

## **Visual Merchandising for Fashion by Using Augmented Reality (As an Application to The Fitting Room**

**Prof. Mustafa Hussein Kamal**

**Professor, Department of Advertising - Faculty of Applied Arts - Helwan University**

[Mhkamal@Excite.Com](mailto:Mhkamal@Excite.Com)

**Prof. Amr Gamal Hassouna**

**Apparel Design and Management Department, Faculty of Applied Arts, Helwan  
University**

[Hassouna.amr.1031972@gmail.com](mailto:Hassouna.amr.1031972@gmail.com)

**Assist. Lect. Shymaa Alaa El-Deen Ahmed Ahmed**

**Assistant Lecturer at the Higher Institute of Applied Arts. 6th Of October, Fashion  
Department**

[drshymaa4877@gmail.com](mailto:drshymaa4877@gmail.com)

### **Abstract**

With the rapid and successive developments in the world, technology in the world has become very advanced and prosperous. Therefore, the goal of fashion makers at the present time is to promote fashion in an innovative way to produce smart fashion to keep pace with the amazing development in the world of fashion design and fashion. . We find that the use of advanced technology in the field of clothing gives the product the opportunity to be at the forefront of competitors, and one of the most important basic requirements required by the fashion industry is to choose advanced technological methods that reduce promotion costs, reduce time spent and reduce defective and damaged by using virtual reality technology to adjust clothing measurement(Fitting). It is called the interactive smart screen, and it is called virtual or interactive mannequins, and one of its roles in future stores is to inform the user of the good size, the appropriate colors for his skin, and the appropriate accessories for him. the interactive virtual 3D Fitting room or interactive woman is an electronic screen with a special design so that the shopper's in the commercial store can wear and try on different clothes as soon as he stands in front of the electronic screen

### **Key words:**

Visual Merchandising, augmented reality, Fitting Room