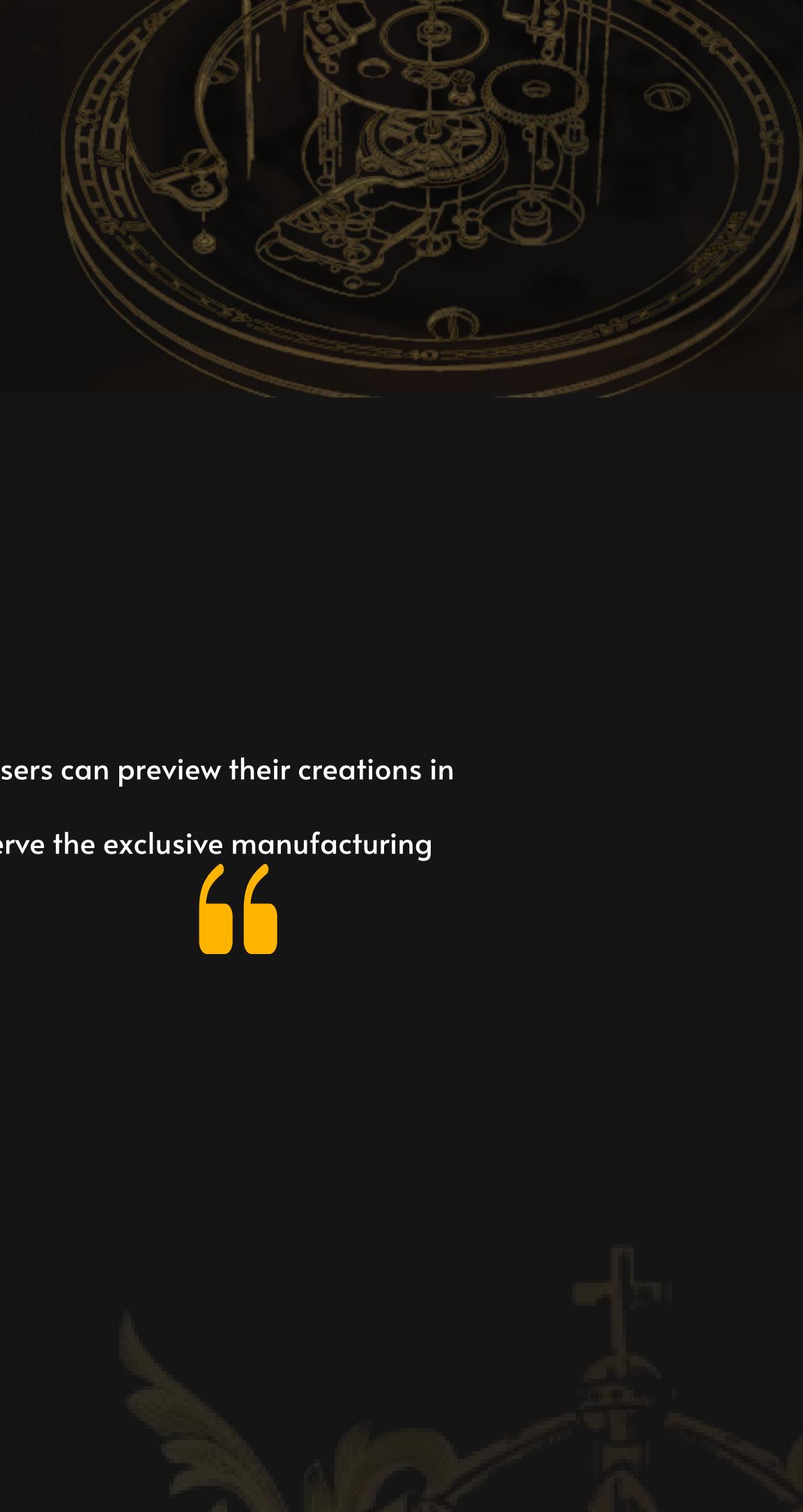


# VALERIAN KÖNIGSZEIT

YOUR WATCH YOUR HERITAGE

"Tick, pick, chic, unique."



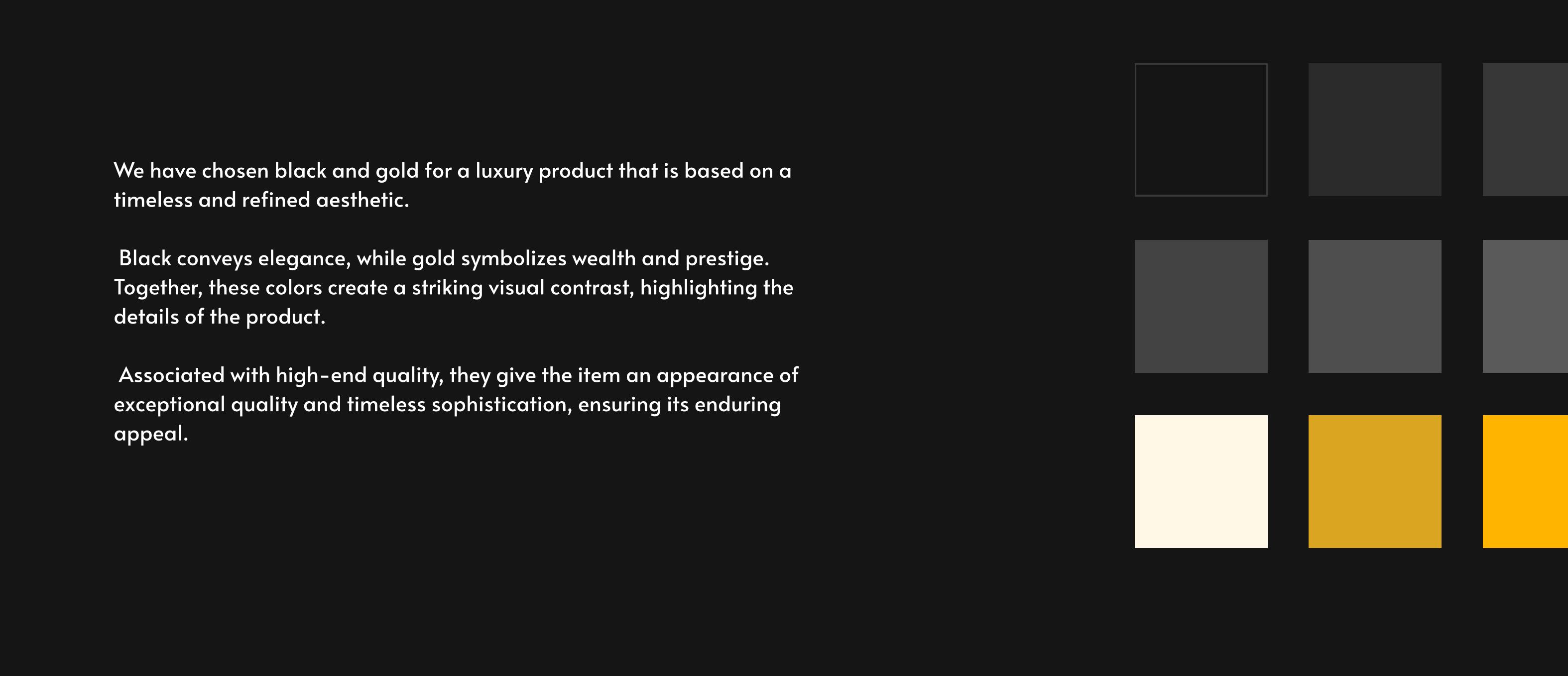
## VISION

“

The website provides a tailored customer experience for designing custom, high-end watches. Users can preview their creations in 3D before confirming their choices. Moreover, they have the option to reserve a session to observe the exclusive manufacturing process, adding an immersive touch to their experience.

”

## SCREENS



## COLORS

A CAREFULLY CRAFTED ATMOSPHERE WITH A TOUCH OF CHIC.

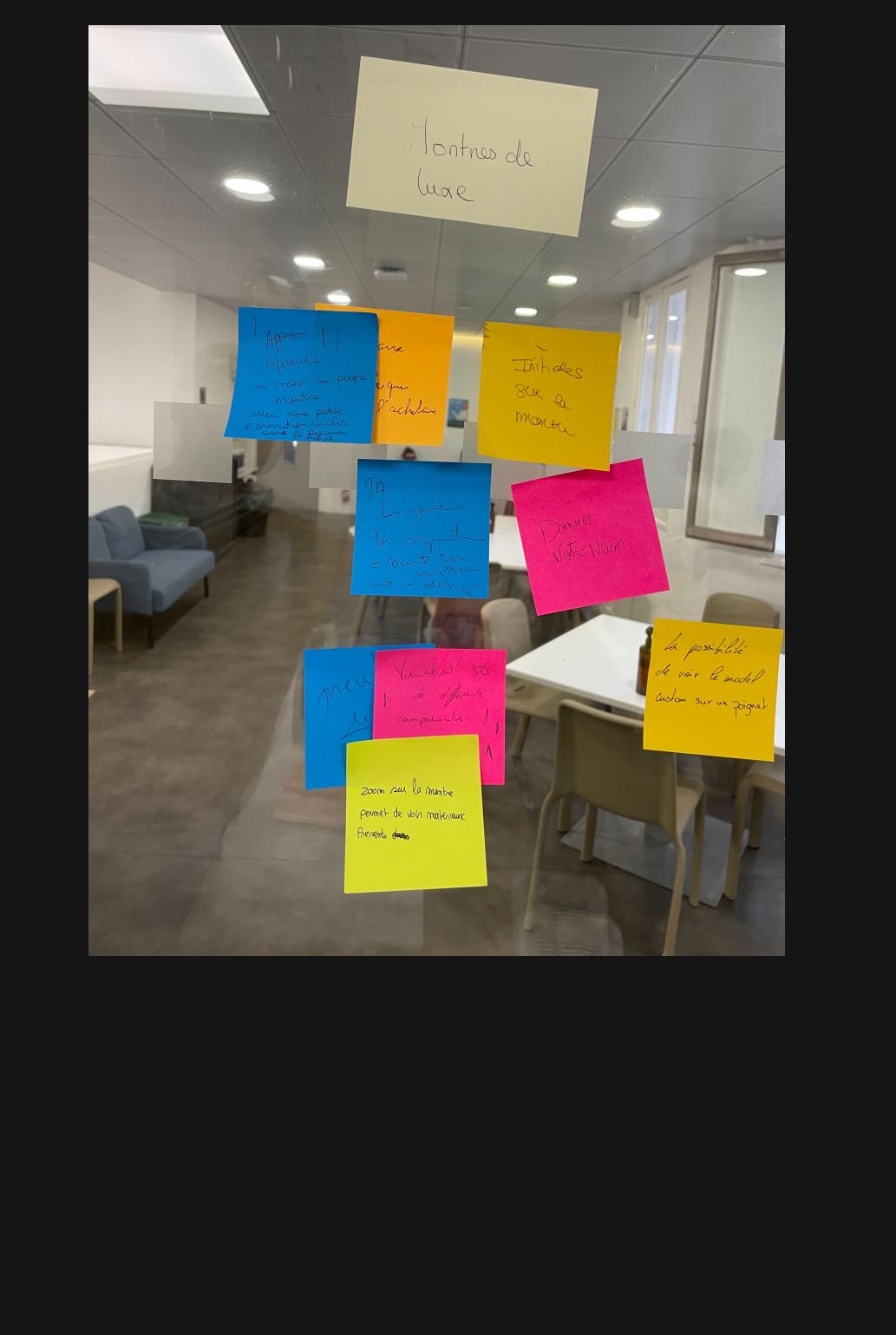
SOMER

Alata

We have chosen black and gold for a luxury product that is based on a timeless and refined aesthetic.

Black conveys elegance, while gold symbolizes wealth and prestige. Together, these colors create a striking visual contrast, highlighting the details of the product.

Associated with high-end quality, they give the item an appearance of exceptional quality and timeless sophistication, ensuring its enduring appeal.



The "Somer" font may feature modern and elegant characteristics that make it appealing for contemporary applications. Its design can evoke a current and sophisticated aesthetic.

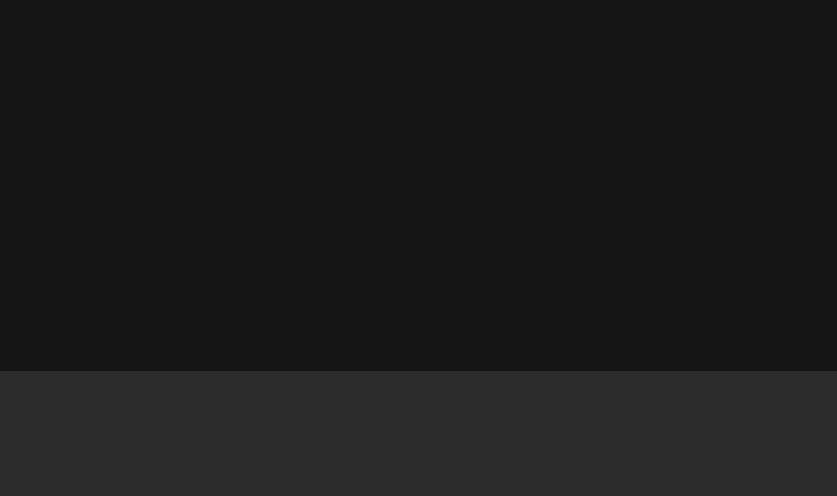
The choice of the "Alata" font for the body text is justified by its clear readability, discreet neutrality, and adaptive versatility. Its space economy without compromising readability makes it ideal, while harmoniously complementing the "Somer" font used for titles reinforces overall visual coherence.

Considerations for accessibility contribute to an inclusive reading experience.

## TYPOGRAPHIES

ENHANCED ACCESSIBILITY THROUGH SIMPLICITY.

## METHODOLOGY



To develop this project centered around luxury watches, we placed ourselves in the shoes of our potential clients.

By conducting audits of competitor websites and facilitating collaborative workshops, we highlighted our flagship feature: the 3D visualization of the watch model created by the user.



In order to distinguish ourselves from competitors, combining the expertise of crafting tailor-made products, we have introduced an avant-garde feature: the 3D visualization of the model, presented in the form of a refined video. This exclusive option allows the creator to download it after their purchase.

ELEVATING PERSONALIZATION WITH INTUITIVE DESIGN.

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