ABSTRACT

In 2020 there was a disaster that hit the whole world, which resulted in various impacts on business, one of which was the business in the fashion sector, most of fashion retailers were affected with one by one of closing global retail company stores around the world, it was difficult for company owners to introduce their products to consumers are the main factor in this happening, causing people to start buying clothes online in droves.

Therefore, through this final project, it will be proposed to make an application using Augmented Reality technology, this application will be enriched with more unique and fashionable assets through the transformation of clothes that you want to try on into virtual 3D models using Augmented Reality (AR) technology.

With the Outfitter Application, it can help fashion retail consumers to more easily determine clothes online without coming directly to the place by using the AR feature, and also make it easier to order online as desired.

Keywords**: Fashion, Online, Application, Augmented Reality (AR), 3D Virtual Models**