

# Generative Diffusion Models

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# Diffusion Models

An image of a husky surfing in the space



A horse formula 1 driver



# Inpainting



Prompt: a white cat, blue eyes, wearing a sweater, lying in park

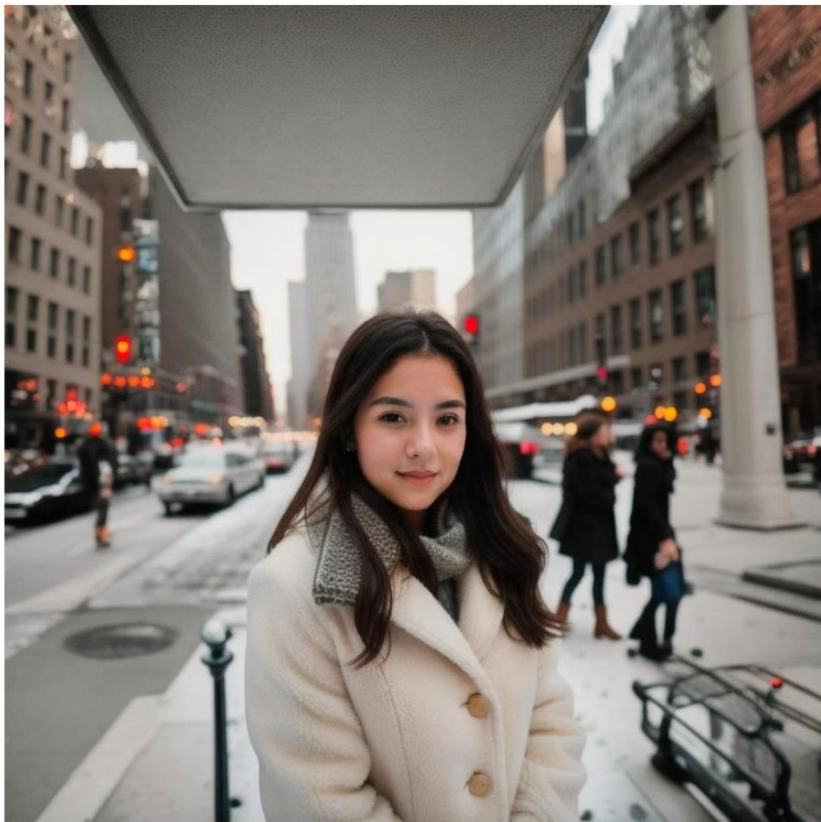


# Outpainting



Taken from <https://blog.segmind.com/exploring-the-magic-of-outpainting-with-stable-diffusion-uncropping-the-creative-possibilities/>

# Outpainting



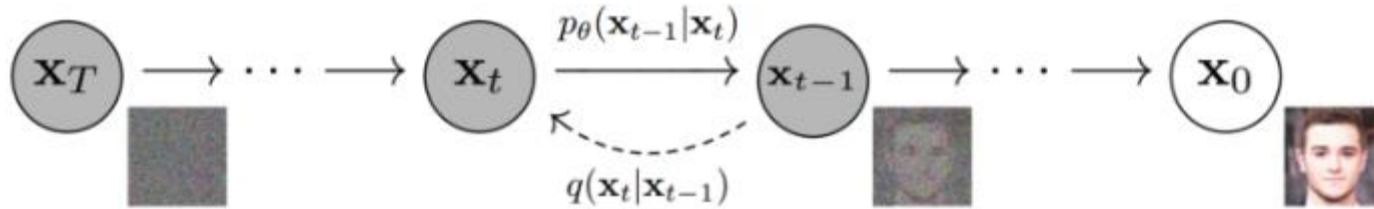
Taken from <https://blog.segmind.com/exploring-the-magic-of-outpainting-with-stable-diffusion-uncropping-the-creative-possibilities/>

# Diffusion Models

- Is actually a self-supervised framework.
- This time, instead of aligning image and text embeddings, like in the case of CLIP. We do something more advanced.
- We learn the distribution of images, then use text (or whatever other modality) to generate them from noise.
- How?

# Diffusion Models

- What we aim is to, create a self-supervised paradigm, where we gradually add noise to an image until it becomes an isotropic gaussian noise.
- Then use a neural network to predict the noise and gradually decrease it.

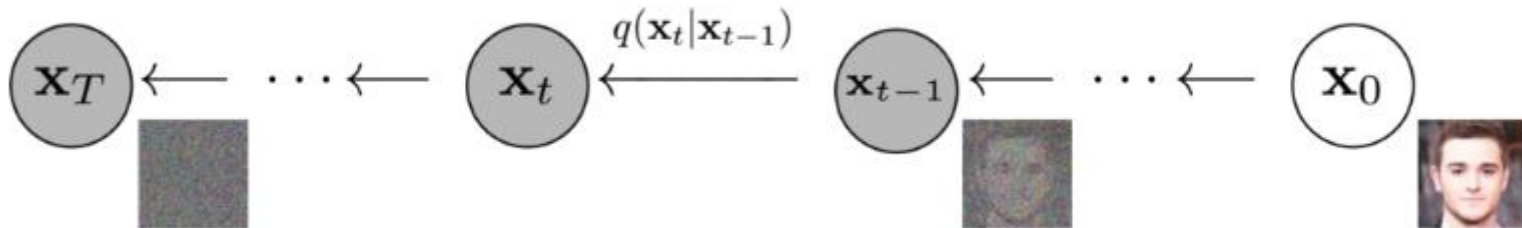


$q(\mathbf{x}_t|\mathbf{x}_{t-1})$  Pdf of an image at timestep  $t$  given image  $\mathbf{x}_{t-1}$

$p_\theta(\mathbf{x}_{t-1}|\mathbf{x}_t)$  Pdf of  $\mathbf{x}_{t-1}$  given  $\mathbf{x}_t$  parameterized by the model ( $\theta$ )



# The Forward Process



## The probability density function

The distribution  $q$  in the forward diffusion process is defined as *Markov Chain* given by:

$$q(x_1, \dots, x_T | x_0) := \prod_{t=1}^T q(x_t | x_{t-1}) \quad \dots (1)$$

$$q(x_t | x_{t-1}) := \mathcal{N}(x_t; \sqrt{1 - \beta_t} x_{t-1}, \beta_t I) \quad \dots (2)$$

## Adding noise

$x_t$  is generated from  $x_{t-1}$  adding noise. In this way, starting from  $x_0$ , the original image is iteratively corrupted from  $t=1 \dots T$

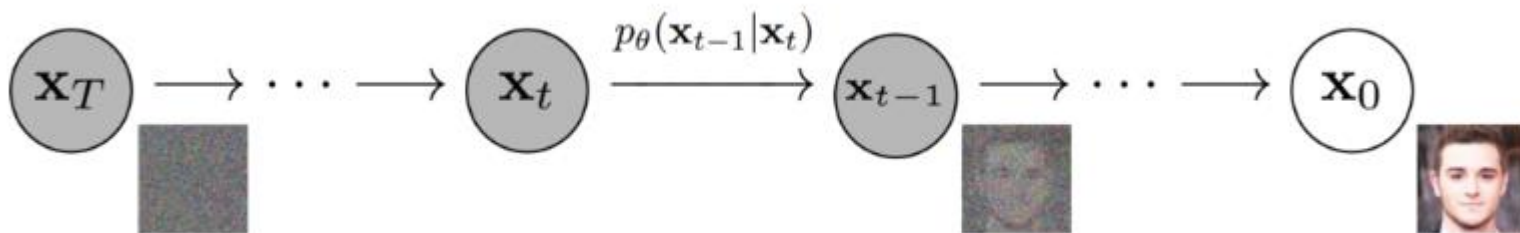
$$x_t = \sqrt{1 - \beta_t} x_{t-1} + \sqrt{\beta_t} \epsilon \quad \dots (3)$$

; where  $\epsilon \sim \mathcal{N}(0, I)$



# Reverse Diffusion Process

Reverse Markov Chain -> We want this because if we follow the forward trajectory in reverse, we may return to the original data distribution

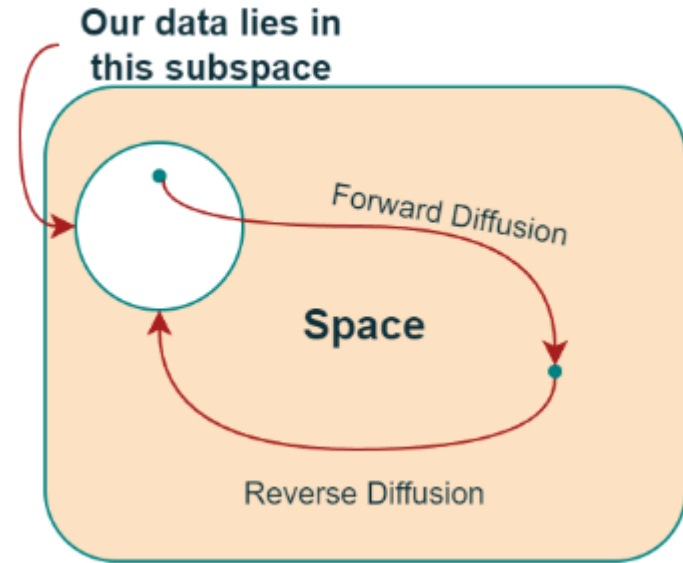


At step  $\mathbf{x}_{t-1}$ , the network predicts the mean of the noise that is added at  $\mathbf{x}_t$

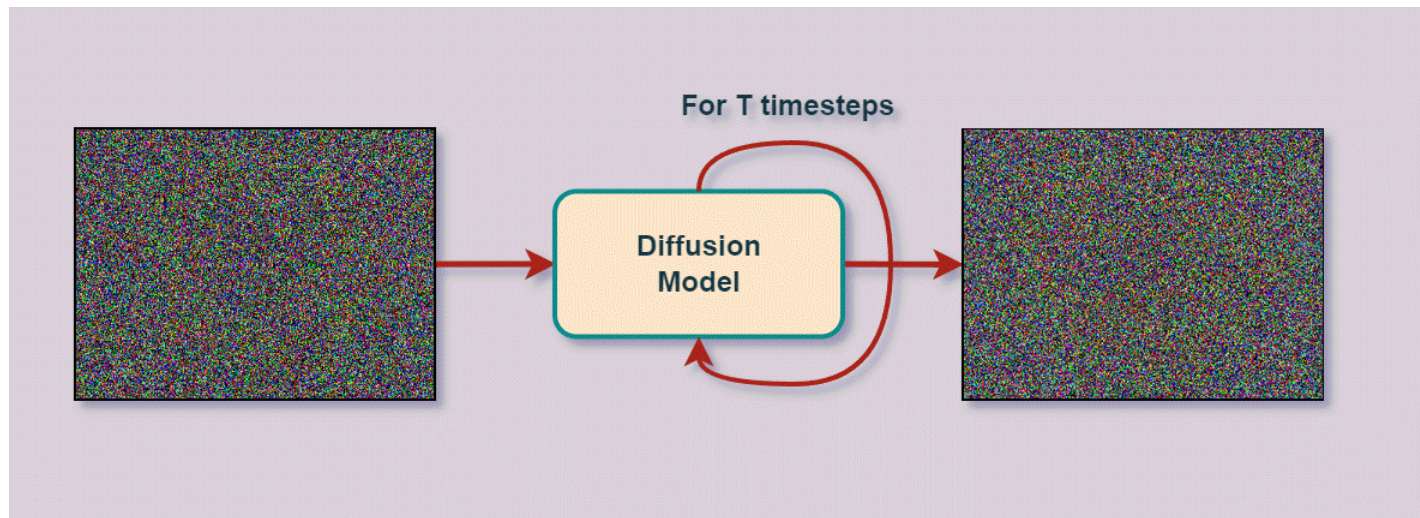
In doing so, we would also learn how to generate new samples that closely match the underlying data distribution, starting from a pure gaussian noise

$$L_{\text{simple}} = E_{t, x_0, \epsilon} [||\epsilon - \epsilon_\theta(x_t, t)||^2]$$

A high-level conceptual overview of the entire image space



# After Learning The Model



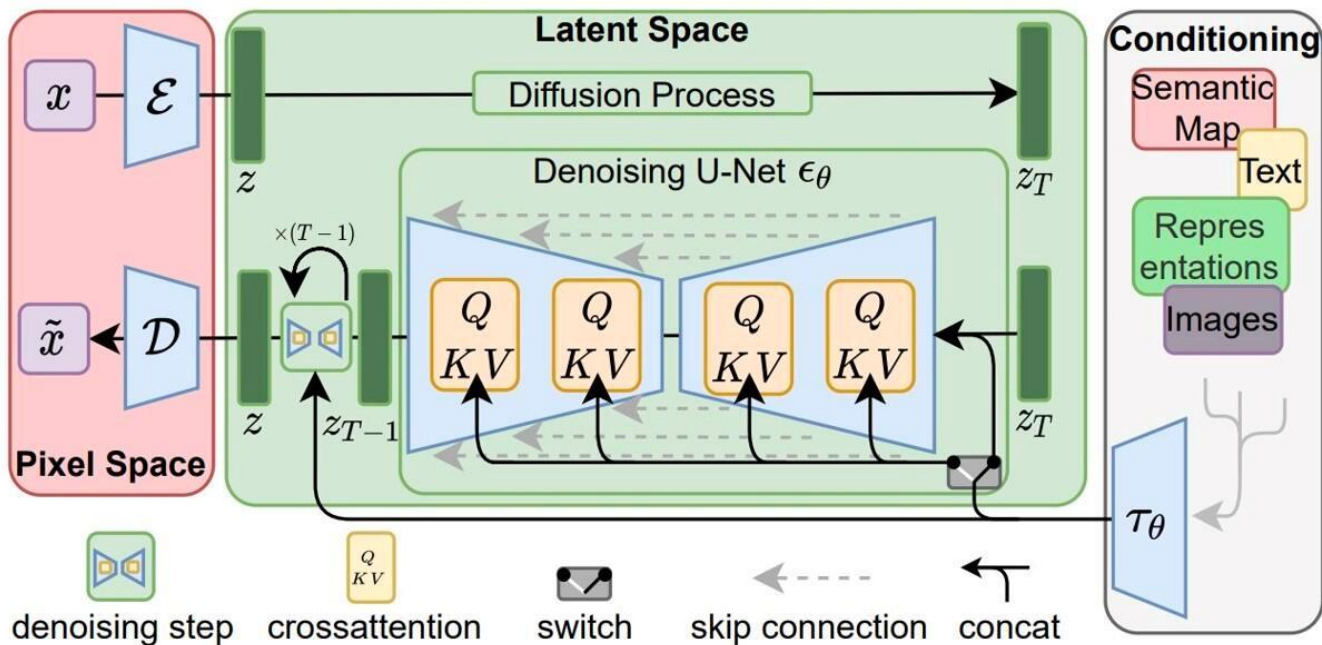
# Conditional Diffusion

Better yet, instead of just learning the underlying data distribution to sample new stuff of that certain category, we can guide the diffusion process. This is great because we can now then mix concepts together, which the model has not even seen before!

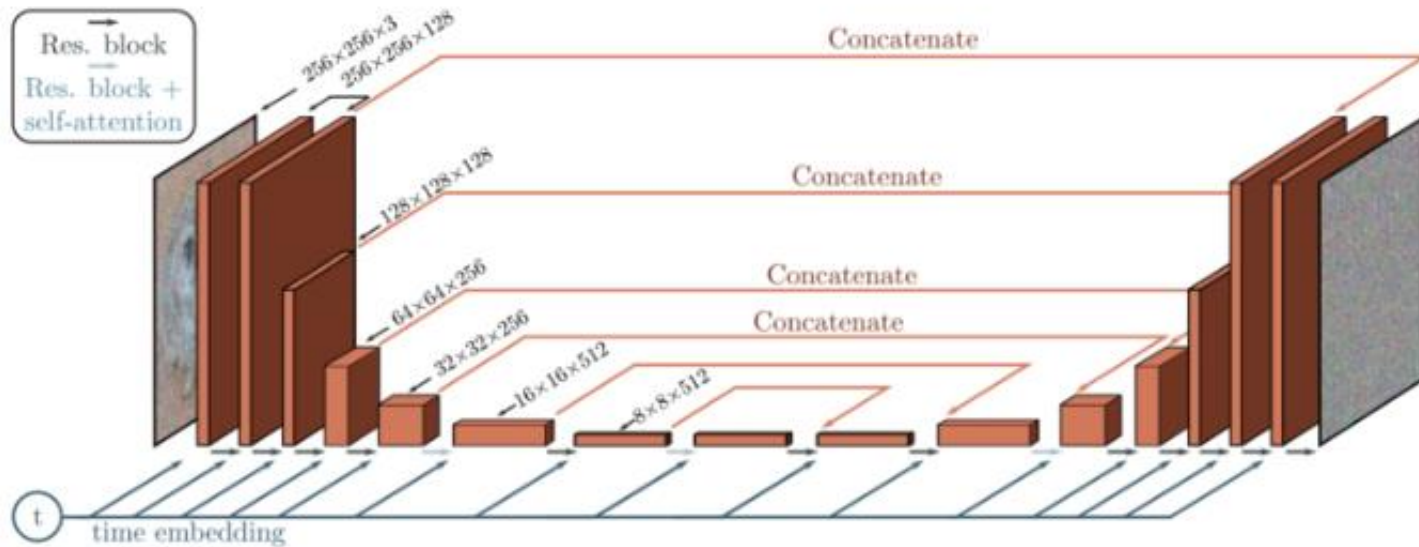
Remember LAION 5b? That's really handy to train this model (image caption pairs)

Also the CLIP model? That's a tool we could leverage

# The Only Open-Source Diffusion Model: Stable Diffusion



# Architecture



# Stable Diffusion Examples

A Dog In A Hat Looking  
Like A Vintage Portrait



A Giant Panda In  
Between A Celestial War





# Some State of the Art Diffusion Applications

- In the last year, some cool methods have been proposed using Stable Diffusion.

# DreamBooth



Input images



in the Acropolis



swimming



sleeping



in a doghouse

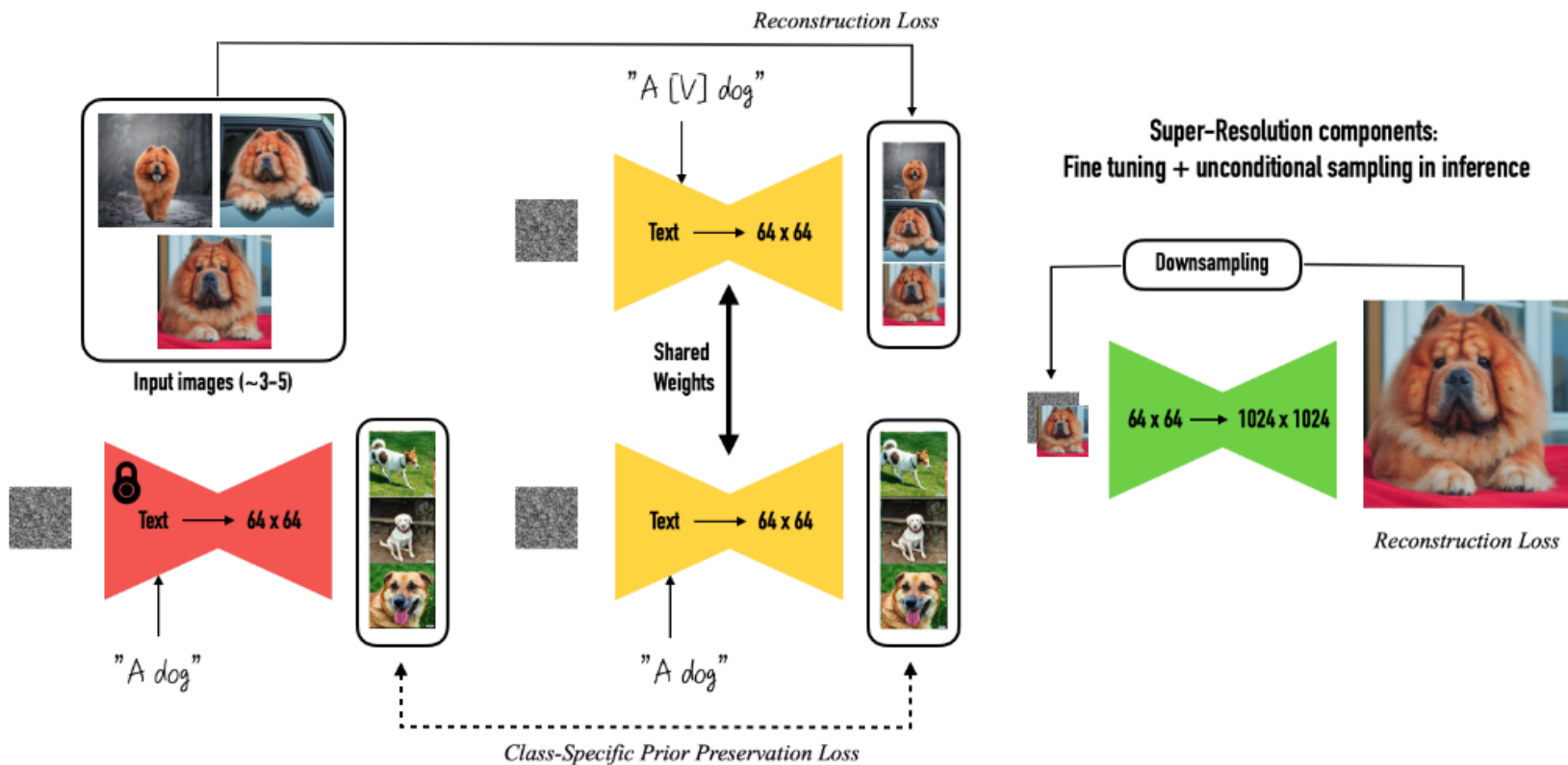


in a bucket



getting a haircut

# DreamBooth



# ControlNet



Input Canny edge



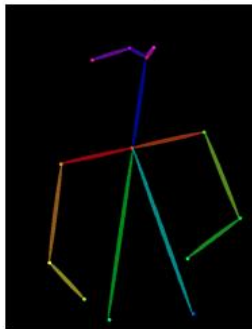
Default



"masterpiece of fairy tale, giant deer, golden antlers"



"..., quaint city Galic"



Input human pose



Default



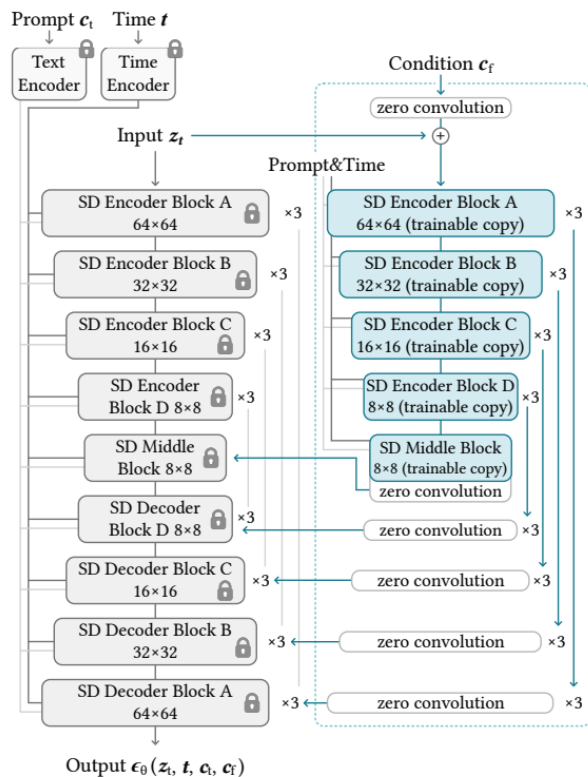
"chef in kitchen"



"Lincoln statue"

Zhang, Lvmin, Anyi Rao, and Maneesh Agrawala. "Adding conditional control to text-to-image diffusion models." *Proceedings of the IEEE/CVF International Conference on Computer Vision*. 2023.

# ControlNet



(a) Stable Diffusion

(b) ControlNet



# InstructPix2Pix

*"Swap sunflowers with roses"*



*"Add fireworks to the sky"*



*"Replace the fruits with cake"*



*"What would it look like if it were snowing?"*



*"Turn it into a still from a western"*



*"Make his jacket out of leather"*




# InstructPix2Pix

## Training Data Generation

### (a) Generate text edits:

Input Caption: "photograph of a girl riding a horse" → **GPT-3** → Instruction: "have her ride a dragon"  
Edited Caption: "photograph of a girl riding a dragon"

### (b) Generate paired images:

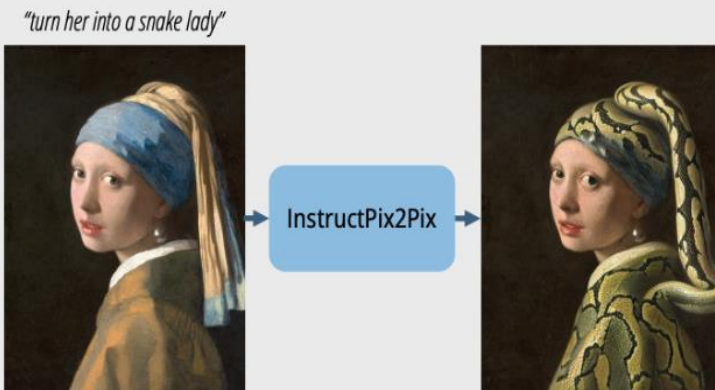
Input Caption: "photograph of a girl riding a horse"  
Edited Caption: "photograph of a girl riding a dragon" → **Stable Diffusion + Prompt2Prompt** → 

### (c) Generated training examples:



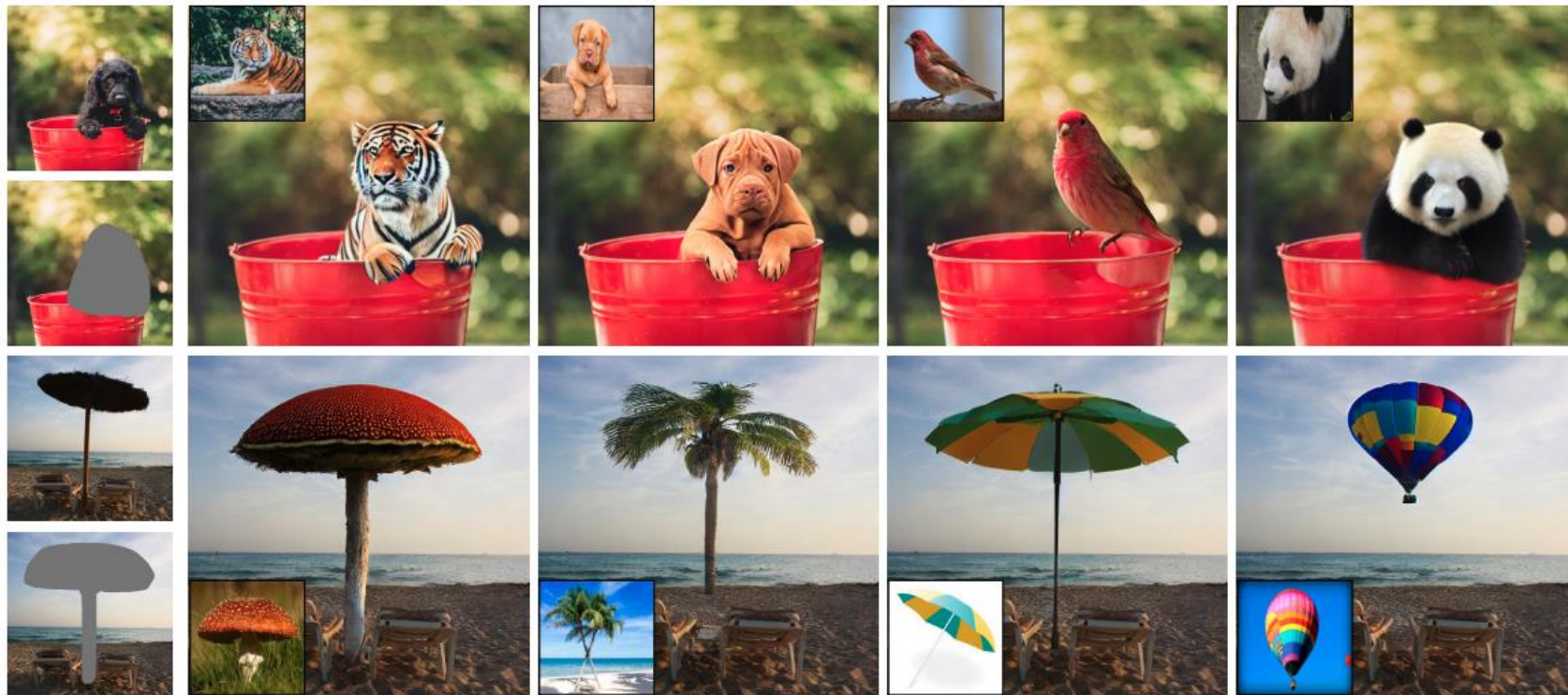
## Instruction-following Diffusion Model

### (d) Inference on real images:



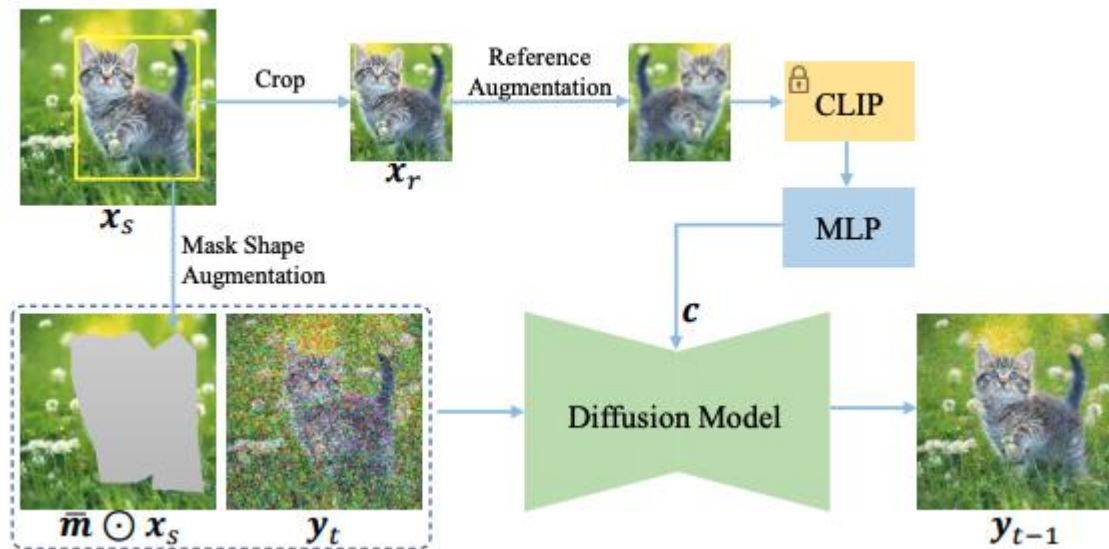


# Paint by Example



Yang, Binxin, et al. "Paint by example: Exemplar-based image editing with diffusion models." *Proceedings of the IEEE/CVF Conference on Computer Vision and Pattern Recognition*. 2023.

# Paint by Example




# My Diffusion Research

- I try to achieve Virtual Try-All

Allowing shoppers to virtually 'try' any product from any category within their personal environments (in the wild examples).

# Virtual Try-All cont'd



Deliver to Mehmet  
Seattle 98103


All ▾ couch

Q

EN - Hello, Mehmet  
Account & List


AllEarly Black Friday DealsMedical Care ▾Prime VideoHousehold, Health & Baby CareAmazon HomeCouponsPet SuppliesBeauty & Personal CareSubscribe & SaveAmazon BasicsBuy AgainHandmade

Amazon HomeShop by RoomDiscoverShop by StyleHome DécorFurnitureKitchen & DiningBed & BathGarden & Outdoor



Signature Design by Ashley Alessio Modern Transitional...  
★★★★☆ 70  
\$369.99 prime

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✚

**Koorlian Sofa Couch, 2 Seater Fabric Loveseat, Mid Century Modern Couches for Living Room, Button Tufted Seat Cushion, Square Armrest, 2 Throw Pillows, Fit for Small Spaces, Dorm, Apart, Beige**  
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**Delivery & Support**  
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until Jan 31,  
2024



Customer  
Support

Color: **Beige**



Roll over image to zoom in

5 VIDEOS

360°

\$175<sup>99</sup>

FREE delivery **November 24 - 28.** [Details](#)

📍 Deliver to Mehmet - Seattle  
98103

**In Stock**

Qty: 1 ▾

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Ships from

Do I Want

Sold by

Do I Want

Returns


Returnable until Jan 31, 2024

Payment


Secure transaction

**Add a Protection Plan:**  
☐ 2 Year Furniture Protection Plan for \$31.99  
☐ 3 Year Furniture Protection Plan for \$39.99


Add to List ▾




\$175.00



\$185.00

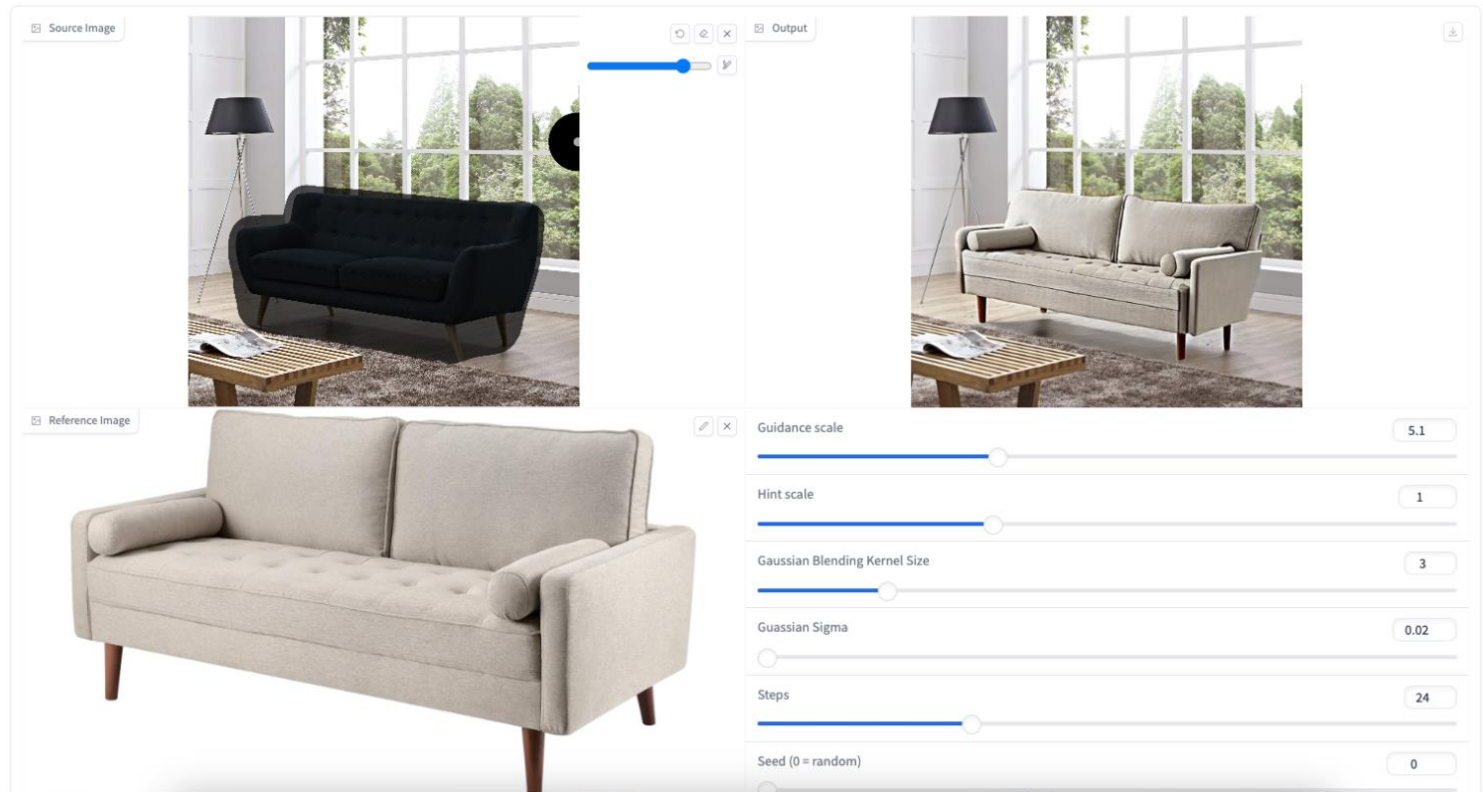


\$185.00



\$185.00

# Virtual Try-All cont'd



# How?

For Virtual Try-All model to be effective, it must fulfill three primary conditions:

1. Operate in any 'in-the-wild' user image, and reference image,
2. Integrate the reference product harmoniously with the surrounding context while maintaining the product's identity
3. Perform fast inference to facilitate real-time usage across billions of products and millions of users.

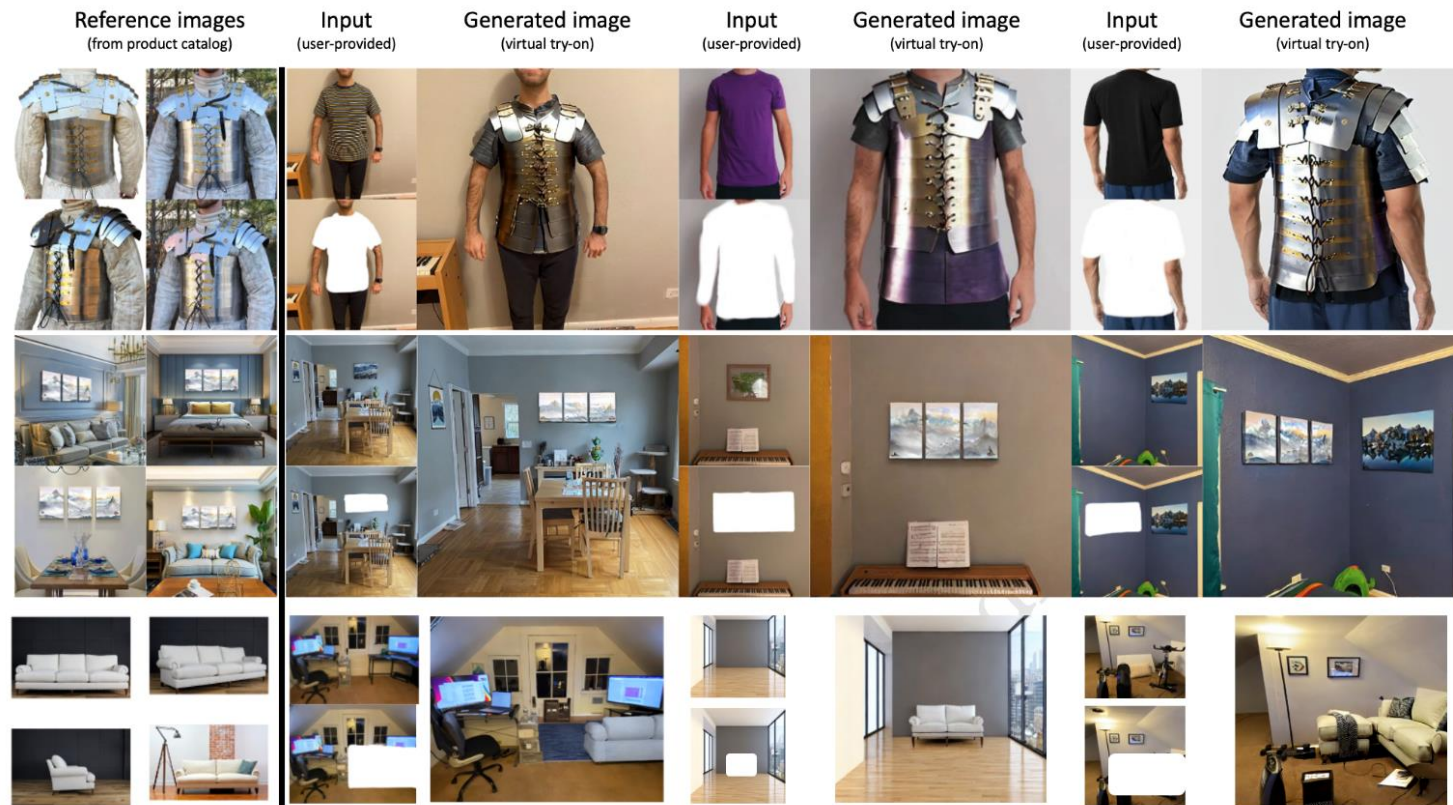
# DreamPaint

Previously, we implemented DreamPaint [1] (Dreambooth-Inpaint), which is a framework to intelligently inpaint any e-commerce product on any user-provided context image without requiring any expensive 3D AR/VR inputs.

[1] Seyfioglu, Mehmet Saygin, et al. "DreamPaint: Few-Shot Inpainting of E-Commerce Items for Virtual Try-On without 3D Modeling." *arXiv preprint arXiv:2305.01257* (2023).

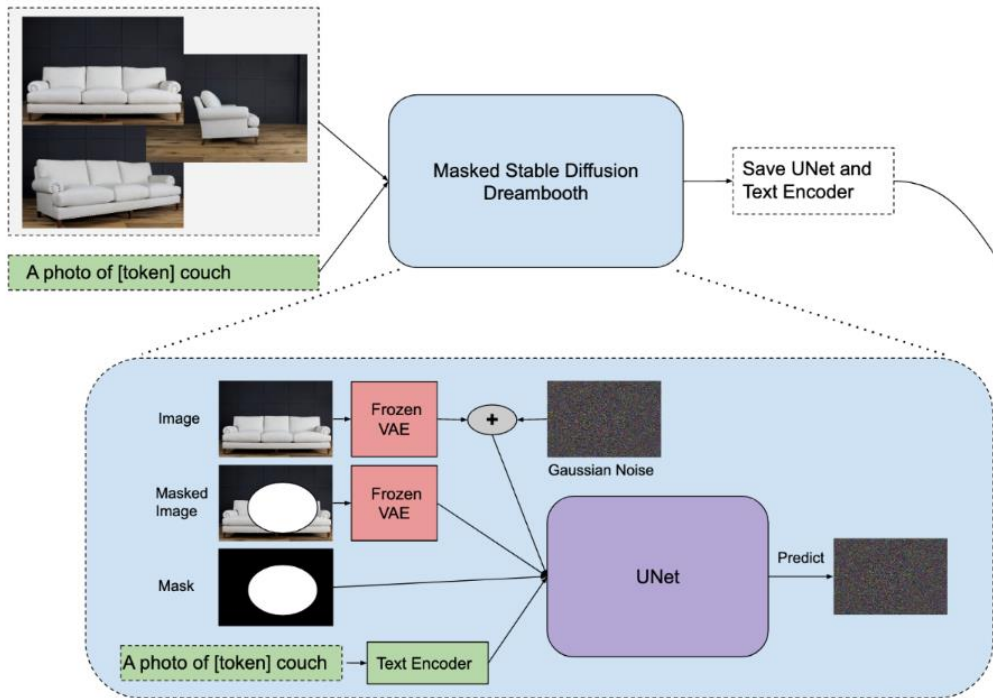


# DreamPaint Examples

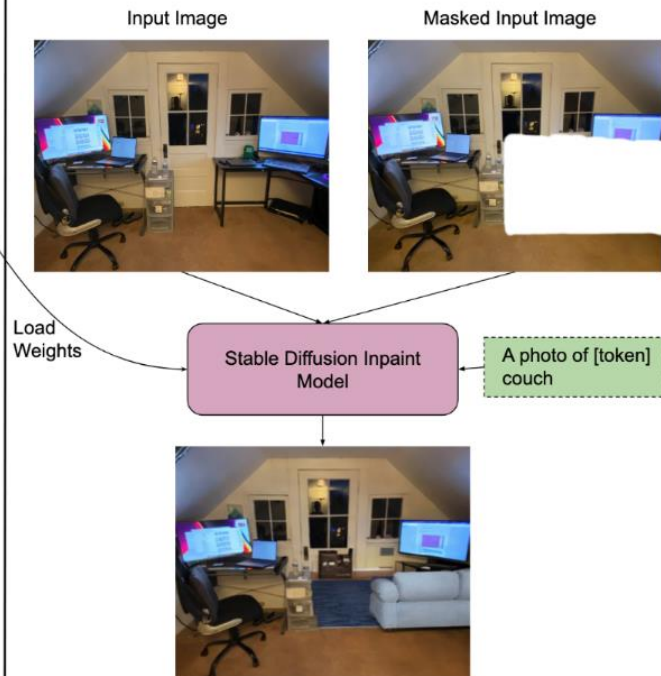


# DreamPaint Model

## Masked Dreambooth Fine-Tuning



## Inference Inpainting

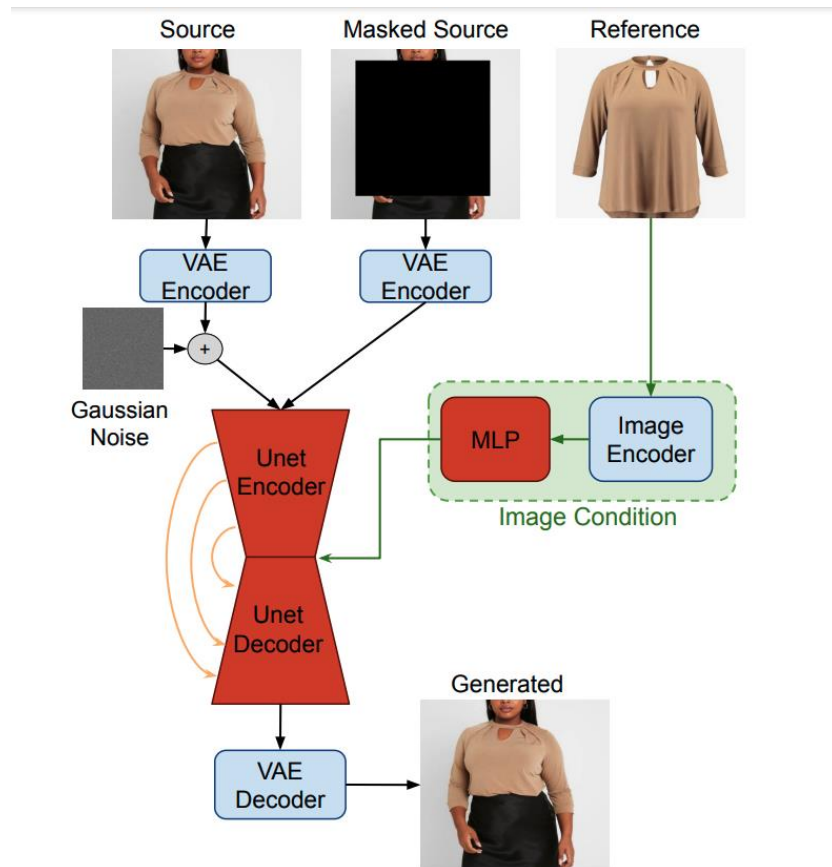


# DreamPaint

1. DreamPaint is pretty good at operating with in-the-wild images. ✓
2. DreamPaint can preserve most of the product details, and can semantically blend the product image with its context. ✓
3. DreamPaint requires 40 minutes of fine-tuning with few-shot examples for each product. ✗
  - a. We can do LORA + save only cross attention weights to save space (which reduces model size from 10GB to 30MB) But we still have to train individual models for each asin.

# Paint by Example (PBE)

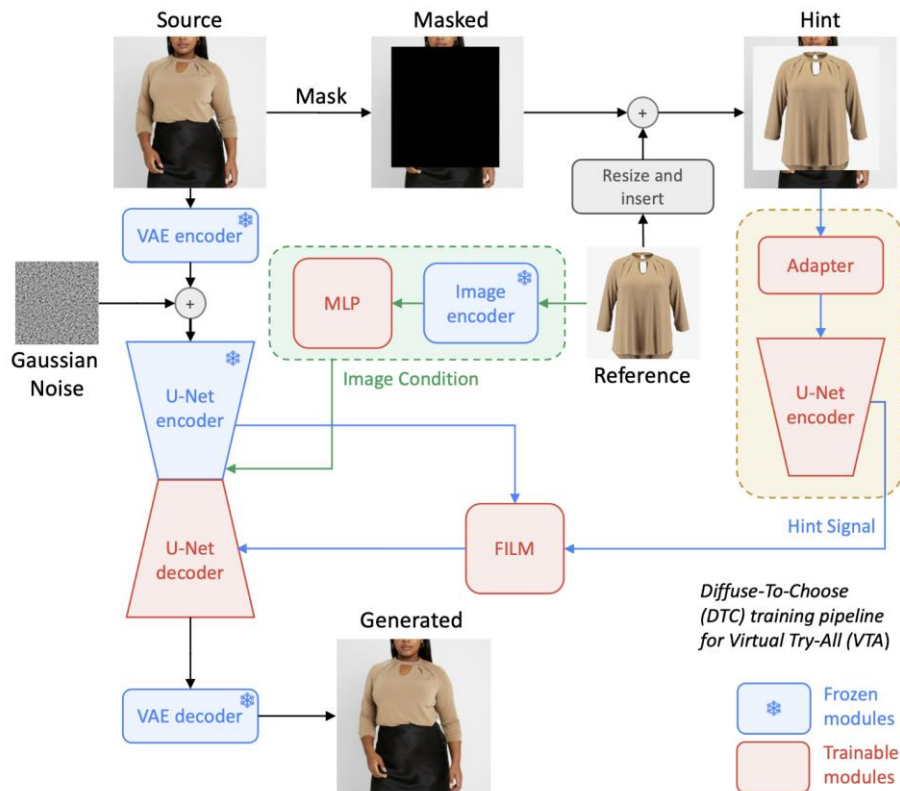
- For catalog items, we don't have to constraint ourselves with self-referencing.
  - Thus no need for the information bottleneck and aggressive augmentations.
- How far can we go with this approach?



# PBE

1. PBE is pretty good at operating with in-the-wild images. ✓
2. PBE in its proposed form cannot preserve most product details. (Ⓢ)
3. After trained, PBE can operate in zero-shot setting, only takes about 5 seconds to generate an image on a low-end GPU with 12GB of RAM. ✓

# Diffuse to Choose



# Diffuse to Choose

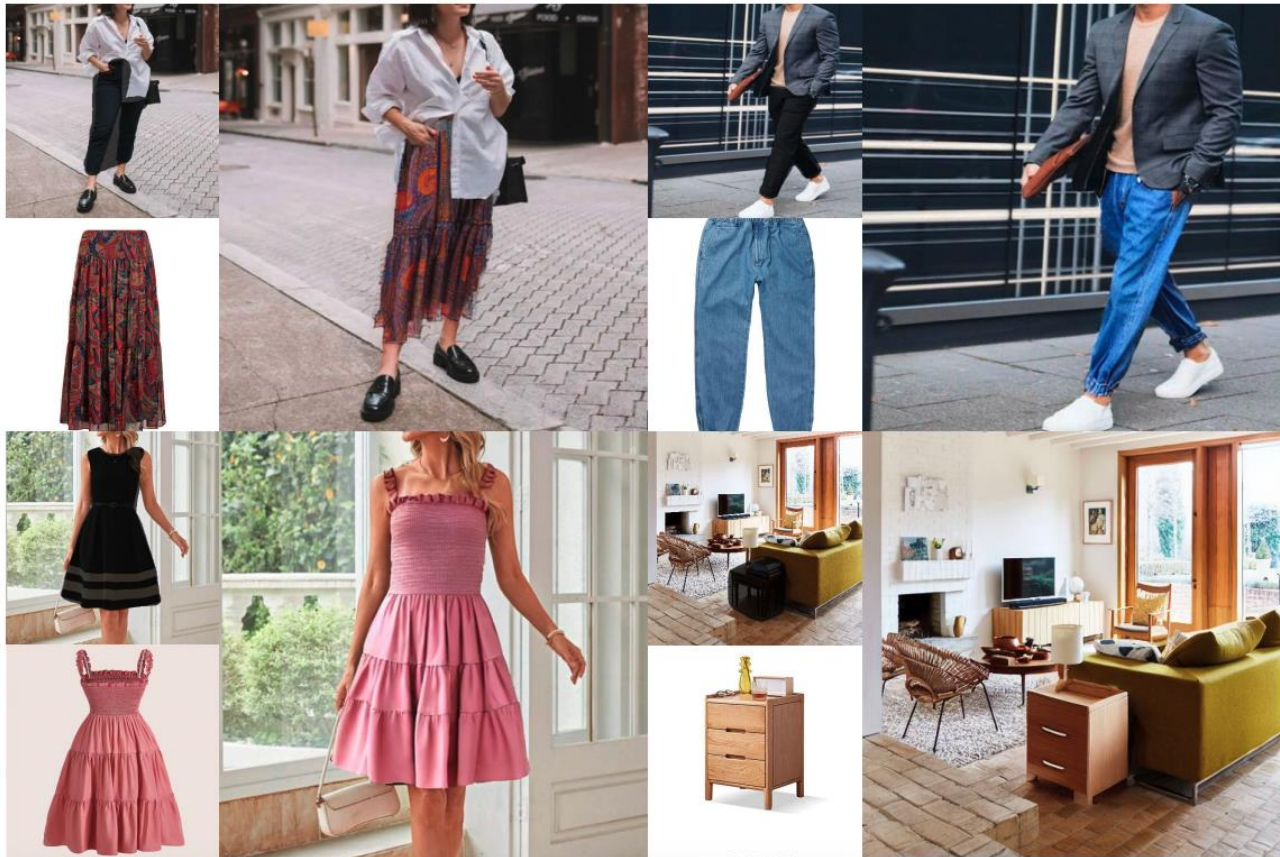
[Demo](#)



## Visual Results

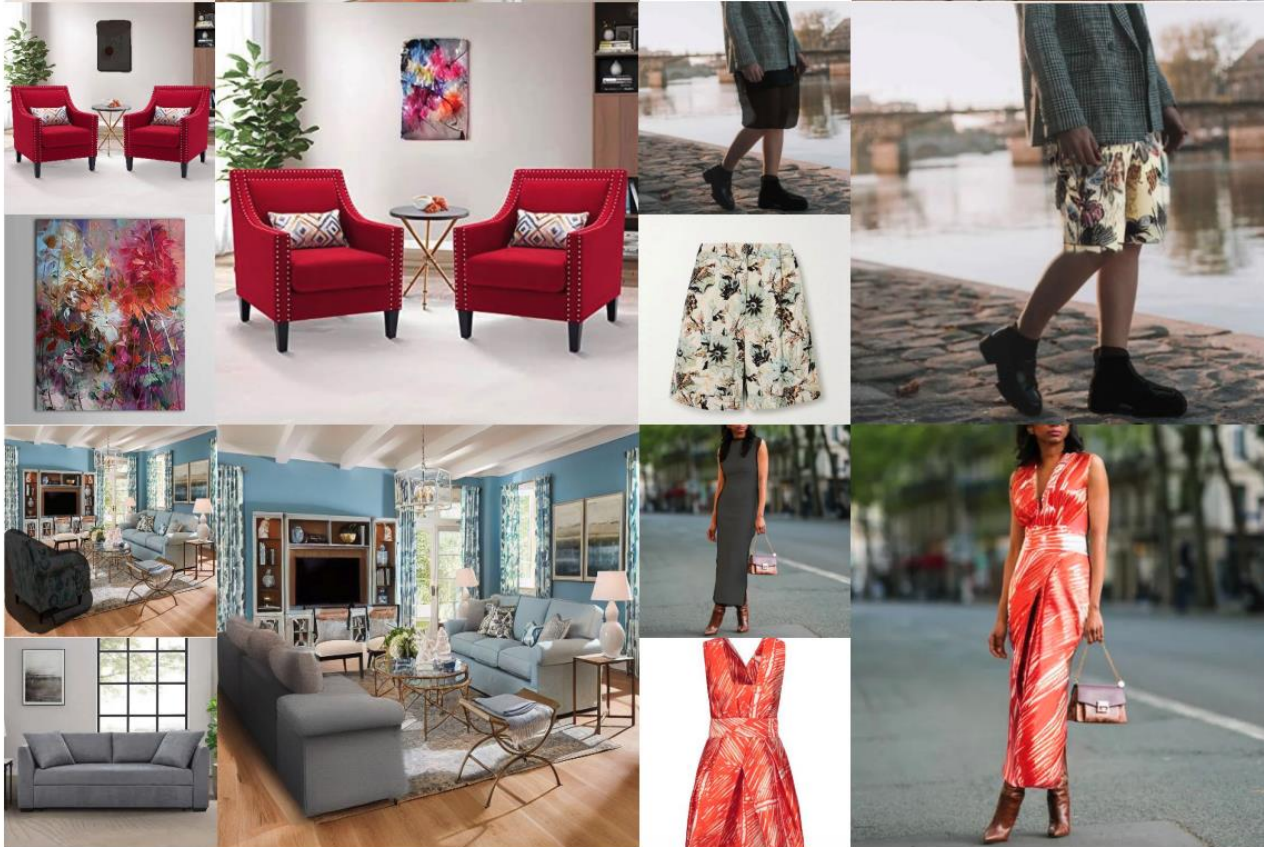


# Visual Results

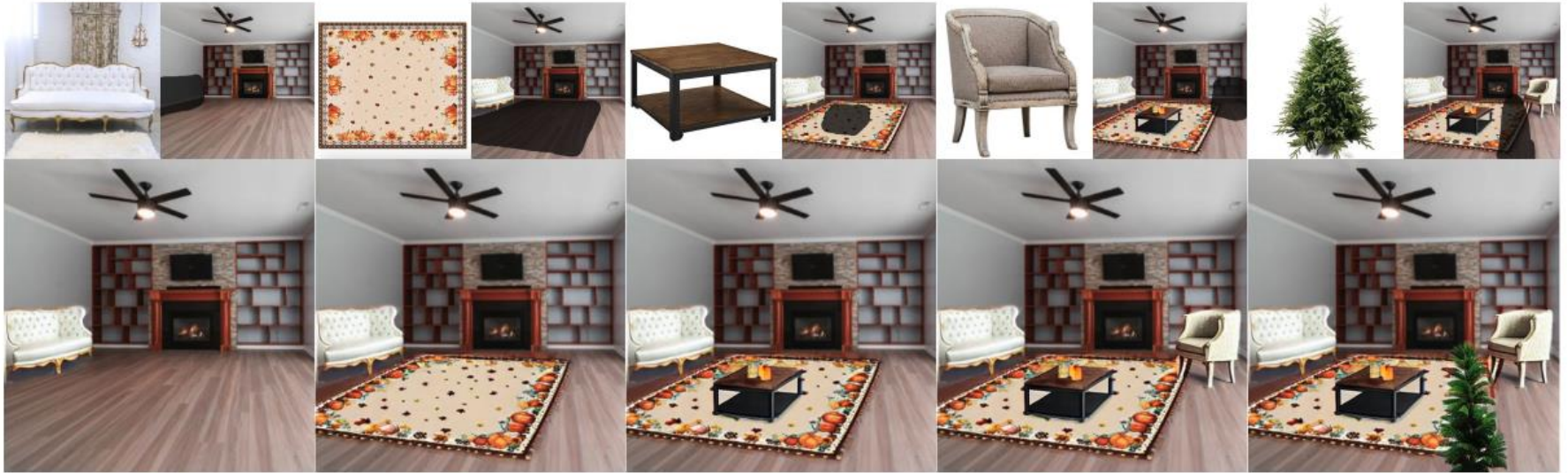




# Visual Results



# Iterative Decoration



# Cool Masking Effect



# The Best DTC variant

- Directly stitch the hint image and use FILM on decoding (we computed FID and CLIP scores on our dataset) performs the best. (Cross Attention is really close to FILM)

Table 1. Quantitative comparison between DTC variants and  $\text{PBE}_{\text{best}}$ , which denotes a PBE variant using DINOv2 and perceptual loss. CA denotes Cross-Attention.

Method	CLIP Score ( $\uparrow$ )	FID ( $\downarrow$ )
$\text{PBE}_{\text{best}}$	85.43	6.65
$\text{Ours}_{\text{addition}}$	86.94	6.19
$\text{Ours}_{\text{CA}}$	88.01	<b>5.68</b>
$\text{Ours}_{\text{FILM}}$	<b>88.14</b>	5.72



# Compare Against PBE variants



Method	CLIP Score ( $\uparrow$ )	FID ( $\downarrow$ )
PBE CLIP <sub>cls</sub> [36]	82.43	9.54
+ PBE CLIP <sub>all</sub>	84.01	8.93
+ PBE DINOv2	87.48	6.18
+ PBE perceptual	87.79	5.93
<b>Ours</b>	<b>90.14</b>	<b>5.39</b>



# We further compared against DreamPaint

Source & Reference

PBE Best

DreamPaint

Diffuse to Choose (Ours)



# Human Study

Table 3. The average results of the human study. Similarity evaluates the resemblance of the inpainted region to the reference image, while Semantic Blending assesses the accuracy of the reference image’s integration within its context.

Method	Similarity ( $\downarrow$ )	Semantic Blending ( $\downarrow$ )
PBE <sub>best</sub>	3.7	3.13
DreamPaint [25]	<b>2.83</b>	2.53
<b>Ours</b>	2.9	<b>2.5</b>

