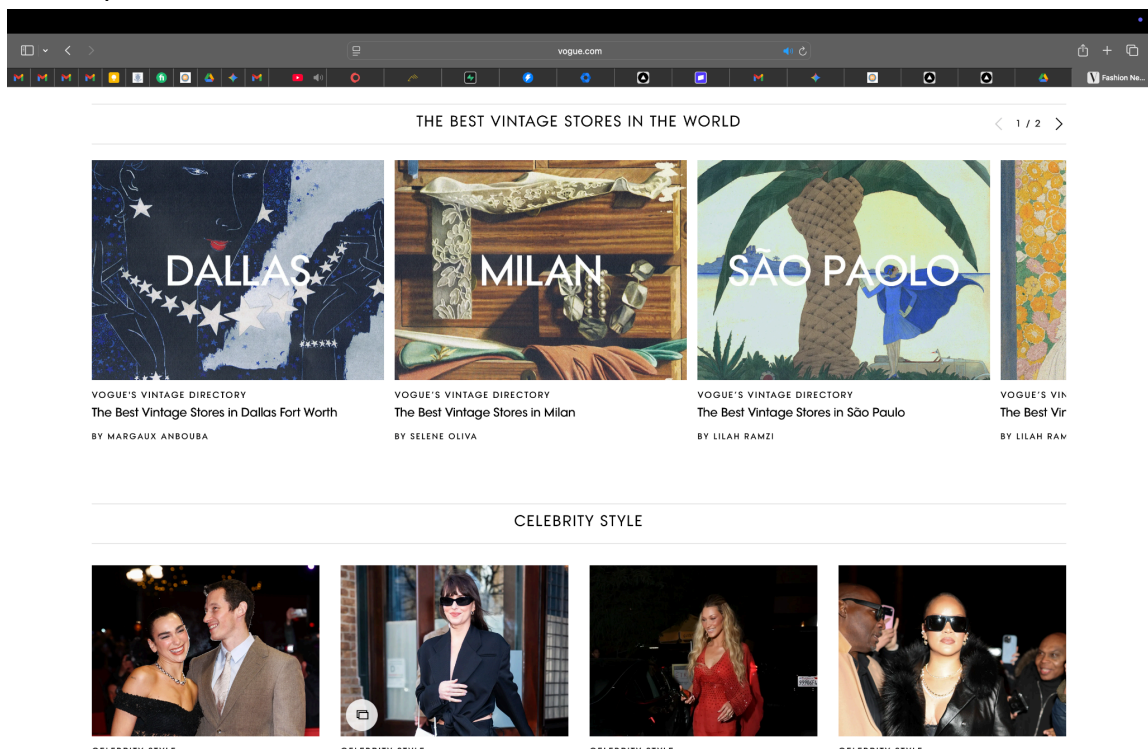


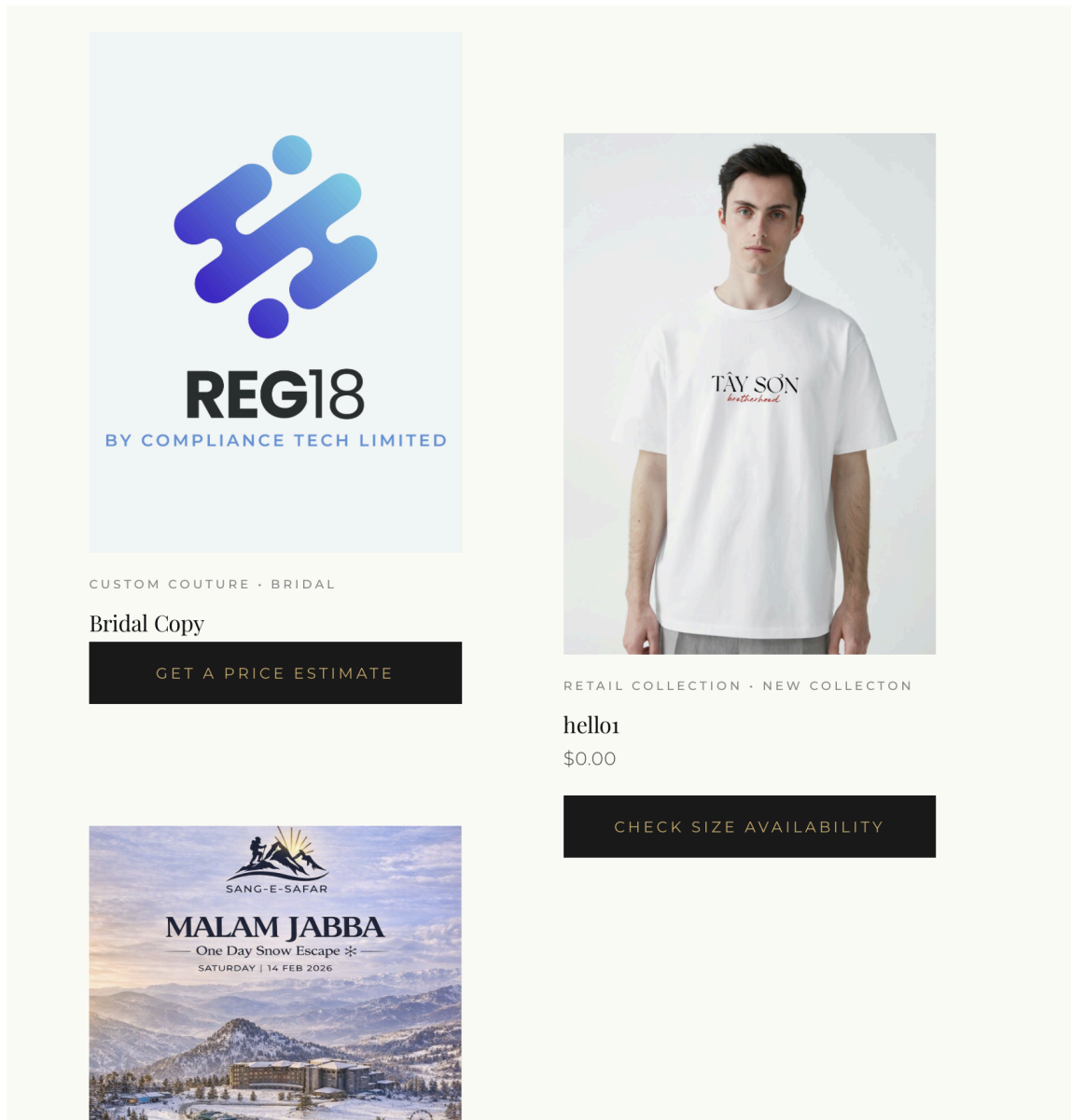
Atelier Website Review

- Website needs to open with a collection at display and to choose among, not direct products. A guided and organised customer journey. Our customers are non-tech savvy.
- [Aesthetic brief](#) needs to be implemented as closely as possible.
- Please review this [page](#). This is our north star for our home page. Collections need to be displayed alongside products nested inside them, exactly like at this Vogue fashion page, on our homepage. Flexible for portrait shots primarily, landscape shots are necessary but not the priority. Products inside collections must be scrollable at a glance horizontally, and entire collections browseable vertically. Again, our priority is vertical/portrait media.



- Also I'm not feeling the yellowish white background of the site, lets try a more traditional weaker off-white
- I don't know how to execute this technically, but any product images at the site must resize them automatically to a predefined aspect ratio so it looks neat and organized. Currently, different uploaded media is displaying at original size, hence chaotic and disorganized. I'm assuming this has an easy fix.

- Also see how one product has a price and one doesn't, and they're misaligned because of that too. Can we adjust this so the site leaves empty space for the price section even if its empty, so overall everything looks symmetrical?



Business Data

- Name of the business is “House of Aslam”
- Please find the [logo here](#).