashion in addition to offering bespoke clothing. Users are encouraged by the site to interact with independent artists and influencers, enter design contests, and publish their creations on social media. In addition to boosting customer loyalty, this sense of community encourages innovation and creativity within the user population.

"Urban Clothing" has room to grow and expand in the future. Anticipations are on to launch a mobile application that facilitates shopping and design while on-the-go, responding to customers' growing reliance

on mobile devices. Additionally, the site will make use of cutting-edge technology like artificial intelligence to offer customized design suggestions based on user tastes and current trends.

Artificial intelligence (AI) on the platform will enable personalized design recommendations, enhancing the user experience by suggesting designs, colors, and styles based on browsing likes and habits. This level of personalization not only facilitates the design process but also aligns with current, more anticipated changes in customer behavior.

In addition to its domestic expansion, "Urban Clothing" wants to expand worldwide by localizing its website for various countries. By offering several language support and various payment methods, the website seeks to lower the cost of customized clothing for a broad spectrum of people worldwide. Forming alliances with businesses to put significant orders will expand the market for "Urban Clothing".

## II. RELATED WORK-

### 1. Content Structure

**A. Objective:** Establish a content hierarchy that ensures easy navigation and an interface that is easy for users to utilize. This structure must be user-friendly and search engine optimization (SEO) friendly, adhering to W3C web content accessibility guidelines (WCAG 2.1).

### Keys sections

#### Homepage:

Has a hero section highlighting special offers or goods and a clear call to action, such as

"Customize Now" or "Explore Collection." Provide connections to the different product categories and customizing choices.

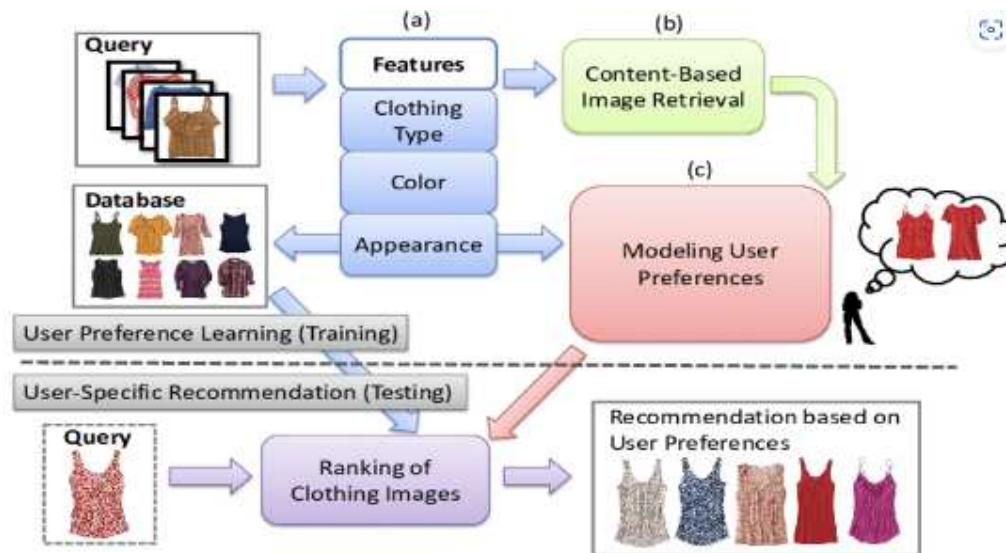
Important links in the footer include "About Us," "Contact," "Privacy Policy," and "Sustainability specific"

#### Product page

should be well-structured and follow e-commerce best practices.

such as those recommended by Nielsen Norman Group.

They should include information such as product descriptions that clearly explain the material, size possibilities, and customization tools.



**Fig.1.1 Facts about customize**

**Tool for Customization:**

At the center of the website, users can upload designs and photographs.

Select the size, color, and fabric.

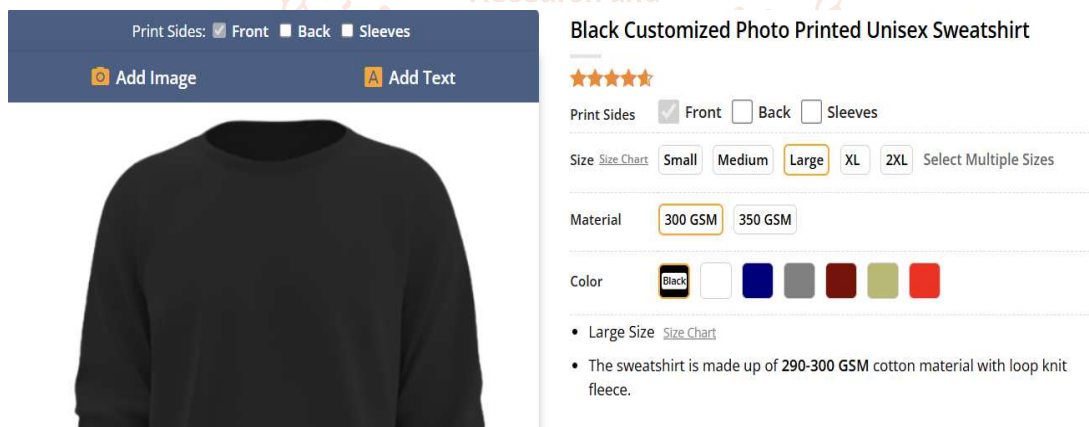
See a real-time preview of their personalized product.

adheres to recommended UX/UI standards, such as offering a responsive design that functions well on desktop and mobile devices.

**Section on Sustainability:**

Details regarding on-demand production methods, ethical sourcing, and environmentally friendly materials.

The website's design adheres to environmental communication standards, demonstrating its strong dedication.



**Fig.1.2 Details regarding a sustainability section**

**B. Images of products and designs:**

high-quality product photos taken from various perspectives.

employing image optimization methods (such as JPEG/PNG compression) to enable quick loading.

For product displays that are understandable and educational, images must follow e-commerce guidelines.

**Interactive Instrument for Design:**

Real-time design previews with seamless interactivity made possible by technologies like HTML5 canvas and Fabric.js.

Enables users to add text, filters, and other design elements to their own photos.

**Types of Customization**

1. Image Uploading: Users can upload their own images, patterns, or artwork to be placed on various parts of the clothing item (front, back, sleeves).

2. **Pre-Made Designs:** Offer a selection of pre-designed templates or patterns that users can pick from, such as abstract patterns, nature-inspired designs, or minimalist looks.
3. **Text Customization:** Users can add custom text to clothing using a variety of fonts, colors, and sizes.
4. **Color Options:** Provide users with a selection of fabric colors as well as extra design elements like buttons, linings, and zippers.



**Fig 1.3 Show to apply different images and pattern types**

### C. Design Considerations

- Users should be able to design while on the go with the site completely optimized for mobile. This includes a streamlined, touch-friendly design and quick loading times.

### D. Information Sources

- To understand user expectations, examine client feedback on aspects like delivery services and customisation options.

### E. Examples of Existing Websites

The Focus on Customization: Spreadshirt offers a platform with design tools that let customers upload their own photos, pick from a wide range of typefaces, and utilize pre-made templates to create personalized t-shirts and other clothing. Strengths: Excellent for companies selling their own clothing line as well as individuals wishing to design unique items. offers a print-on-demand service free of charge up front. Excellent integration for online shop sales of personalized goods.



**Fig 1.4 Display to apply text in any font style and type**



Tool for Customization: Simple to use, offering a large selection of templates and creative possibilities. TeeSpring (As it's Spring Now)

The Teespring website Synopsis Focus on Customization: TeeSpring is a website that lets users design and market their own t-shirts and other clothing. Users are able to promote their products, establish prices, and upload their own designs.

It is appropriate for teams or events because of its group ordering features.

superior client support and service. Tool for Customization: Easy-to-use with drag-and-drop features for placing text and images on clothing items.

### F. Trends in custom clothing

- Fashion: Technology Integration: The fashion experience is progressively incorporating technology. Before making a purchase.
- Continual Production: By only producing things when they are ordered, on-demand production minimizes waste.

### G. Assessment and Input

- UI: The website's layout and design should be clear, user-friendly, and responsive. It is crucial to create a smooth user experience.
- UX: Ensuring seamless interaction across the entire process, from design to checkout, should be the main.
- Boost the desktop and mobile responsiveness of the website.
- Provide clear instructions for first-time users on how to customize and order.

## III. Proposed Search Model for a Custom Clothing Website

To improve user experience and make it easier for customers to navigate through a wide range of custom options and goods, a well-structured search strategy is essential. An example search model for a website selling personalized clothes is shown below.

### 1. Search Model Overview

Front Page (Homepage)

The top-left logo of Urban Clothing, positioned in the center for fast product searches. Cart & Account.

Second Page

a simple explanation about adding graphics or textures to garments, pushing others to get started.

Third Page

- All the custom items the user has added to their cart with thumbnail previews, descriptions, sizes,

and prices. Users can go back to edit their custom design directly from the cart.

- Users enter or choose their delivery address on the shipping address form.
- Shipping options include expedited, express, and standard delivery.
- Options for Payment: PayPal, Credit/Debit Cards

Other digital wallets, such as Google Pay and Apple Pay

## 2. Front Page: Search & Overview

### A. Personalized Search Bar

Search Input: A Rounded corners for a contemporary style.

placeholder text in a light grey tone that reads, "Search for custom clothing, fabrics, designs..."

Icon: A straightforward magnifying glass icon that denotes search functionality is located inside the right-side input field.

features filters on the left side to focus the search results according to designs.

### B. Certain Categories

Urban clothing website with an emphasis on alternatives for personalization and customization. Customers may locate what they need more quickly by using these categories to arrange products and customization options on the website

Style preferences, Fit and size options, seasonal categories, custom accessories, custom themes, occasion-based customization, graphic design options, clothing types, fabric options, design customization, and brand-specific categories.

### C. Search Results for Customize

Search by Clothing Type : Customers can look for particular categories of apparel, such as T-shirts, hoodies, and jackets.

Search by Custom Options : For example Results can be filtered by the user based on customization parameters such as fabric, fit, design, and more.

Responsive Design: Both desktop and mobile users should be able to fully utilize the search bar.

### D. Fast Links on the (Sidebar)

The sidebar is fixed to stay visible even when scrolling; it is positioned on the left side of the screen. It has a heading labeled "fast link" along with a list of links to the various parts of the page.

Each link in the sidebar uses anchor tags to reference sections by their id attribute.

### 3. Second Page: Truths and Myths

Sustainable Materials Are Increasingly Visible  
Nowadays, a lot of urban apparel companies are emphasizing sustainability by utilizing eco-friendly materials like bamboo and organic cotton.

Example: the brand and materials utilized have a major impact on quality.

#### A. Myths and Truth Display

Interactive More than ever, personalization is excellent, high-quality, and accessible. Dispelling myths enables prospective buyers to appreciate the advantages and adaptability of customisable clothing. Urban clothes modification is a terrific method to express personal style and keep up with current trends, especially with the abundance of alternatives available.

Myths vs. Information Shown

Myth : Customized Clothes Is Exclusive to High-End Labels  
Truth: Customized clothes is accessible and reasonably priced for a wide range of brands, not just high-end ones.

#### B. Search Results for Myths

Contextual Search: There Are Fewer Customization alternatives Available: Thanks to advancements in technology, there are a lot of alternatives available for customization, such as different materials, colors, patterns, and styles.

For many customers, customized clothing is a good expenditure because it frequently produces a one-of-a-kind item that represents personal flair.

### 4. Third Page: Links to Social Media Sites and Policies

#### A. Styles Guides Information

Key Pieces for a Casual Street Style: Stylish sneakers, joggers, hoodies, and oversized t-shirts

Key pieces for a smart casual :outfit include fitting shirts, loafers, lightweight jackets, and tailored joggers.

Style Advice: Wear a jacket and a sharp button-up shirt with fitted joggers.

Adhere to a muted color scheme and use striking accessories.

#### B. Social Media and Customization links

View our most recent collections, styling suggestions, and client showcases. Remember to include us in your post tags.

Like our page to receive deals, events, and unique content. Interact with fans of urban fashion who follow you.

Explore inspiration boards brimming with ideas for DIY projects, outfits, and customizations.

Personalize Your Clothes: Get Creative  
To choose your patterns, colors, and fabrics, utilize our user-friendly tool.

Realize your vision  
FAQs regarding customization:  
Find Out More

Do you have inquiries? View our commonly asked questions regarding the process of customisation.

#### C. Rules For Particular Groups (Eg. College students)

Focus on Style: Attire that's easygoing and appropriate for college life.

Suggestions: Go for personality-reflected graphic tees, joggers, and oversized hoodies.

Combine with denim jackets for a casual yet stylish style.

For comfort and style that lasts all day, go with sturdy sneakers.

Emerging Experts:

Style Tip: Wear business casual with a touch of ease to maintain professionalism.

Suggestions: Include fitted shirts with tailored chinos or joggers.

To dress up your ensemble for meetings or events, add blazers.

For a refined appearance, go with loafers or chic sneakers

#### D. Additional Quick Links

FAQ Section: This page will provide a list of commonly asked questions (FAQs). Guide to Customization, Sizing Chart, Return Policy, and Shipping Details  
Recognize shipping schedules  
Speak with Us, Make Contact

FAQ Section: A list of frequently asked questions (FAQs) will be provided on this page, covering health guidelines, official advisories, and disease prevention tips.

Emergency Contact Information: In the event that you have an urgent question about your order or personalization, please contact our customer service department right away, Phone Assistance, Send Support an Email, live chats.

### 5. Improvements to Search and Personalization

#### A. Advanced Search Filters

Product categories, sizes, genders, and fabric types (such as cotton, silk, or linen) can all be filtered by users.

Users can refine search results by selecting particular clothing styles, such as streetwear, casual, or formal, using the style and trend filters.

Provide users the option to narrow down search results by selecting from a variety of color and size ranges.

**Price Range Filter:** This slider feature facilitates better budgeting by allowing users to define a price range for products.

## **B. Natural Language Processing (NLP)**

**Understanding Queries:** Use natural language processing (NLP) to enable users to type intricate or conversational search terms (such as "red hoodie for winter") and receive pertinent results.

**Synonym Matching:** In order to expand search results, make sure synonyms (such as "trainers" and "sneakers") are included in the results.

## **C. Real-Time Analytics and Feedback**

**Search Behavior Analytics:** Use data analytics to monitor how people interact with search features and adjust the algorithms accordingly.

**User input:** In order to keep the system updated and more relevant, let users comment on how relevant the search results.

## **6. Prioritizing Search Results**

Product listings with titles, descriptions, or tags that closely match the user's search criteria will be ranked higher.

**Phrase Match Exact:** Prioritize products that precisely match the query you typed into the search window.

**Top-Selling Items:** Top-selling products should be prominently displayed according to user engagement and sales history.

**Most Viewed Items:** Give top priority to items that other users have regularly viewed.

**Currently Trending Products:** Emphasize products that are trendy right now on the marketplace or in particular categories.

### **Customization by the User:**

**Previous Buys and Browsing History:** Display products according to the user's past purchases, as well as items they have looked at or engaged with. Products that correspond with the user's saved preferences.

## **7. Enhanced Visual Search**

### **Uploading Images for Visual Search:**

**Direct Image submit:** To find visually comparable apparel items, customers can submit an image (taken with a camera or from their device).

Add a drag-and-drop functionality to your website to facilitate fast and simple picture searches.

**File Format Support:** For search compatibility, support popular image file formats including JPG, PNG, and GIF.

**Texture and Pattern Recognition in Real-Time Images:** Utilize sophisticated algorithms to identify patterns and textures in the uploaded image, such as stripes and floral designs, and in the apparel.

**Shape and Style Identification:** Compare the T-shirts, dresses, and coats in the picture with similar products by analyzing their shape, silhouette, and style.

**Color Matching:** Determine which colors in the image are dominant.

## **IV. Conclusion-**

### **Advantages:**

**Increased Improved User Experience:** The website offers a more dynamic and user-friendly purchasing experience that is more intuitive and personalized thanks to its visual search and customizing options.

**Customization and Personalization:** Giving customers greater control over their purchases through product customization in accordance with their preferences boosts customer happiness and loyalty.

Provide a tailored, user-centered experience, and you'll build brand loyalty and customer trust that will encourage repeat business.

**Creative Integration of Technology:** The platform is powered by cutting-edge technologies like AI and machine learning, which gradually improve search efficiency, product recommendations, and personalization.

**Customizable Fashion:** Strengthens community ties by bringing people together around a common cause, fostering a sense of solidarity and mutual support.

**Reduction of Stigma:** Helps reduce stigma and misinformation associated with the disease, making it easier for affected individuals to seek help without fear of judgment.

**Visual Search Excellence:** Users can contribute screenshots or photographs to visual search to identify similar products, which enhances product discovery and makes trying out new looks simpler.

**Increased Engagement and Allegiance:** The website increases client happiness by providing a user-friendly layout and a variety of fashion selections, making buying convenient and pleasurable.

**Expandability and Prospectivity:** The website is made to adapt to shifting fashion and technological



trends, guaranteeing its long-term scalability and relevance in the sector.

**Enhanced Level of Customer Contentment:** The website increases client happiness by providing a user-friendly layout and a variety of fashion selections, making buying convenient and pleasurable.

**Integration of Social Media:** A brand's visibility and customer connection are increased when social media platforms are seamlessly integrated, encouraging users to contribute their unique designs and find trends.

**Constant Enhancement:** Based on user behavior and input, the platform is constantly improved to fulfill consumer expectations and provide an enhanced shopping experience.

## V. Future Scope-

**Improved Features for Customization:** providing customers with additional options to precisely customize their clothing, such as fabric type, color scheme, pattern design, and mix-and-match style options. Future iterations may potentially feature real-time design previews, which let users see modifications instantly while modifying.

**Integration of Augmented Reality (AR):** Integration of Augmented Reality (AR) Before making a purchase, customers can virtually "try on" clothing by using the camera on their computer or smartphone to see how different designs will look on them. This is made possible by augmented reality (AR) technology.

**Eco-Friendly and Sustainable Solutions:** offering a designated space where customers can choose environmentally friendly products like hemp, organic cotton, or recycled materials. The site can additionally show the carbon footprint associated with each fabric choice in order to encourage ecologically friendly shopping habits.

**AI-Powered Style Recommendations:** Customized fashion recommendations could be offered by artificial intelligence through analysis of customer preferences, historical purchases, and current trends. AI may also help with design by making aesthetic or color scheme recommendations in response to user input.

**Worldwide Growth:** expanding the platform's capabilities to cater to international markets by offering shipping logistics, customization options, and designs that are country-specific. This could entail adjusting the currency, regionalizing the text, and dressing appropriately.

**Impact:** Broadens the clientele globally, expands market reach, and raises brand awareness overseas.

**Blockchain Technology for Openness:** All steps of the supply chain, from the acquisition of fabrics to the delivery of completed goods, may be tracked with blockchain technology. Customers have the ability to verify the materials' provenance and ensure that they are produced ethically.

**Impact:** Encourages transparency and confidence among customers, especially those who are worried about ethical and sustainable suppliers.

**Collaborations with Influencers and Designers:** collaborating with fashion designers and influencers to create unique designs that are only available on the site or limited-edition personalized collections.

**Impact:** Creates exclusivity and buzz, which boosts website traffic. These collaborations may also spark the start of fresh trends, which would keep the platform up to date.

**Integration of Social Media for Shopping:** Allowing customers to shop directly through social media platforms by linking their customized designs to platforms like Instagram, Facebook, or Pinterest, enabling them to share and purchase instantly.

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