



# DIYA

*Bridal Bliss Unveiled*

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*"Discover grace on our website, where bridal dreams blend into breathtaking embroidery. Reveal your perfect dress, where passion meets artistry."*

## **Purpose and Audience**

- **Identify the purpose of your portfolio (e.g., job search, personal branding):**

The purpose of our fashion website project extends beyond a simple showcase; it's a platform designed for users to explore, engage, and stay updated on diverse fashion categories. It serves as a hub for the latest trends, allowing users to navigate seamlessly through categories, receive updates. Moreover, it contributes to personal branding by providing users with a curated space to express their unique fashion preferences. It's not just a website; it's a dynamic platform fostering connectivity and self-expression within the vibrant world of fashion.

- **Define your target audience (e.g., potential employers, clients, or peers):**

Our fashion website project targets a diverse audience. For potential employers, showcase the website as a testament to your web development and design skills, emphasizing its user-friendly interface and seamless functionality. For clients, emphasize the platform's appeal as a marketing tool, showcasing products and trends effectively. Finally, for peers, position the website as a collaborative space, welcoming feedback and interaction. This multifaceted approach demonstrates the project's potential to appeal to a wide range of stakeholders.

## **Website Features and Functionality:**

### **Homepage:**

- Showcase latest bridal and embroidery dress collections.
- Featured designs and trends.
- Contact us and multiple functionalities on navigation bar.

### **Product Pages:**

- Detailed descriptions for each dress.
- High-quality images from various angles.
- Price and color options.

### **Search and Filter:**

- Efficient search functionality.
- Filters for dress type, color, price range, etc.

### **Fashion Trends Section:**

- Include a section highlighting the latest bridal fashion trends.
- Offering style inspiration for brides-to-be.

**User Accounts:**

- User can sign up or login.
- Payment can be done on customer choice (cash or card).

**Shopping Cart:**

- Easy-to-use cart system.
- Also have checkout process.

**Blog/Inspiration Section:**

- Regular updates on bridal fashion trends.
- Also have a section of new arrival.

**Contact and Support:**

- Contact for inquiries.
- They can also reach us on our social media accounts shown in footer.

**(Note: This info is for that times when this will be online, domained and a live website.)**

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