

# ONLINE STORE

Presentation by Pernebek A., Zholturjanova A.

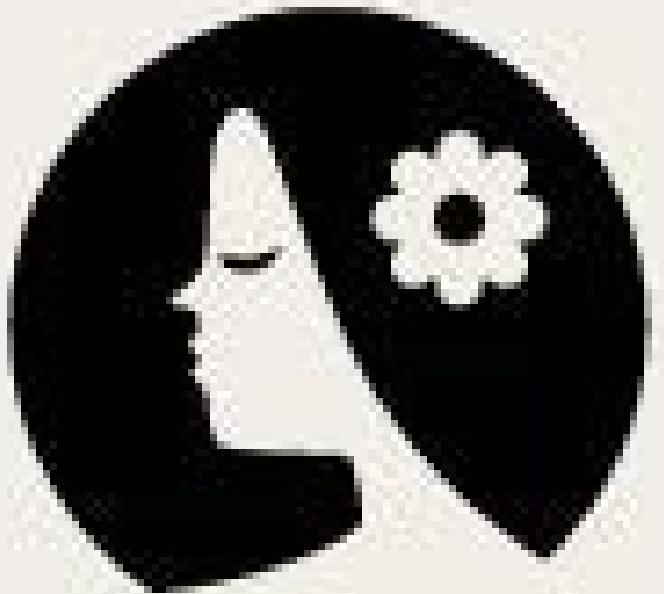
Se-2224

# TABLE OF CONTENTS

About us	----- 03
Purpose of project	----- 04
Analysis	----- 05 - 07
Main features	----- 08
Conclusion	----- 09

# ABOUT US

Idea for EcoChic emerged from the heart of nature, where the beauty of the wild intertwined with elegance and style. This concept inspired the creation of a brand that would blend ecofriendliness with chic fashion. EcoChic became the bridge between ecology and style.

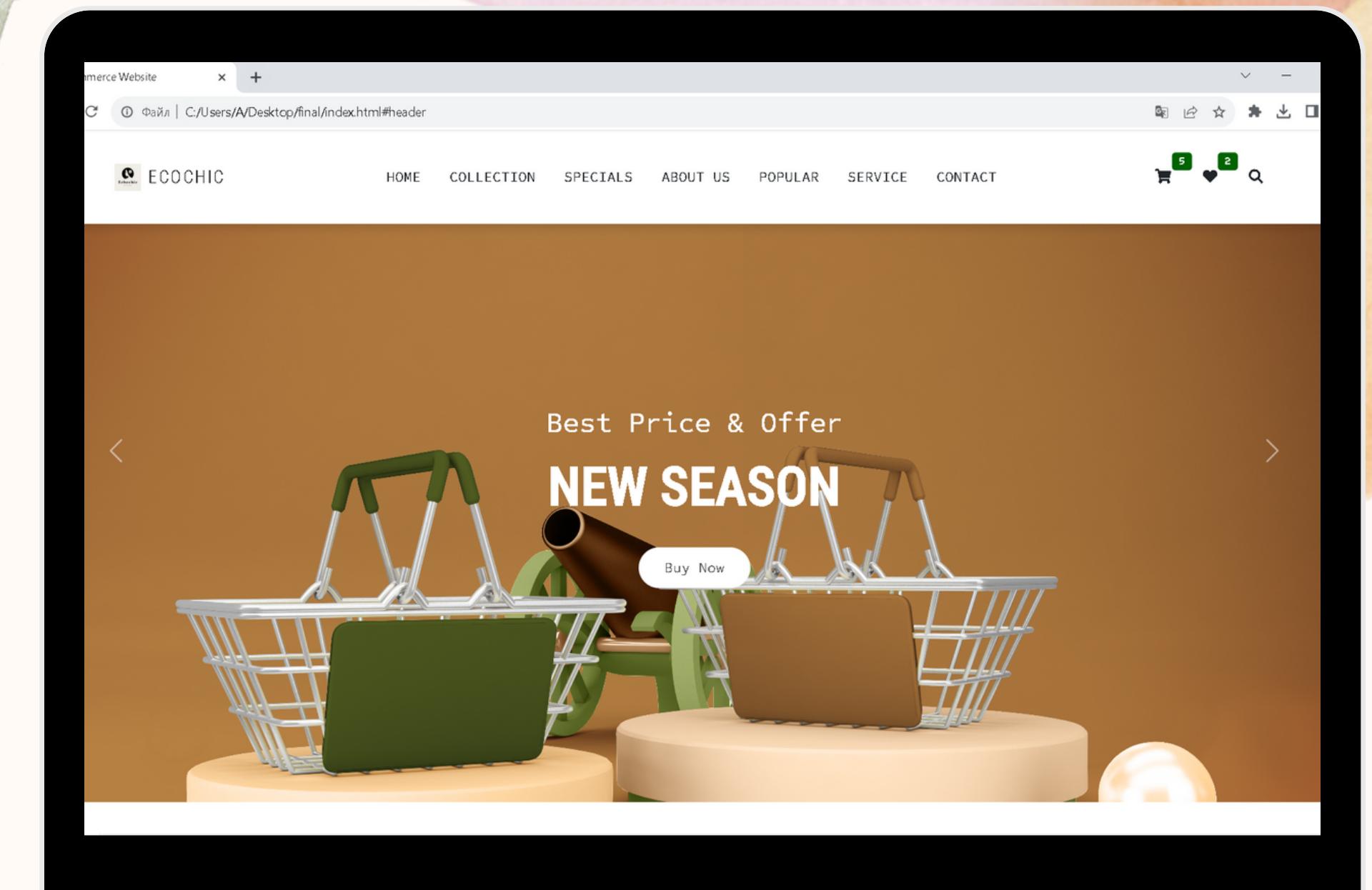


**EcoChic**

EcoChic

# PURPOSE OF THE PROJECT

The main purpose of EcoChic is to revolutionize the fashion industry by seamlessly merging elegance with environmental consciousness. EcoChic goes beyond being just a clothing brand; it becomes a vehicle for positive change. The vision extends to making sustainability a global mission, ensuring that every purchase contributes to meaningful causes, with old items finding new life.



# ANALYSIS RELATED TO ONLINE STORE “PATAGONIA”

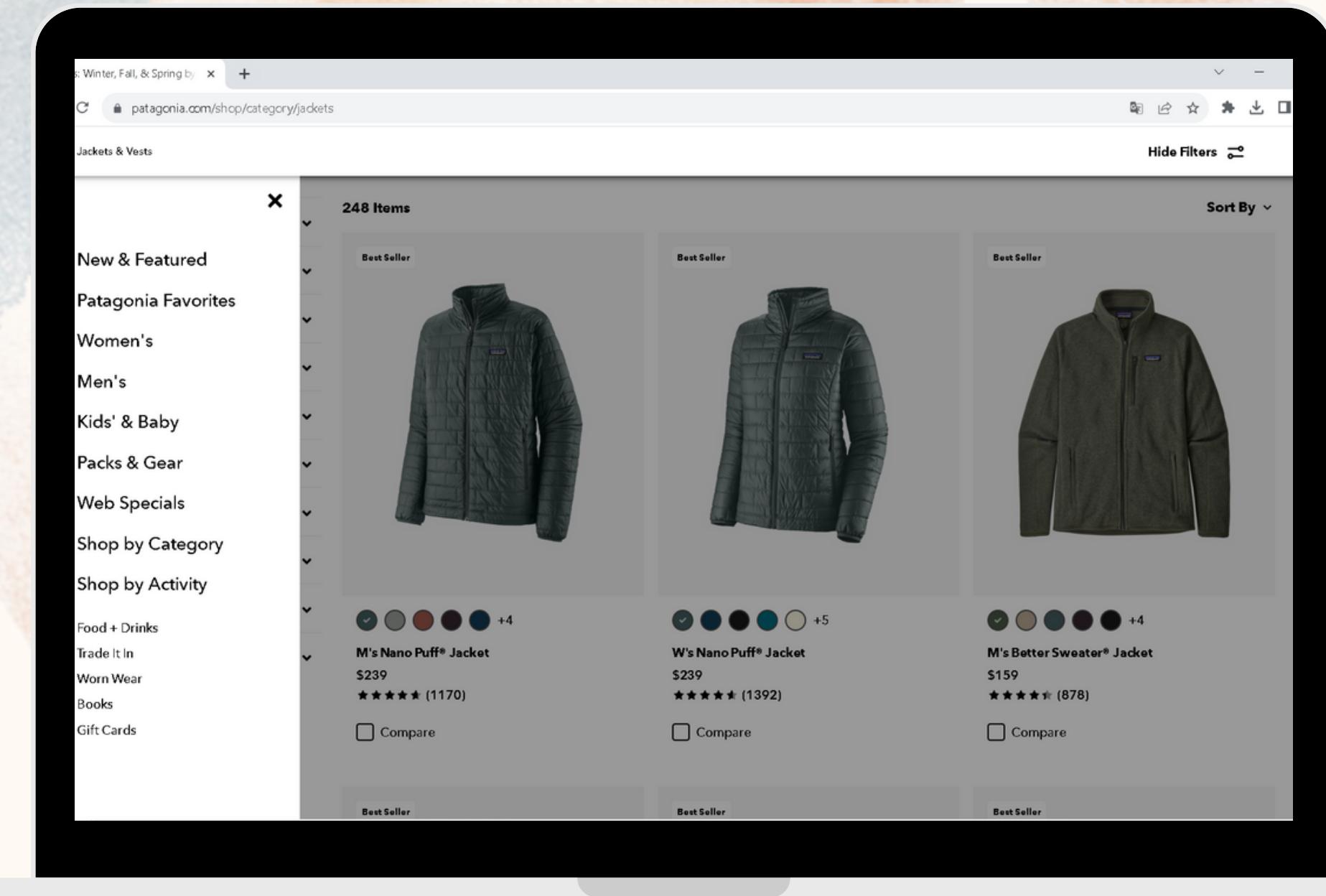
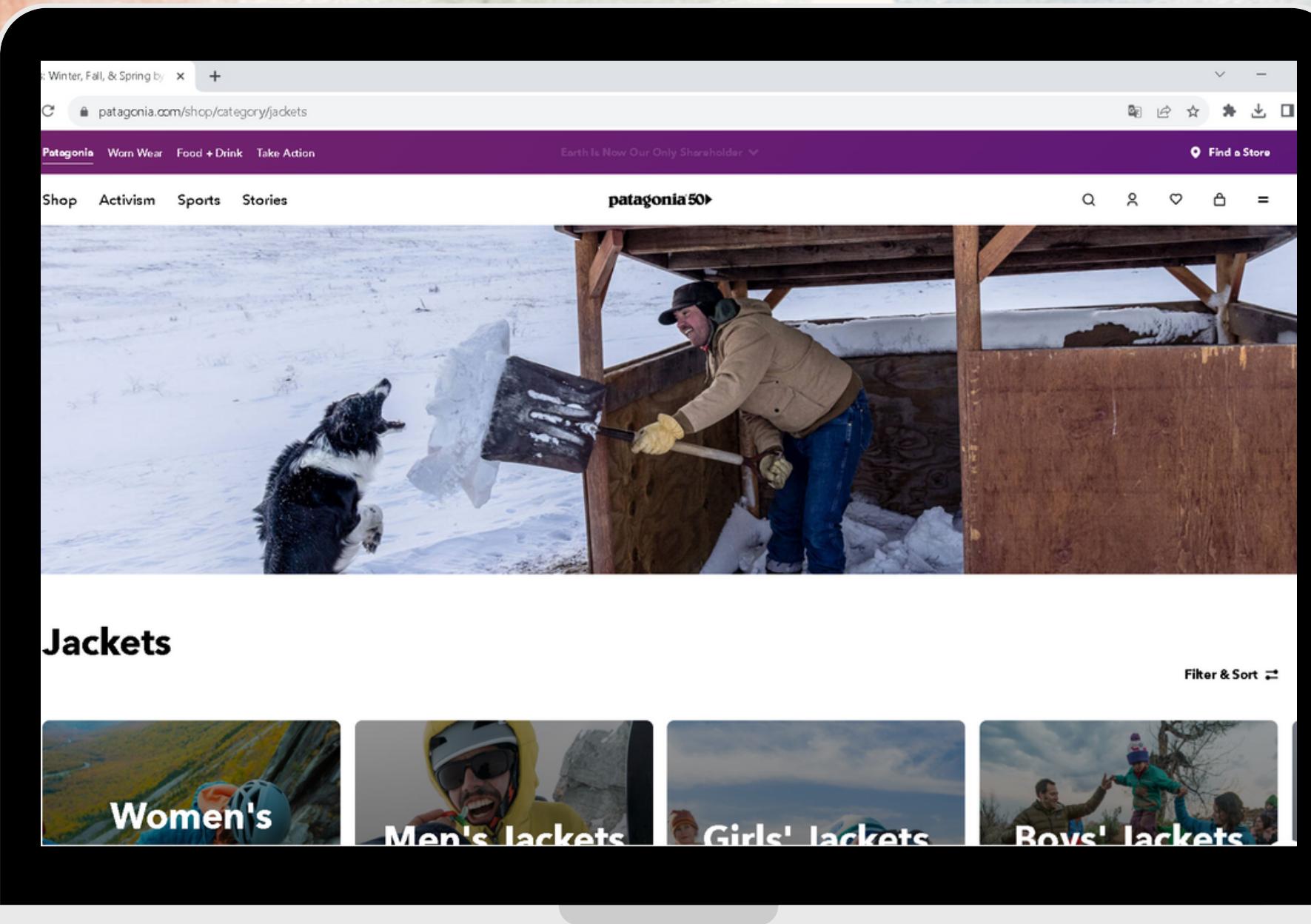
## PATAGONIA

The forces of the Patagonia web site are high-quality visual content showcasing the products and the brand's mission, effective storytelling and blog content.

## ECOCHIC

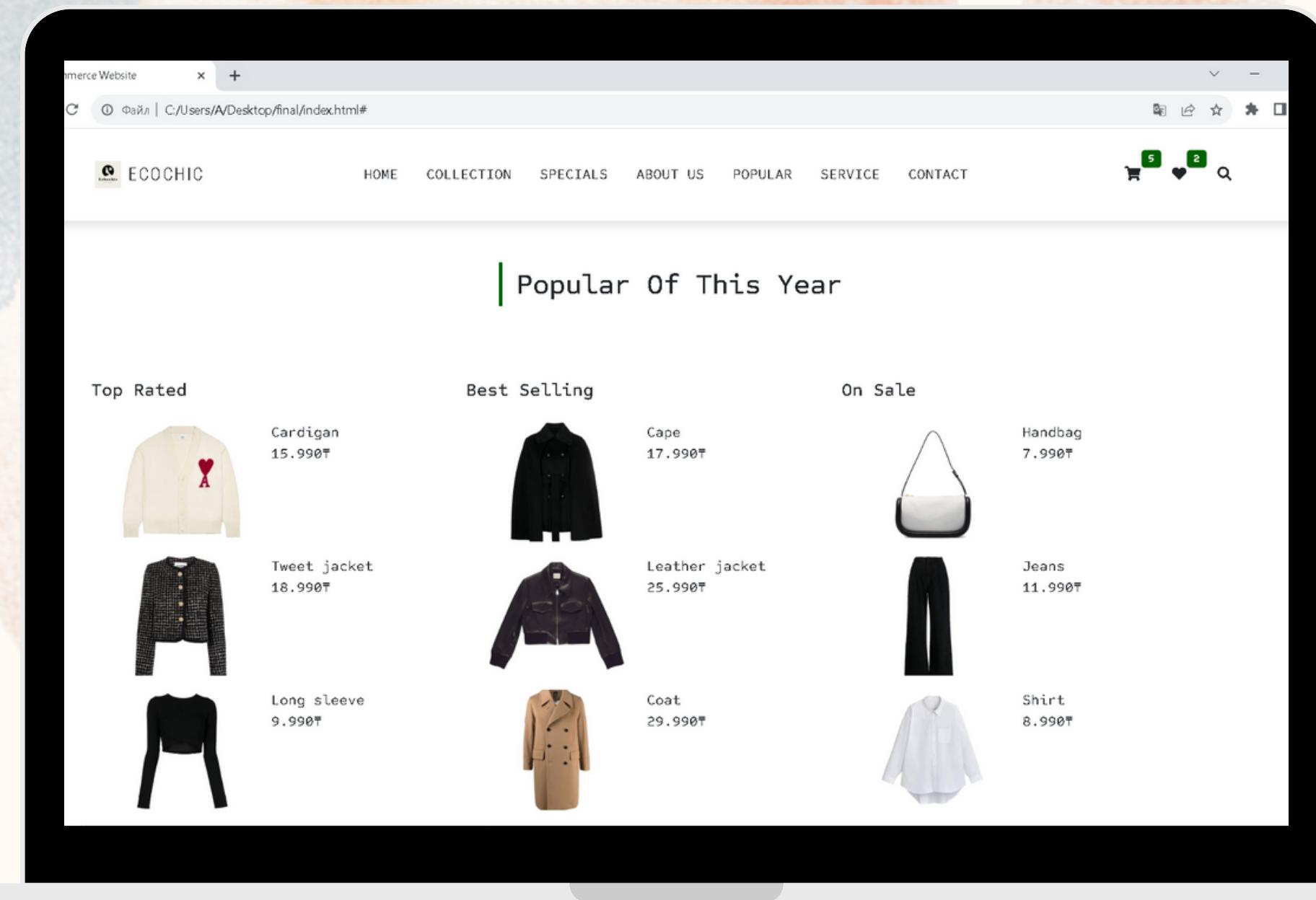
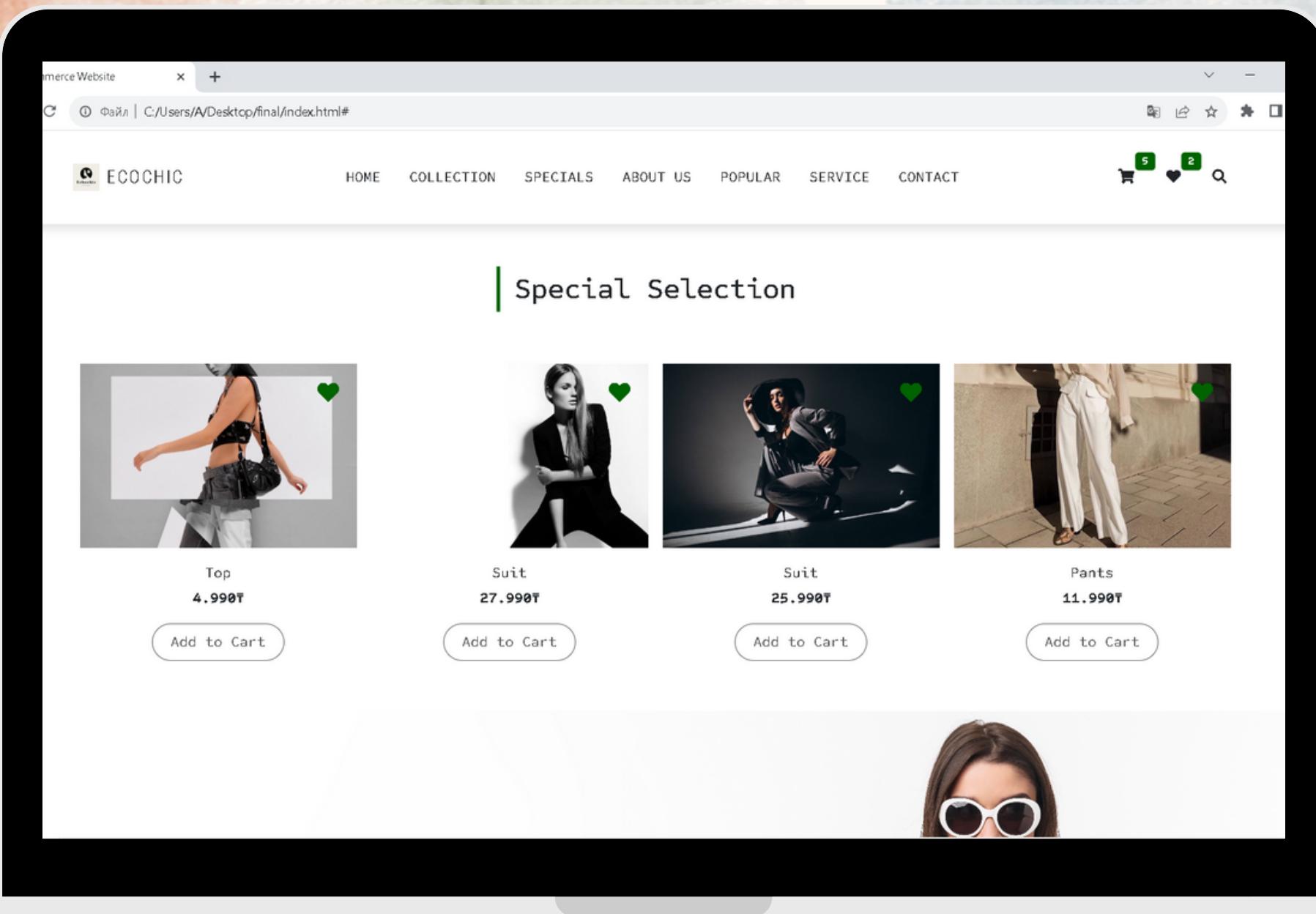
The strengths of the Ecochic website are clear and compelling mission statement.- Elegant and minimalist design, reflecting the brand's philosophy.

# Patagonia



Looking at the site, we can note a wide menu, with a large number of items and sorting, which helps the client not waste time in finding suitable clothes. It is worth noting user-friendly navigation and clear product categorization.

# Ecochic



The navigation bar is structured, with a logo, navigation links, and buttons for shopping cart, wishlist, and search. It is also responsive, collapsing into a hamburger menu on smaller screens. The product collection section is organized with filters for different categories (All, Best Sellers, Featured, New Arrival)

# MAIN FEATURES

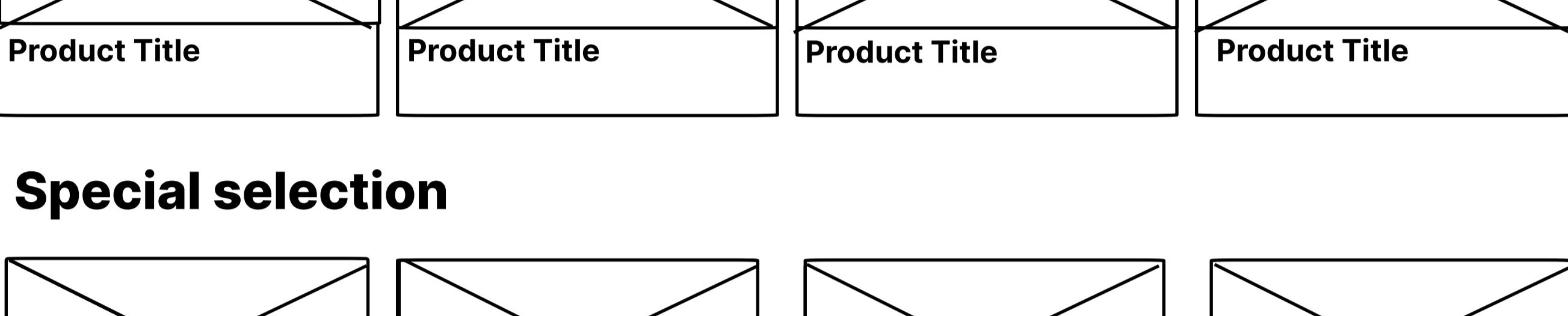
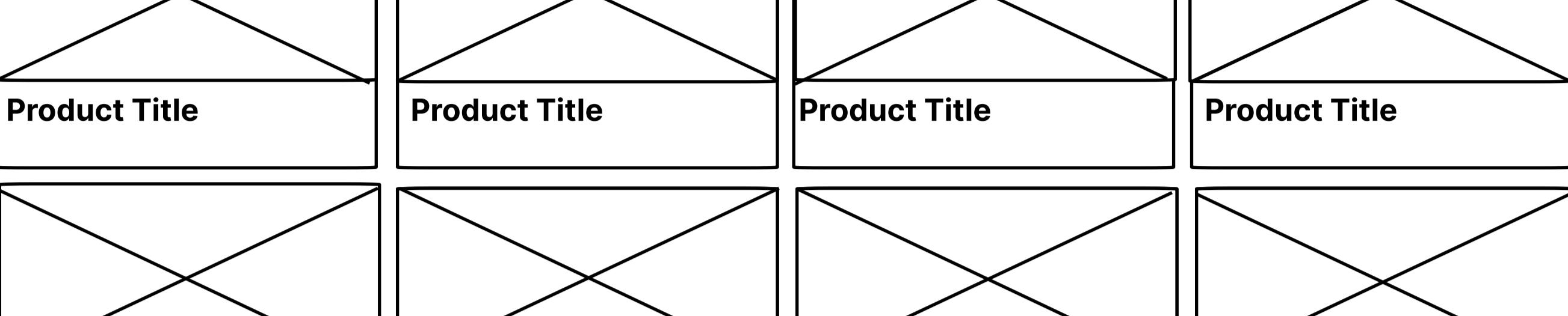
1. Intuitive and user-friendly navigation for easy access to products and information.
2. Responsive and convenient mobile design, ensuring proper display on devices with different screen size.
3. The company's ethical and social missions on the website.

# CONCLUSION

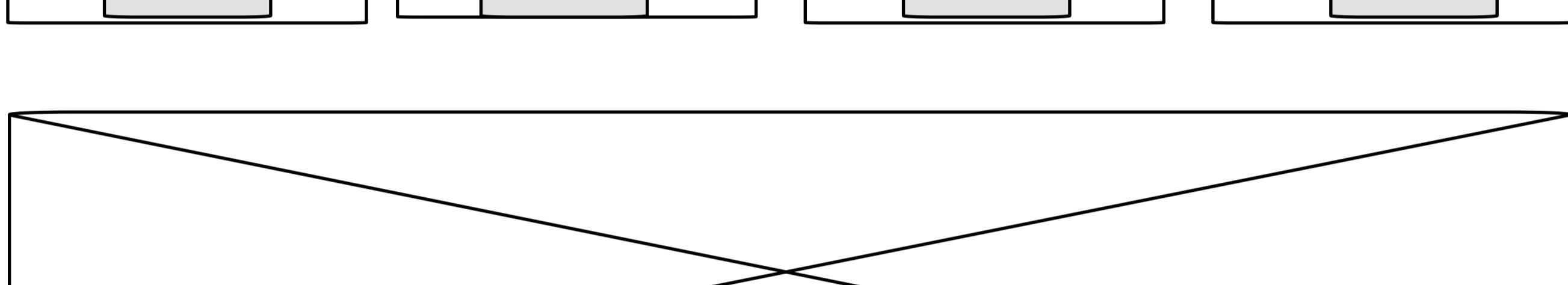
In conclusion, we want to say that with a responsive and user-friendly design, the website adapts seamlessly to your device, ensuring that you can explore, shop, and engage with EcoChic effortlessly, whether you're at home or on the go. The integration of sharing and engagement features allows you to be part of a broader conversation about sustainable fashion.

[Shop Now](#)

## New Collection

[All](#) [Best Sellers](#) [Featured](#) [New Arrival](#)

## Special selection



## About Us

Idea for EcoChic emerged from the heart of nature, where the beauty of the wild intertwined with elegance and style. We crafted collections where every detail was designed with environmental responsibility in mind, yet each piece looked incredibly stylish and elegant. Our designers found the balance between ecological consciousness and fashion relevance. Creating clothing was just the start of our story.

