

Design Choices Overview:

The landing page was designed with elegant, modern and top-tier aesthetic to reflect opulence, and calming grace found in premium online stores. Priority areas while designing included: clarity, responsiveness, and great user experience.

Colour Palette:

Dark luxury colors to enhance boldness and sophistication. Balanced with white and vibrant highlights to ensure readability and visual contrast.

Typography

Clean and easy-to-read google fonts (Lora and Montserrat)

Use of font size, colour, font type, to enhance readability

Layout and Structure

- ✓ **Header:** shows the navigation bar with name, tagline, products and contact
- ✓ **Product section:** uses bootstrap grid system to enhance balance

Responsiveness

The layout adapts seamlessly across different screens, mobile devices, tablets, and desktops by use of bootstrap grid system and custom medium queries.

Interactivity and usability

Subtle transition to navigation leads, buttons, and icons provides user engagement and visual feedback. The back-to-top arrow enhances visibility and ease of movement within the web page.