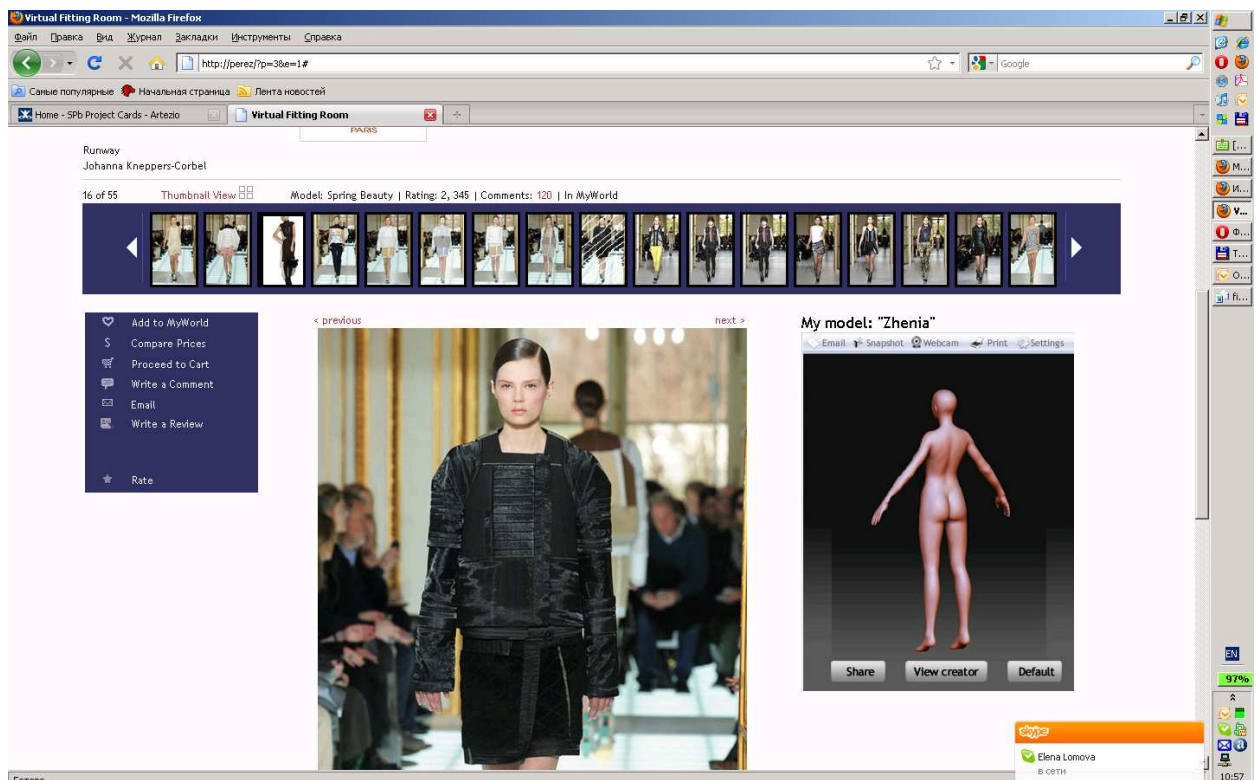


Project name:
Fittany (USA)

The challenge:

Lanit-Tercom team had the task to develop Fittany project that is targeted at creating a social network for fashion lovers. The service subscribers, depending on their subscription type, may browse the latest fashion collections from the top fashion brands and purchase clothing, shoes, jewelry and other fashion accessories. Additionally, an ecommerce functionality to handle payments and subscriptions is required.



Project description:

The users can create user groups according to their fashion interests and add other users to their friends list, as well. Fittany also integrates with popular social networks, such as Facebook and Twitter. Users seeking professional fashion advice may do so using a special "Ask a Mentor" portal.

The unique feature that Fittany offers its users is the offline application that integrates with the online service. Once installed, the application asks for some body measurements of the user and creates his dynamic 3D-model based on his replies. When visiting the web-site since that, the user can choose a set of clothes and other accessories to be put on the model. When the "Generate" button is clicked at the website, the offline application opens and a new model is generated with all selected items on it. The generated "dressed" model can be sent to other members of the network, as well as to unregistered users, who receive a link to the model by e-mail. All items put on the model can be sent to the shopping bag within one click. Then a number of flexible payment options are available for the client to complete the purchase.

<http://www.youtube.com/watch?v=G2mLzdmwg5g>

Tool and Technologies:

HTML 5, CSS, Javascript, ASP, XML, XSL