

[RE]IMAGINE EDUCATION

A weekly Design AI newsletter



FASHION MEETS AI: SUTD'S DRIPSEEK TEAM SHINES AT NEXT HACKATHON

*Team DripSeek: Neeraj Lakshmanan, Han Shuenn Yuen, Le Viet Hai,
Baddipadige Amith Reddy*

In Conversation with Dr. Nachamma Sockalingam, OSP

*In this issue, we are proud to spotlight one of our student teams, Team **DripSeek**, which recently achieved top honors at the **NEXT Hackathon** during the **SuperAI Conference 2025 in Singapore**. Selected from over 300 global applicants, the DripSeek team impressed the judges and audience with a novel solution to a common problem, making fashion in media instantly discoverable and personally accessible.*

Their journey, from ideation to a working prototype in just 36 hours, showcases not just technical skill, but adaptability, creative problem-solving, and the spirit of innovation that defines our SUTD community. DripSeek's browser extension blends computer vision and generative AI to connect viewers with on-screen fashion and is a testament to what is possible when diverse perspectives and emerging tools come together.

Let's hear from them how their ideas took shape, the technical and human challenges they faced, and their plans to take DripSeek even further. Please join me in celebrating their achievement and let their story inspire your own next big idea.

Let's get inspired!

This newsletter is produced with ChatGPT and other AI tools as super-collaborators. The authors contribute the core ideas, drafts, strategic framing, pedagogical insights, and design direction, while AI supports by refining, formatting, and creative articulation. (CC BY-NC-ND 4.0).

Editor of Newsletter:

Dr. Nachamma Sockalingam, Office of Strategic Planning

Contact us at nachamma@sutd.edu.sg to share your Design AI stories



Tell us about your team and your project.

We are a group of ISTD/DAI students who are interested in gaining more coding experience. United by a shared interest to better prepare ourselves for the real-world work, we wanted to challenge ourselves to present our ideas and prototypes to industry experts, and this motivated us to join the hackathon.

DripSeek is a browser plugin that identifies the clothes worn by actors in real time on streaming platforms such as Prime Video, allowing users to instantly shop for similar styles. With our DripTry feature, customers can virtually test the fit before purchasing. Inspired by DeepSeek, we coined the name DripSeek to reflect our vision of seamless, AI-driven fashion discovery.

Tell us about the NEXT Hackathon

We learnt of the first-ever [NEXT Hackathon](#) happening at one of the world's biggest annual AI events, called SuperAI 2025, through the internet while searching for opportunities to put our programming skills to the test.

The NEXT hackathon promised to be different from the various other typical programming hackathons – it tests the originality and feasibility of participants' ideas and connects participants with other innovators and an innovation-driven, start-up environment that we were looking for.

The NEXT hackathon received 300+ applications from around the world, and only 20 teams were shortlisted. We were all excited about the opportunity to build something with immediate real-world potential using industry tools like Amazon Bedrock to host different AI models and present in front of an audience that included startup founders, CTOs from various companies, and AI researchers.

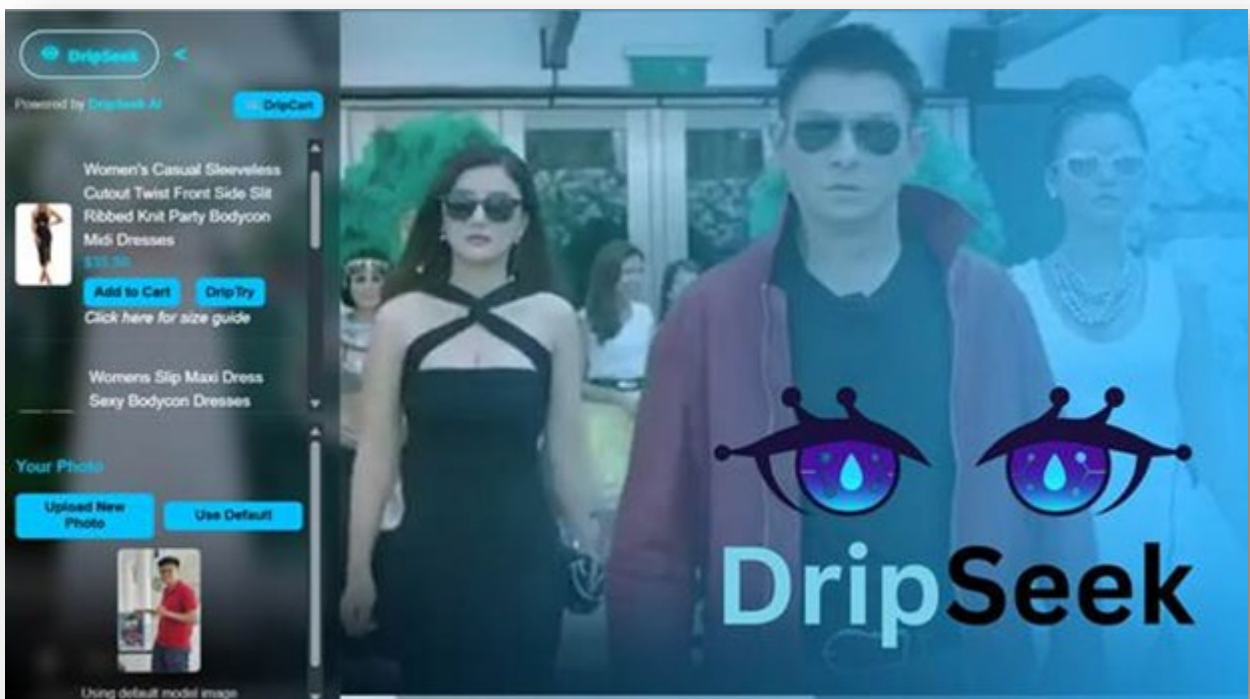
Before the hackathon, we collaboratively planned our prototype's features and submitted a project proposal to register for the event. During the intense 36-hour hackathon, we were challenged to deploy a working prototype and deliver a 5-minute pitch to a panel of judges from Amazon, Sambanov, Shellkode, and SuperAI. Out of 20 shortlisted teams, only the top 4 were selected to present their projects on the prestigious Weka stage.



How did you get started with your project for the Hackathon?

Our journey to DripSeek began weeks before the hackathon. We brainstormed on interesting and overlooked problems to find innovative solutions for. We decided to focus on a common frustration for youngsters. Fashionable dressing and image are important for many of us. Movies and TV dramas are inspiring sources of the latest fashion. It makes one wonder if the clothes featured are all tailored or if we could buy them somewhere. The question was “**How can we bring the fashionable clothes we see in dramas to real life?**” We turned to the recent advancements in vision-language models, retrieval systems, and generative AI to answer that question. That is how the idea for DripSeek got seeded.

DripSeek is a browser extension for fashion discovery within long-form video content (YouTube, Amazon Prime Video, Netflix, etc.). It lets users identify clothing and accessories in real-time, find similar purchasable items online, and even virtually try on styles using our "DripTry" feature. By leveraging computer vision and generative models, DripSeek transforms passive viewing into active fashion exploration with just a click.

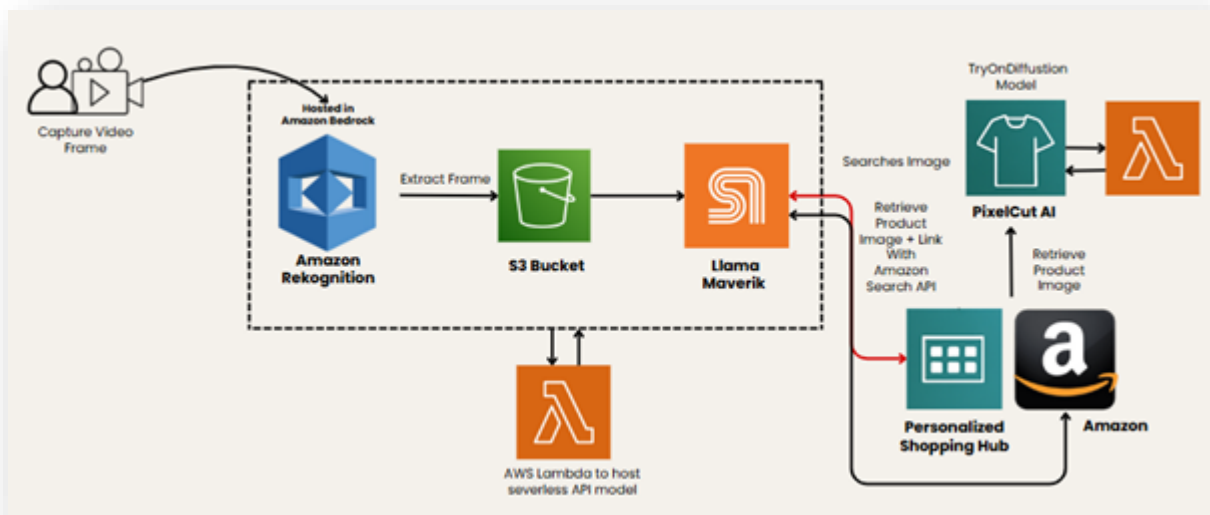


Project DripSeek

Tell us about your prototype – how was it built, step-by-step?

We built a working prototype with a full end-to-end pipeline in 36 hours. Here is how it worked:

1. First, a video frame is sent to the AWS S3 backend as input to initiate the analysis.
2. We used Amazon Rekognition for accurate bounding box extraction and body segmentation, hosted on Amazon Bedrock.
3. The extracted “outfits” were passed into Llama Maverik hosted on SambaNova to generate keywords to describe the clothing in as much detail as possible.
4. Keywords were used to search through e-commerce sites (Demo focused on Amazon E-store) for matching items. Items are shown in the app with cost and a Buy Now/Add to cart option.
5. We also included a DripTry (Generative Styling): We used PixelCut AI to show an AI-generated mock-up of the clothing on a picture of themselves uploaded by the user.



DeepSeek Architecture



Tell us about your hackathon experience.

We entered the hackathon with a solid background in developing full-stack applications and training AI models. Given the tight 36-hour timeline, we focused on building a viable product that could effectively showcase our idea. A key goal of the hackathon was to implement industry-leading tools such as AWS Bedrock and SambaNova Cloud, to which we received complimentary access.

The first day was filled with trial and error, but by the second day we had quickly adapted. To accelerate development, we used Amazon Q to generate frontend code and cloud deployment scripts. However, integrating different coding styles and components still required significant manual effort, as AI couldn't fully replace our integration work.

Conversations with fellow competitors and visits to the SuperAI booths provided us with unexpected startup and marketing insights that went far beyond our initial technical focus. In the final round, we pitched live on the WEKA stage at SuperAI 2025 to an audience of over 500 investors, founders, and AI professionals. Securing a spot among the Top 4 teams out of 300 participants reinforced that our idea resonated with both technical experts and business leaders alike.



Team DeepSeek Presenting on the NEXT Stage



What did you learn, and what is next for DripSeek?

The hackathon provided invaluable lessons beyond just coding. We learned to ruthlessly prioritize features, shipping a viable product in 36 hours while maintaining our core vision. Navigating multi-modal complexity taught us to balance visual and textual AI for optimal latency, reliability, and user experience. We discovered how to design generative UX that guides users without disrupting their journey, especially with long-form video. Building scalable infrastructure with AWS and SambaNova gave us hands-on insight into production pipeline trade-offs. Most importantly, we experienced the immense power of high-trust teams thriving under pressure, united by a shared mission. Our hackathon win propels DripSeek into the Draper Hero Programme, where we'll refine our startup vision.

What would be your thoughts and reflections for other students in such hackathons?

To future hackathon teams: embrace the chaos, trust your team, and dive in. It's about innovation, learning, pushing boundaries, and building something meaningful. The true rewards are the friendships, late-night debugging, and enriching your learning journey. Do look out for hackathons such as the [NEXT Hackathon](#), [National AI Student Challenge](#), [Brainhack DSTA Hackathon](#), and many others. We're always open to feedback, partnerships, and collaboration. If you're passionate about tech, AI, or building something cool, reach out! We'd love to connect. Contact Team DripSeek: Le Viet Hai: hai_le@mymail.sutd.edu.sg; Lakshmanan Neeraj: lakshmanan_neeraj@mymail.sutd.edu.sg; Han Shuenn Yuen: shuennyuen_han@mymail.sutd.edu.sg; Baddipadige Amith Reddy: baddipadige_amithreddy@mymail.sutd.edu.sg.

