

DreamMatcher: Appearance Matching Self-Attention for Semantically-Consistent Text-to-Image Personalization

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<https://ku-cvlab.github.io/DreamMatcher>



Figure 1. **DreamMatcher enables semantically-consistent text-to-image (T2I) personalization.** Our DreamMatcher is designed to be compatible with any existing T2I personalization models, without requiring additional training or fine-tuning. When integrated with them, DreamMatcher significantly enhances subject appearance, including colors, textures, and shapes, while accurately preserving the target structure as guided by the target prompt.

Abstract

The objective of text-to-image (T2I) personalization is to customize a diffusion model to a user-provided reference concept, generating diverse images of the concept aligned with the target prompts. Conventional methods representing the reference concepts using unique text embeddings often fail to accurately mimic the appearance of the reference. To address this, one solution may be explicitly conditioning the reference images into the target denoising process, known as key-value replacement. However, prior works are

constrained to local editing since they disrupt the structure path of the pre-trained T2I model. To overcome this, we propose a novel plug-in method, called DreamMatcher, which reformulates T2I personalization as semantic matching. Specifically, DreamMatcher replaces the target values with reference values aligned by semantic matching, while leaving the structure path unchanged to preserve the versatile capability of pre-trained T2I models for generating diverse structures. We also introduce a semantic-consistent masking strategy to isolate the personalized concept from irrelevant regions introduced by the target prompts. Compatible with existing T2I models, DreamMatcher shows significant improvements in complex scenarios. Intensive analyses demonstrate the effectiveness of our approach.

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1. Introduction

The objective of text-to-image (T2I) personalization [17, 32, 44] is to customize T2I diffusion models based on the subject images provided by users. Given a few reference images, they can generate novel renditions of the subject across diverse scenes, poses, and viewpoints, guided by the target prompts.

Conventional approaches [14, 17, 21, 32, 44, 62] for T2I personalization often represent subjects using unique text embeddings [42], by optimizing either the text embedding itself or the parameters of the diffusion model. However, as shown in Figure 1, they often fail to accurately mimic the appearance of subjects, such as colors, textures, and shapes. This is because the text embeddings lack sufficient spatial expressivity to represent the visual appearance of the subject [22, 42]. To overcome this, recent works [8, 10, 18, 29, 34, 48, 53, 63, 65] enhance the expressivity by training T2I models with large-scale datasets, but they require extensive text-image pairs for training.

To address the aforementioned challenges, one solution may be explicitly conditioning the reference images into the target denoising process. Recent subject-driven image editing techniques [4, 9, 11, 28, 31, 37] propose conditioning the reference image through the self-attention module of a denoising U-Net, which is often called key-value replacement. In the self-attention module [25], image features from preceding layers are projected into queries, keys, and values. They are then self-aggregated by an attention operation [61]. Leveraging this mechanism, previous image editing methods [4, 37] replace the keys and values from the target with those from the reference to condition the reference image into the target synthesis process. As noted in [1, 24, 55, 60], we analyze the self-attention module into two distinct paths having different roles for T2I personalization: the query-key similarities form the *structure* path, determining the layout of the generated images, while the values form the *appearance* path, infusing spatial appearance into the image layout.

As demonstrated in Figure 2, our key observation is that the replacement of target keys with reference keys in the self-attention module disrupts the structure path of the pre-trained T2I model. Specifically, an optimal key point for a query point can be unavailable in the replaced reference keys, leading to a sub-optimal matching between target queries and reference keys on the structure path. Consequently, reference appearance is then applied based on this imperfect correspondence. For this reason, prior methods incorporating key and value replacement often fail at generating personalized images with large structural differences, thus being limited to local editing. To resolve this, ViCo [22] incorporates the tuning of a subset of model weights combined with key and value replacement. However, this approach necessitates a distinct tuning process

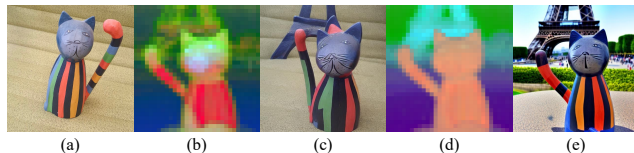


Figure 2. **Intuition of DreamMatcher:** (a) reference image, (b) disrupted target *structure* path by key-value replacement [4, 9, 11, 28, 31, 37], (c) generated image by (b), (d) target *structure* path in pre-trained T2I model [44], and (e) generated image by DreamMatcher. For visualization, principal component analysis (PCA) [41] is applied to the structure path. Key-value replacement disrupts the target structure, yielding sub-optimal personalized results, whereas DreamMatcher better preserves the target structure, producing high-fidelity subject images aligned with target prompts.

prior to its actual usage.

In this paper, we propose a plug-in method dubbed **DreamMatcher** that effectively transfers reference appearance while generating diverse structures. DreamMatcher concentrates on the appearance path within the self-attention module for personalization, while leaving the structure path unchanged. However, a simple replacement of values from the target with those from the reference can lead to structure-appearance misalignment. To resolve this, we propose a matching-aware value injection leveraging semantic correspondence to align the reference appearance toward the target structure. Moreover, it is essential to isolate only the matched reference appearance to preserve other structural elements of the target, such as occluding objects or background variations. To this end, we introduce a semantic-consistent masking strategy, ensuring selective incorporation of semantically consistent reference appearances into the target structure. Combined, only the correctly aligned reference appearance is integrated into the target structure through the self-attention module at each time step. However, the estimated reference appearance in early diffusion time steps may lack the fine-grained subject details. To overcome this, we introduce a sampling guidance technique, named semantic matching guidance, to provide rich reference appearance in the middle of the target denoising process.

DreamMatcher is compatible with any existing T2I personalized models without any training or fine-tuning. We show the effectiveness of our method on three different baselines [17, 32, 44]. DreamMatcher achieves state-of-the-art performance compared with existing tuning-free plug-in methods [4, 49, 68] and even a learnable method [22]. As shown in Figure 1, DreamMatcher is effective even in extreme non-rigid personalization scenarios. We further validate the robustness of our method in challenging personalization scenarios. The ablation studies confirm our design choices and emphasize the effectiveness of each component.

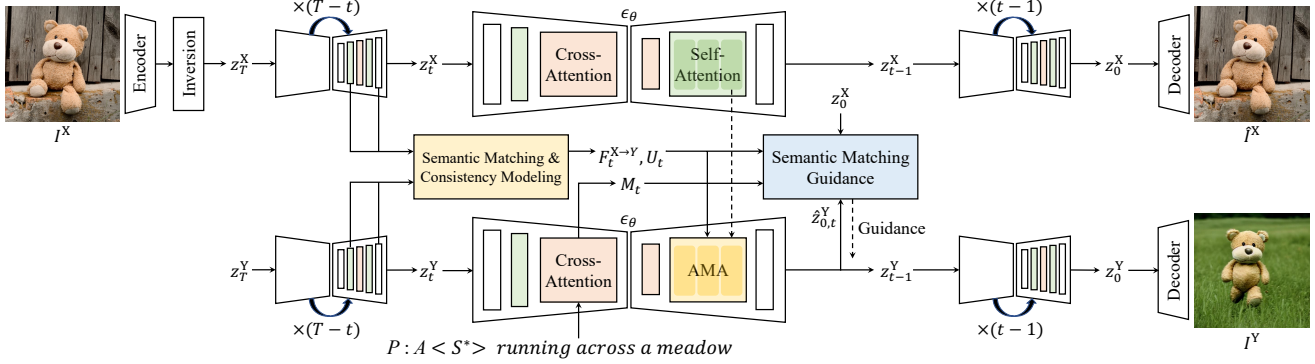


Figure 3. **Overall architecture:** Given a reference image I^X , appearance matching self-attention (AMA) aligns the reference appearance into the fixed target structure in self-attention module of pre-trained personalized model ϵ_θ . This is achieved by explicitly leveraging reliable semantic matching from reference to target. Furthermore, semantic matching guidance enhances the fine-grained details of the subject in the generated images.

2. Related Work

Optimization-based T2I Personalization. Given a handful of images, T2I personalization aims to generate new image variations of the given concept that are consistent with the target prompt. Earlier diffusion-based techniques [14, 17, 21, 32, 44, 62] encapsulate the given concept within the textual domain, typically represented by a specific token. Textual Inversion [17] optimizes a textual embedding and synthesizes personalized images by integrating the token with the target prompt. DreamBooth [44] proposes optimizing all parameters of the denoising U-Net based on a specific token and the class category of the subject. Several works [7, 21, 22, 32, 35, 45, 55, 64] focus on optimizing weight subsets or an additional adapter for efficient optimization and better conditioning. For example, CustomDiffusion [32] fine-tunes only the cross-attention layers in the U-Net, while ViCo [22] optimizes an additional image encoder. Despite promising results, the aforementioned approaches often fail to accurately mimic the appearance of the subject.

Training-based T2I Personalization. Several studies [8, 10, 18, 29, 34, 48, 53, 63, 65] have shifted their focus toward training a T2I personalized model with large text-image pairs. For instance, Taming Encoder [29], InstantBooth [48], and FastComposer [65] train an image encoder, while SuTI [10] trains a separate network. While these approaches circumvent fine-tuning issues, they necessitate extensive pre-training with a large-scale dataset.

Plug-in Subject-driven T2I Synthesis. Recent studies [4, 20, 37, 47, 49, 68] aim to achieve subject-driven T2I personalization or non-rigid editing without the need for additional fine-tuning or training. Specifically, MasaCtrl [4] leverages dual-branch pre-trained diffusion models to incorporate image features from the reference branch into the target branch. FreeU [49] proposes reweighting intermediate feature maps from a pre-trained personalized model [44], based on frequency analysis. MagicFusion [68] introduces

a noise blending method between a pre-trained diffusion model and a T2I personalized model [44]. DreamMatcher is in alignment with these methods, designed to be compatible with any off-the-shelf T2I personalized models, thereby eliminating additional fine-tuning or training.

3. Preliminary

3.1. Latent Diffusion Models

Diffusion models [25, 50] generate desired data samples from Gaussian noise through a gradual denoising process. Latent diffusion models [43] perform this process in the latent space projected by an autoencoder, instead of RGB space. Specifically, an encoder maps an RGB image x_0 into a latent variable z_0 and a decoder then reconstructs it back to x_0 . In forward diffusion process, Gaussian noise is gradually added to the latent z_t at each time step t to produce the noisy latent z_{t+1} . In reverse diffusion process, the neural network $\epsilon_\theta(z_t, t)$ denoises z_t to produce z_{t-1} with the time step t . By iteratively sampling z_{t-1} , Gaussian noise z_T is transformed into latent z_0 . The denoised z_0 is converted back to x_0 using the decoder. When the condition, e.g., text prompt P , is added, $\epsilon_\theta(z_t, t, P)$ generates latents that are aligned with the text descriptions.

3.2. Self-Attention in Diffusion Models

Diffusion model is often based on a U-Net architecture that includes residual blocks, cross-attention modules, and self-attention modules [25, 43, 50]. The residual block processes the features from preceding layers, the cross-attention module integrates these features with the condition, e.g., text prompt, and the self-attention module aggregates image features themselves through the attention operation.

Specifically, the self-attention module projects the image feature at time step t into queries Q_t , keys K_t , and values V_t . The resulting output from this module is defined by:

$$\text{SA}(Q_t, K_t, V_t) = \text{Softmax} \left(\frac{Q_t K_t^T}{\sqrt{d}} \right) V_t. \quad (1)$$

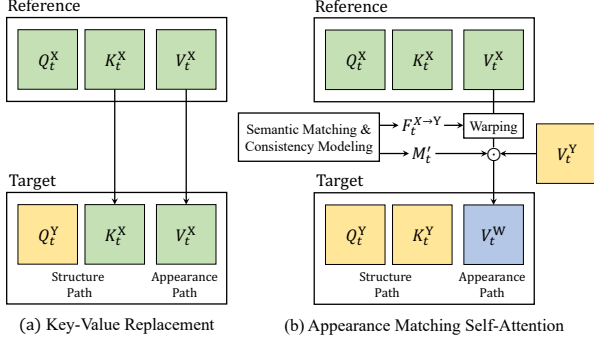


Figure 4. **Comparison between (a) key-value replacement [4, 9, 11, 28, 31, 37] and (b) appearance matching self-attention (AMA):** AMA aligns the reference appearance path toward the fixed target structure path through explicit semantic matching and consistency modeling.

Here, $\text{Softmax}(\cdot)$ is applied over the keys for each query. $Q_t \in \mathbb{R}^{h \times w \times d}$, $K_t \in \mathbb{R}^{h \times w \times d}$, and $V_t \in \mathbb{R}^{h \times w \times d}$ are the projected matrices, where h , w , and d refer to the height, width, and channel dimensions, respectively. As analyzed in [1, 24, 55, 60], we view the self-attention module as two distinct paths: the *structure* and *appearance* paths. More specifically, the structure path is defined by the similarities $\text{Softmax}(Q_t K_t^T / \sqrt{d})$, which controls the spatial arrangement of image elements. The values V_t constitute the appearance path, injecting visual attributes such as colors, textures, and shapes, to each corresponding element within the image.

4. Method

Given a set of n reference images $\mathcal{X} = \{I_n^X\}_{n=1}^N$, conventional methods [17, 32, 44] personalize the T2I models $\epsilon_\theta(\cdot)$ with a specific text prompt for the subject (e.g., $\langle S^* \rangle$). In inference, $\epsilon_\theta(\cdot)$ can generate novel scenes from random noises through iterative denoising processes with the subject aligned by the target prompt (e.g., $A \langle S^* \rangle$ in the jungle). However, they often fail to accurately mimic the subject appearance because text embeddings lack the spatial expressivity to represent the visual attributes of the subject [22, 42]. In this paper, with a set of reference images \mathcal{X} and a target text prompt P , we aim to enhance the subject appearance in the personalized image I^Y , while preserving the detailed target structure directed by the prompt P . DreamMatcher comprises a reference-target dual-branch framework. I^X is inverted to z_T^X via DDIM inversion [50] and then reconstructed to \hat{I}^X , while I^Y is generated from a random Gaussian noise z_T^Y guided by P . At each time step, the self-attention module from the reference branch projects image features into queries Q_t^X , K_t^X , and V_t^X , while the target branch produces Q_t^Y , K_t^Y , and V_t^Y . The reference appearance V_t^X is then transferred to the target denoising U-Net through its self-attention module. The overall architecture of DreamMatcher is illustrated in Figure 3.

4.1. Appearance Matching Self-Attention

As illustrated in Figure 4, we propose an appearance matching self-attention (AMA) which manipulates only the appearance path while retaining the pre-trained target structure path, in order to enhance subject expressivity while preserving the target prompt-directed layout.

However, naively swapping the target appearance V_t^Y with that from the reference V_t^X , which reformulates Equation 1, results in structure-appearance misalignment:

$$\text{SA}(Q_t^Y, K_t^Y, V_t^X) = \text{Softmax}\left(\frac{Q_t^Y (K_t^Y)^T}{\sqrt{d}}\right) V_t^X. \quad (2)$$

To solve this, we propose a matching-aware value injection method that leverages semantic matching to accurately align the reference appearance V_t^X with the fixed target structure $\text{Softmax}(Q_t^Y (K_t^Y)^T / \sqrt{d})$. Specifically, AMA warps the reference values V_t^X by the estimated semantic correspondence $F_t^{X \rightarrow Y}$ from reference to target, which is a dense displacement field [12, 38, 56, 57, 59] between semantically identical locations in both images. The warped reference values $V_t^{X \rightarrow Y}$ are formulated by:

$$V_t^{X \rightarrow Y} = \mathcal{W}(V_t^X; F_t^{X \rightarrow Y}), \quad (3)$$

where \mathcal{W} represents the warping operation [58].

In addition, it is crucial to isolate only the matched reference appearance and filter out outliers. This is because typical personalization scenarios often involve occlusions, different viewpoints, or background changes that are not present in the reference images, as shown in Figure 1. To achieve this, previous methods [4, 22] use a foreground mask M_t to focus only on the subject foreground and handle background variations. M_t is obtained from the averaged cross-attention map for the subject text prompt (e.g., $\langle S^* \rangle$). With these considerations, Equation 3 can be reformulated as follows:

$$V_t^W = V_t^{X \rightarrow Y} \odot M_t + V_t^Y \odot (1 - M_t), \quad (4)$$

where \odot represents Hadamard product [27].

AMA then implants V_t^W into the fixed target structure path through the self-attention module. Equation 2 is reformulated as:

$$\text{AMA}(Q_t^Y, K_t^Y, V_t^W) = \text{Softmax}\left(\frac{Q_t^Y (K_t^Y)^T}{\sqrt{d}}\right) V_t^W. \quad (5)$$

In our framework, we find semantic correspondence between reference and target, aligning with standard semantic matching workflows [12, 13, 26, 38, 56, 57]. Figure 5 provides a detailed schematic of the proposed matching process. In the following, we will explain the process in detail.

Feature Extraction. Classical matching pipelines [12, 13, 26, 38, 56, 57] contain pre-trained feature extractors [6, 23,

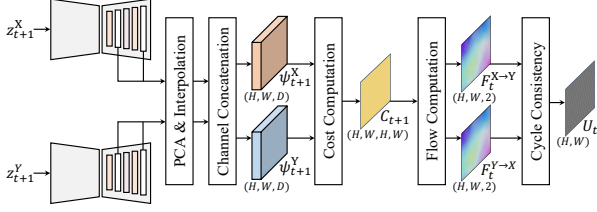


Figure 5. **Semantic matching and consistency modeling:** We leverage internal diffusion features at each time step to find semantic matching $F_t^{X \rightarrow Y}$ between reference and target. Additionally, we compute the confidence map of the predicted matches U_t through cycle-consistency.

40] to obtain feature descriptors ψ^X and ψ^Y from image pairs I^X and I^Y . However, finding good features tailored for T2I personalization is not trivial due to the noisy nature of estimated target images in reverse diffusion process, requiring additional fine-tuning of the existing feature extractors. To address this, we focus on the diffusion feature space [54, 67] in the pre-trained T2I model itself to find a semantic matching tailored for T2I personalization.

Let $\epsilon_{\theta,l}(\cdot, t+1)$ denote the output of the l -th decoder layer of the denoising U-Net [25] ϵ_{θ} at time step $t+1$. Given the latent z_{t+1} with time step $t+1$ and text prompt P as inputs, we extract the feature descriptor $\psi_{t+1,l}$ from the l -th layer of the U-Net decoder. The process is given by:

$$\psi_{t+1,l} = \epsilon_{\theta,l}(z_{t+1}, t+1, P), \quad (6)$$

where we obtain $\psi_{t+1,l}^X$ and $\psi_{t+1,l}^Y$ from z_{t+1}^X and z_{t+1}^Y , respectively. For brevity, we will omit l in the following discussion.

To explore the semantic relationship within the diffusion feature space between reference and target, Figure 6 visualizes the relation between ψ_{t+1}^X and ψ_{t+1}^Y at different time steps using principal component analysis (PCA) [41]. We observe that the foreground subjects share similar semantics, even they have different appearances, as the target image from the pre-trained personalized model often lacks subject expressivity. This observation inspires us to leverage the internal diffusion features to establish semantic matching between estimated reference and target at each time step of sampling phase.

Based on this, we derive $\psi_{t+1} \in \mathbb{R}^{H \times W \times D}$ by combining PCA features from different layers using channel concatenation, where D is the concatenated channel dimension. Detailed analysis and implementation on feature extraction is provided in Appendix E.1.

Flow Computation. Following conventional methods [12, 26, 56, 57, 59], we build the matching cost by calculating the pairwise cosine similarity between feature descriptors for both the reference and target images. For given ψ_{t+1}^X and ψ_{t+1}^Y at time step $t+1$, the matching cost C_{t+1} is computed by taking dot products between all positions in the feature

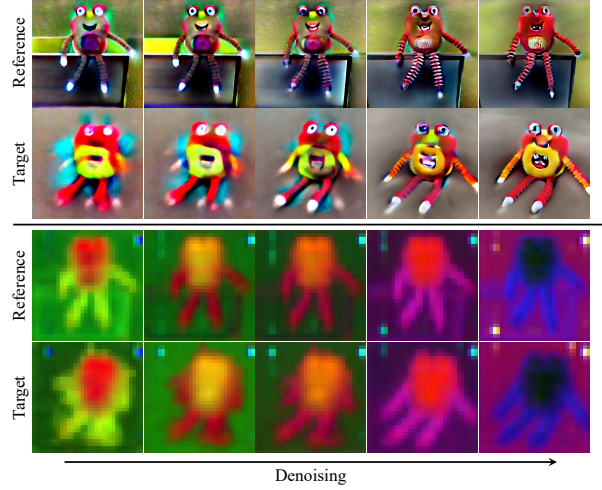


Figure 6. **Diffusion feature visualization:** Upper displays intermediate estimated images of reference and target, with the target generated by DreamBooth [44] using the prompt $A \langle S^* \rangle$ on the beach. Lower visualizes the three principal components of intermediate diffusion features. The similar semantics share similar colors.

descriptors. This is formulated as:

$$C_{t+1}(i, j) = \frac{\psi_{t+1}^X(i) \cdot \psi_{t+1}^Y(j)}{\|\psi_{t+1}^X(i)\| \|\psi_{t+1}^Y(j)\|}, \quad (7)$$

where $i, j \in [0, H) \times [0, W)$, and $\|\cdot\|$ denotes l -2 normalization.

Subsequently, we derive the dense displacement field from the reference to the target at time step t , denoted as $F_t^{X \rightarrow Y} \in \mathbb{R}^{H \times W \times 2}$, using the argmax operation [12] on the matching cost C_{t+1} . Figure 7(c) shows the warped reference image obtained using the predicted correspondence $F_t^{X \rightarrow Y}$ between ψ_{t+1}^X and ψ_{t+1}^Y in the middle of the generation process. This demonstrates that the correspondence is established reliably in reverse diffusion process, even in intricate non-rigid target contexts that include large displacements, occlusions, and novel-view synthesis.

4.2. Consistency Modeling

As depicted in Figure 7(d), the foreground mask M_t is insufficient to address occlusions and background clutters, (e.g., *a chef outfit* or *a bouquet of flowers*), as these are challenging to distinguish within the cross-attention module.

To compensate for this, we introduce a confidence mask U_t to discard erroneous correspondences, thus preserving detailed target structure. Specifically, we enforce a cycle consistency constraint [30], simply rejecting any correspondence greater than the threshold we set. In other words, we only accept correspondences where a target location x remains consistent when a matched reference location, obtained by $F_t^{Y \rightarrow X}$, is re-warped using $F_t^{X \rightarrow Y}$. We empirically set the threshold proportional to the target foreground

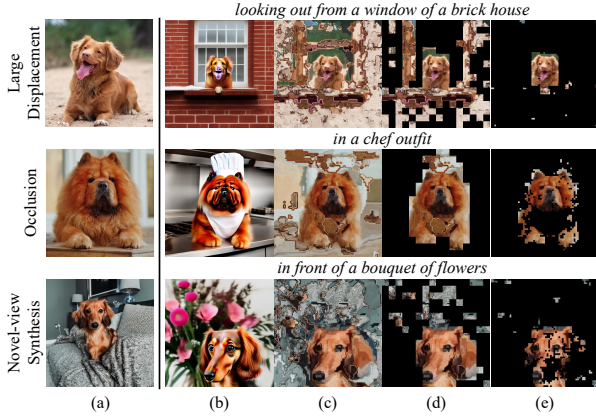


Figure 7. **Correspondence visualization:** (a) Reference image. (b) Estimated target image from DreamBooth [44] at 50% of the reverse diffusion process. (c) Warped reference image based on predicted correspondence $F_t^{X \rightarrow Y}$. (d) Warped reference image combined with foreground mask M_t . (e) Warped reference image combined with both M_t and confidence mask U_t .

area. This is formulated by:

$$U_t(x) = \begin{cases} 1, & \text{if } \|\mathcal{W}(F_t^{Y \rightarrow X}; F_t^{X \rightarrow Y})(x)\| < \gamma \lambda_c, \\ 0, & \text{otherwise,} \end{cases} \quad (8)$$

where $\|\cdot\|$ denotes a l_2 norm, and \mathcal{W} represents the warping operation [58]. $F_t^{Y \rightarrow X}$ indicates the reverse flow field of its forward counterpart, $F_t^{X \rightarrow Y}$. γ is a scaling factor designed to be proportional to foreground area, and λ_c is a hyperparameter. More details are available in Appendix E.2.

Finally, we define a semantic-consistent mask M'_t by combining M_t and U_t using the Hadamard product [27], so that M_t coarsely captures the foreground subject, while U_t finely filters out unreliable matches and preserves the fine-grained target context. As shown in Figure 7(e), our network selectively incorporates only the confident matches, effectively addressing intricate non-rigid scenarios.

We now apply a confidence-aware modification to appearance matching self-attention in Equation 4, by replacing M_t with M'_t .

4.3. Semantic Matching Guidance

Our method uses intermediate reference values V_t^X at each time step. However, we observe that in early time steps, these noisy values may lack fine-grained subject details, resulting in suboptimal results. To overcome this, we further introduce a sampling guidance technique, named semantic matching guidance, to provide rich reference semantics in the middle of the target denoising process.

In terms of the score-based generative models [51, 52], the guidance function g steers the target images towards higher likelihoods. The updated direction $\hat{\epsilon}_t$ at time step t is defined as follows [16]:

$$\hat{\epsilon}_t = \epsilon_\theta(z_t, t, P) - \lambda_g \sigma_t \nabla_{z_t} g(z_t, t, P), \quad (9)$$

where λ_g is a hyperparameter that modulates the guidance strength, and σ_t represents the noise schedule parameter at time step t .

We design the guidance function g using z_0^X from DDIM inversion [50], which encapsulates detailed subject representation at the final reverse step $t = 0$. At each time step t , z_0^X is transformed to align with the target structure through $F_t^{X \rightarrow Y}$, as follows:

$$z_{0,t}^{X \rightarrow Y} = \mathcal{W}(z_0^X; F_t^{X \rightarrow Y}). \quad (10)$$

The guidance function g_t at time step t is then defined as the pixel-wise difference between the aligned $z_{0,t}^{X \rightarrow Y}$ and the target latent $\hat{z}_{0,t}^Y$ which is calculated by reparametrization trick [50], taking into account the semantic-consistent mask M'_t :

$$g_t = \frac{1}{|M'_t|} \sum_{i \in M'_t} \|z_{0,t}^{X \rightarrow Y}(i) - \hat{z}_{0,t}^Y(i)\|, \quad (11)$$

where $\|\cdot\|$ denotes a l_2 norm.

Note that our approach differs from existing methods [2, 16, 37] that provide coarse appearance guidance by calculating the average feature difference between foregrounds. Instead, we leverage confidence-aware semantic correspondence to offer more precise and pixel-wise control.

5. Experiments

5.1. Experimental Settings

Dataset. ViCo [22] gathered an image-prompt dataset from previous works [17, 32, 44], comprising 16 concepts and 31 prompts. We adhered to the ViCo dataset and evaluation settings, testing 8 samples per concept and prompt, for a total of 3,969 images. To further evaluate the robustness of our method in complex non-rigid personalization scenarios, we created a prompt dataset divided into three categories: large displacements, occlusions, and novel-view synthesis. This dataset includes 10 prompts for large displacements and occlusions, and 4 for novel-view synthesis, all created using ChatGPT [39]. The detailed procedure and the prompt list are in the Appendix B.

Baseline and Comparison. DreamMatcher is designed to be compatible with any T2I personalized models. We implemented our method using three baselines: Textual Inversion [17], DreamBooth [44], and CustomDiffusion [32]. We benchmarked DreamMatcher against previous tuning-free plug-in models, FreeU [49] and MagicFusion [68], and also against the optimization-based model, ViCo [22]. Note that additional experiments, including DreamMatcher on Stable Diffusion or DreamMatcher for multiple subject personalization, are provided in Appendix E.

Evaluation Metric. Following previous studies [17, 22, 32, 44], we evaluated subject and prompt fidelity. For subject fidelity, we adopted the CLIP [42] and DINO [5] image



Figure 8. **Qualitative comparison with baselines:** We compare DreamMatcher with three different baselines, Textual Inversion [17], DreamBooth [44], and CustomDiffusion [32].

Method	$I_{DINO} \uparrow$	$I_{CLIP} \uparrow$	$T_{CLIP} \uparrow$
Textual Inversion [17]	0.529	0.762	0.220
DreamMatcher	0.588 (+11.2%)	0.778 (+2.1%)	0.217 (-1.4%)
DreamBooth [44]	0.638	0.808	0.237
DreamMatcher	0.680 (+6.6%)	0.821 (+1.6%)	0.231 (-2.5%)
CustomDiffusion [32]	0.667	0.810	0.218
DreamMatcher	0.700 (+4.9%)	0.821 (+1.4%)	0.223 (+2.3%)

Table 1. **Quantitative comparison with different baselines.**

similarity, denoted as I_{CLIP} and I_{DINO} , respectively. For prompt fidelity, we adopted the CLIP image-text similarity T_{CLIP} , comparing visual features of generated images to textual features of their prompts, excluding placeholders. Further details on evaluation metrics are in the Appendix D.1.

User Study. We conducted a user study comparing DreamMatcher to previous works [22, 49, 68]. Participants evaluated the generated images from different methods based on subject and prompt fidelity. 45 users responded to 32 comparative questions, totaling 1440 responses. Samples were chosen randomly from a large, unbiased pool. Additional details on the user study are in Appendix D.2.

5.2. Results

Comparison with Baselines. Table 1 and Figure 8 summarize the quantitative and qualitative comparisons with different baselines. The baselines [17, 32, 44] often lose key visual attributes of the subject such as colors, texture, or shape due to the limited expressivity of text embeddings. In contrast, DreamMatcher significantly outperforms these baselines by a large margin in subject fidelity I_{DINO} and I_{CLIP} , while effectively preserving prompt fidelity T_{CLIP} . As noted in [22, 44], we want to highlight that I_{DINO} better reflects subject expressivity, as it is trained in a self-supervised fashion, thus distinguishing the difference among objects in the same category. Additionally, we wish to note that better prompt fidelity does not always reflect in T_{CLIP} . T_{CLIP} is reported to imperfectly capture text-image alignment and has been replaced by the VQA-based evaluation [19, 66], implying its slight performance drop is negligible. More results are provided in Appendix F.1.

Method	$I_{DINO} \uparrow$	$I_{CLIP} \uparrow$	$T_{CLIP} \uparrow$
MagicFusion [68]	0.632	0.811	0.233
FreeU [49]	0.632	0.806	0.236
DreamMatcher	0.680	0.821	0.231

Table 2. **Quantitative comparison with tuning-free methods.** For this comparison, we used DreamBooth [44] as our baseline.

Method	$I_{DINO} \uparrow$	$I_{CLIP} \uparrow$	$T_{CLIP} \uparrow$
MagicFusion [68]	0.622	0.814	0.235
FreeU [49]	0.611	0.803	0.242
DreamMatcher	0.655	0.818	0.239

Table 3. **Quantitative comparison in challenging dataset.** For this comparison, we used DreamBooth [44] as our baseline.

Method	$I_{DINO} \uparrow$	$I_{CLIP} \uparrow$	$T_{CLIP} \uparrow$
ViCo [22]	0.643	0.816	0.228
DreamMatcher	0.700	0.821	0.223

Table 4. **Comparison with optimization-based method.** For this comparison, we used CustomDiffusion [32] as our baseline.

Comparison with Plug-in Models. We compared DreamMatcher against previous tuning-free plug-in methods, FreeU [49] and MagicFusion [68]. Both methods demonstrated their effectiveness when plugged into DreamBooth [44]. For a fair comparison, we evaluated DreamMatcher using DreamBooth as a baseline. As shown in Table 2 and Figure 9, DreamMatcher notably outperforms these methods in subject fidelity, maintaining comparable prompt fidelity. The effectiveness of our method is also evident in Table 3, displaying quantitative results in challenging non-rigid personalization scenarios. This highlights the importance of semantic matching for robust performance in complex real-world personalization applications.

Comparison with Optimization-based Models. We further evaluated DreamMatcher against the optimization-based model, ViCo [22], which fine-tunes an image adapter with 51.3M parameters. For a balanced comparison, we compared ViCo with DreamMatcher combined with CustomDiffusion [32], configured with a similar count of train-

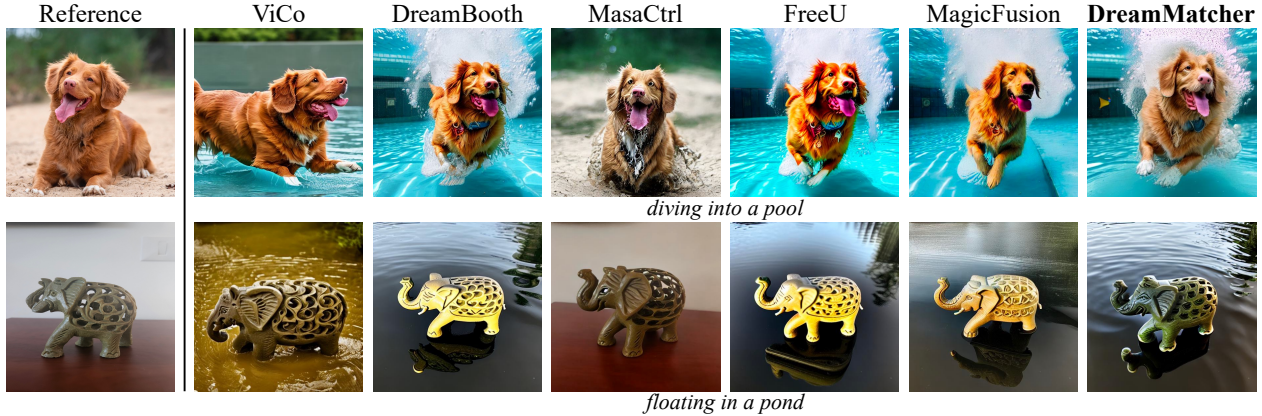


Figure 9. **Qualitative comparison with previous works** [4, 22, 44, 49, 68]: For this comparison, DreamBooth [44] was used as the baseline of MasaCtrl, FreeU, MagicFusion, and DreamMatcher.

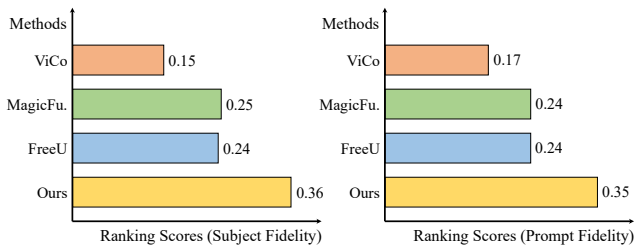


Figure 10. **User study.**

able parameters (57.1M). Table 4 shows DreamMatcher notably surpasses ViCo in all subject fidelity metrics, without requiring extra fine-tuning. Figure 9 provides the qualitative comparison. More results are provided in Appendix F.2.

User Study. We also present the user study results in Figure 10, where DreamMatcher significantly surpasses all other methods in both subject and prompt fidelity. Further details are provided in Appendix D.2.

5.3. Ablation Study

In Figure 11 and Table 5, we demonstrate the effectiveness of each component in our framework. (b) and (I) present the results of the baseline, while (II) shows the results of key-value replacement, which fails to preserve the target structure and generates a static subject image. (c) and (III) display AMA using predicted correspondence, enhancing subject fidelity compared to (b) and (I), but drastically reducing prompt fidelity, as it could not filter out unreliable matches. This is addressed in (d) and (IV), which highlight the effectiveness of the semantic-consistent mask in significantly improving prompt fidelity, up to the baseline (I). Finally, the comparison between (d) and (e) demonstrate that semantic-matching guidance improves subject expressivity with minimal sacrifice in target structure, which is further evidenced by (V). More analyses, including a user study comparing DreamMatcher and MasaCtrl, are in Appendix E.

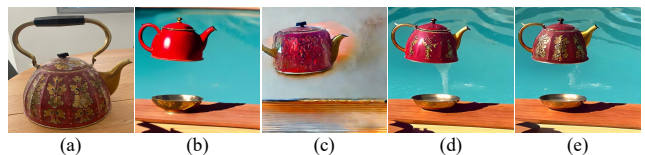


Figure 11. **Component analysis:** (a) reference image, (b) generated image by DreamBooth [44], (c) with proposed semantic matching, (d) further combined with semantic-consistent mask, and (e) further combined with semantic matching guidance.

Component	$I_{DINO} \uparrow$	$I_{CLIP} \uparrow$	$T_{CLIP} \uparrow$
(I) Baseline (DreamBooth [44])	0.638	0.808	0.237
(II) (I) + Key-Value Replacement (MasaCtrl [4])	0.728	0.854	0.201
(III) (I) + Semantic Matching	0.683	0.830	0.201
(IV) (III) + Semantic-Consistent Mask (AMA)	0.676	0.818	0.232
(V) (IV) + Semantic Matching Guid. (Ours)	0.680	0.821	0.231

Table 5. **Component analysis.** For this analysis, we used DreamBooth [44] for the baseline.

6. Conclusion

We present DreamMatcher, a tuning-free plug-in for text-to-image (T2I) personalization. DreamMatcher enhances appearance resemblance in personalized images by providing semantically aligned visual conditions, leveraging the generative capabilities of the self-attention module within pre-trained T2I personalized models. DreamMatcher pioneers the significance of semantically aligned visual conditioning in personalization, offering an effective solution within the attention framework. Experiments show that DreamMatcher enhances the personalization capabilities of existing T2I models, outperforming previous tuning-free plug-ins, even in complex scenarios.

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