

Sonnetier Website Design

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Overview

This website design merges the worlds of poetry and fashion by offering a clean, emotionally engaging interface that enhances both community interaction and product discovery. The layout supports desktop and mobile views to ensure a seamless experience across devices.

Design Intent

The aim was to reflect Sonnetier's unique identity by blending elegant typography with bold, contrasting colours that speak to creativity and premium fashion. The user journey flows from discovery (landing), to engagement (community), to action (store).

Responsive Design Approach

Both desktop and mobile versions were designed to preserve content hierarchy and clarity. Core actions like joining the community and browsing the store remain easily accessible on all devices.

User Experience Highlights

- Clear CTA buttons to guide users toward key actions
- Visual storytelling elements (icons + text) to simplify the concept of poetry-to-product
- Color-coded sections that visually segment information for ease of scanning