Project: Competitor Brand Analysis and Comparison

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**PROJECT: BRANDED INTERACTIVE DIGITAL EXPERIENCE FOR AN ACCESSORIES BRAND**

Ruslan Baginskiy

Ruslan Baginskiy is a Ukrainian luxury accessories brand focusing on handcrafted hats and bags, targeting premium pricing ($200-$500). Their website uses editorial photography with minimal text. Navigation is lined up to three main sections (Shop, About, Lookbook) to reduce cognitive load for users. The use of white space and restrained typography.

My project will target a more accessible price point and focus only on jewelry rather than a lot of different fashion accessories, so it will require more content about techniques and pattern symbolism.

Yuliya Magdych
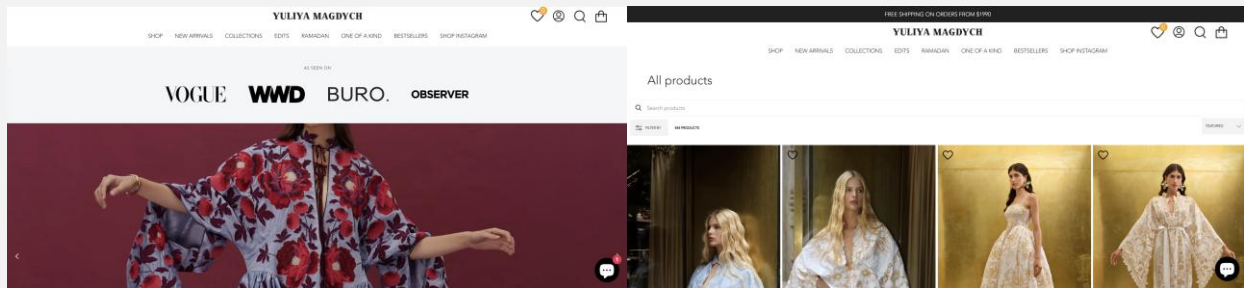
Yuliya Magdych is a fashion house specializing in embroidery and ornamental patterns, positioned at the luxury market. The website has slow-loading visuals that prioritize aesthetic experience over quick browsing. Each collection includes detailed explanations of embroidery symbolism and regional craft traditions.

It's a strong example for me of integrating cultural representation into brand visuals. Customers interested in cultural craft appreciate storytelling and are willing to wait for slow-loading visuals if the content justifies it.

This brand targets high fashion consumers with a lot of written content and slow-loading visuals, but my project will use text paired with close-up photography to make the experience more user friendly.

Lié Studio
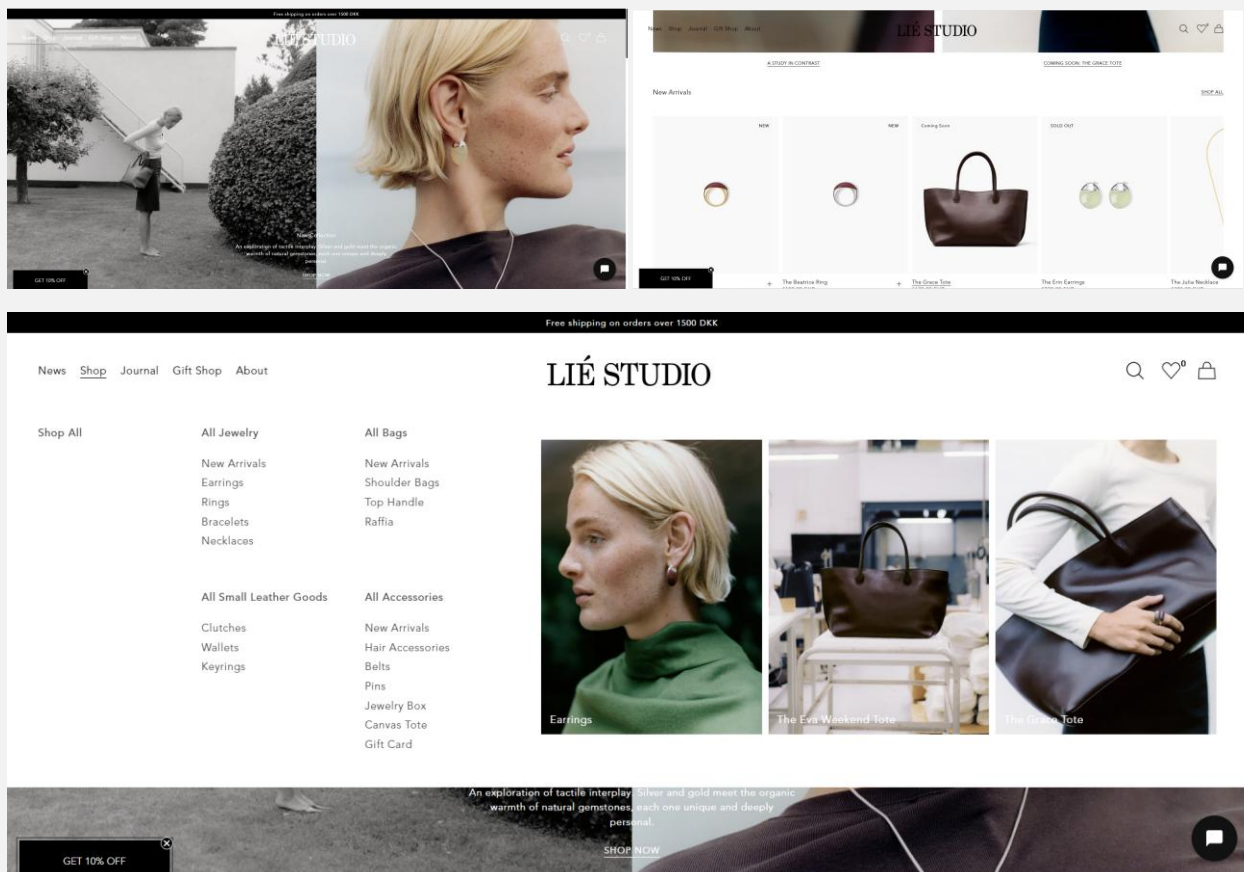
Lié Studio offers accessible luxury jewelry ($80-$300) with a focus on clean UX and a lot of new releases. The website prioritizes ease of purchase. Product photography balances lifestyle photos with studio shots on neutral backgrounds.

Provides a strong UX model and shows how to make jewelry accessible without compromising quality or brand perception.

Lié Studio emphasizes trend-led fashion jewelry, my brand will focus on timeless pieces with content about patterns, positioning as investment pieces rather than trend accessories.

All Blues
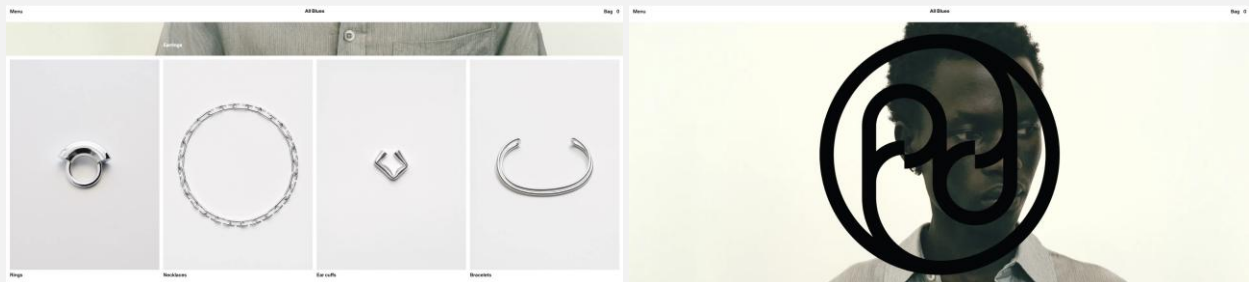
All Blues is a Swedish jewelry brand offering sculptural, minimalist pieces at mid-to-premium pricing. The website uses a design approach with oversized product images, a lot of white space, and sans-serif fonts. Material descriptions are detailed, which is important to consumers who value transparency. Example of how to present jewelry as art objects through digital design. Shows that jewelry brands can succeed with minimal text if product photography is really good and material information is clear.

While All Blues uses monochromatic minimalism, my brand will choose more colorful, bold look and pattern-focused photography.

Sézane Jewelry
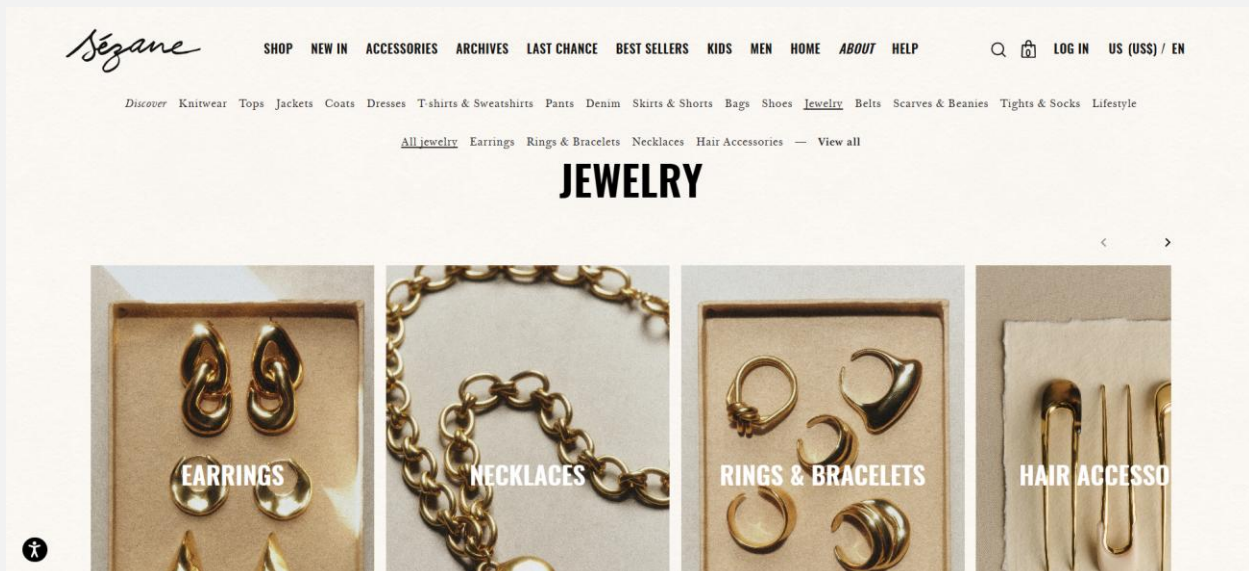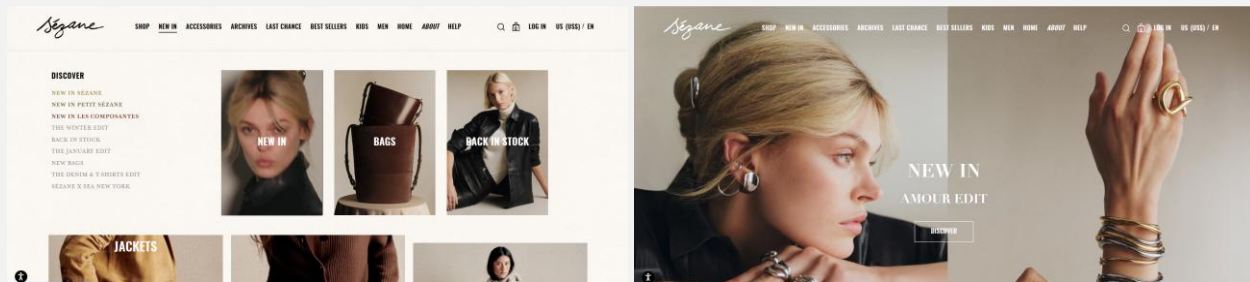
Sézane is a French fashion brand with a jewelry line ($50-$250). The website emphasizes storytelling, and marketing through weekly micro-collections. Photography blends lifestyle (Parisian apartments, natural settings) with clean product shots. Stories and behind-the-scenes content builds emotional connection and brand loyalty.

My brand will emphasize the maker and the beading process itself rather than lifestyle branding, focusing on transparency.

Completedworks
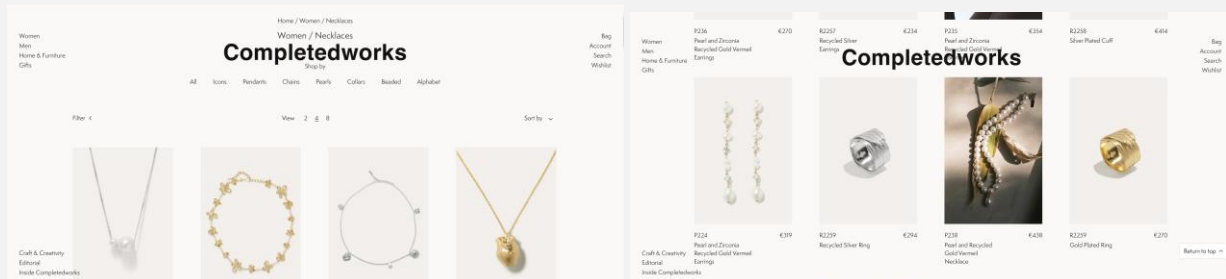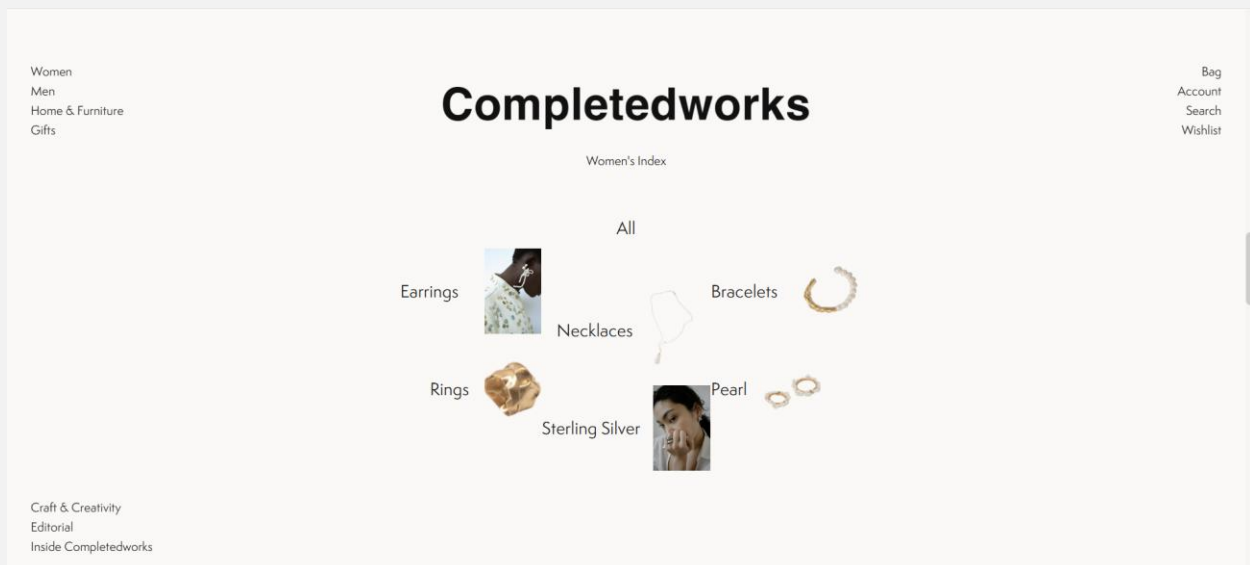
Completedworks positions jewelry as conceptual art pieces, collaborates with artists and writers to create collections ($200-$1200). The website also has poetry, essays, and artist statements for culturally-engaged consumers. Demonstrates that jewelry can use storytelling beyond product descriptions. Shows that customers for handmade jewelry expect more than transactional shopping experiences; they want to understand the ideas behind products.

My brand will use visual storytelling through process photography and pattern symbolism explanations.

Comparison Table

Brand	Business Model	Target Market	Key Web Features	Strategy
Ruslan Baginskiy	Direct to consumer luxury	Fashion consumers 25-40, globally focused, higher income	Editorial photography, cultural storytelling, minimal navigation	Premium pricing ($200-$500), seasonal collections, limited editions
Yuliya Magdych	Made to order fashion house	Design interested women ,30-45, who value craft	Craft process documentation, pattern symbolism explained, cinematic visuals	High-end pricing ($400-$2000+), bespoke commissions, capsule collections
Lié Studio	Accessible luxury direct to consumer	Fashion professionals, 25-38	Clean e-commerce UX, gift guides, styling suggestions, easy checkout	Mid-range pricing ($80-$300), frequent releases, email marketing
All Blues	Direct to consumer jewelry with gallery partnerships	Design minimalists 25-50, mid-to-high income	Large product imagery, sculptural presentation, material descriptions	Mid-to-premium pricing ($150-$800), core collection + seasonal pieces
Sézane Jewelry	Omnichannel fashion brand	French style lovers, 25-45, middle-to-upper income	Lifestyle photography, founder story, community building content	Accessible pricing ($50-$250), weekly micro-collections, scarcity marketing
Completedworks	Conceptual jewelry with art collaborations	Art and fashion audience, 28-45	Narrative product descriptions, artist collaborations, essay-style content	Premium pricing ($200-$1200), limited runs, gallery exhibitions

Project Brand Definition

Product Line

Product line will be handcrafted beaded jewelry including necklaces, earrings, bracelets, and etc. Each piece uses traditional bead-weaving techniques with glass beads in bold color combinations. Geometric patterns are inspired by Ukrainian ornamental motifs. The collection focuses on statement pieces for people who see accessories as self-expression.

Business Model

Direct-to-consumer, collection pieces (5-8 designs) are made within 2-3 weeks. A small ready-to-ship selection will be available for immediate purchase. Custom variations are offered at an upcharge. Pricing is $40-$200, making handmade products accessible while making sure of fair compensation. The brand will show slow fashion principles, valuing craft over trends.

Web Presence

The target audience (design interested individuals, age 22-35) discovers brands primarily online. A website allows detailed storytelling about Ukrainian patterns, close up photography showing quality, and making process. This is to build trust and justifies pricing by showing the skill and time invested.

Direct to consumer web sales keeps prices accessible while paying the maker fairly. Traditional gallery placement would require 50% wholesale pricing, making pieces either too expensive or unsustainable to produce. The website reaches a global audience interested in culture and handmade jewelry, and possibly customers who may not have local access to this aesthetic.

My Project Will Offer:

Most brands say "handmade" but don't show the process. Your brand will use close-up photography and process documentation to show the beading technique and time investment.

Ukrainian heritage brands are luxury priced ($400+). Accessible jewelry brands lack cultural depth. This brand offers authentic handmade cultural craft at mid-range prices for students and young professionals.

Minimalist jewelry dominates the market. This brand offers colorful, geometric, pattern-based statement pieces for expressive individuals.