Ideation Mindmap AI Fashion and Beauty virtual styling ideas

Merge styling and Beauty preferences

'The Whole you'

- Decribe mood and occassion outfit if for in search bar of feelings/mood.
- Make up tips based of colour palette you are wearing.
- Textures of ingredients hi tech cellular beauty realism pure photos of ingredients.

Fashion Beauty and Fragrance

''As seen in Wardrobe'

- A portal for all your beauty fashion styling needs. Pops out from the side of the website screen.
- AI scent genie/Escent - collaborate with a scent company to include wearable technology jewellery that creates a bubble that disperses fragrance throughout the day. Long lasting. Aswell as linking with AI scent genie - text to fragrance collaboration .
- A mixture of videos and articles that provide tips based on the algorithm on past personal preferences.

Scent Genie styling campaign

AI collaboration with scent genie

- Styling- personalised preferences on styling tips that go with the fragrance, make up and clothing outfits.
- Text to scent of what you want to smell like.
- Campaign to encourage miniature and re-fill bottles to try before you buy and save the planet.

Scent Marketing tool

Scent and wellbeing

- Emotive design through scent that is long lasting through technology jewellery such a necklace pendant.
- Personalised to improve mood and wellbeing through a signature scent.
- Technology scent in clothing and jewellery that changes based of heart rate and body heat. Dispersed through a scent bubble.