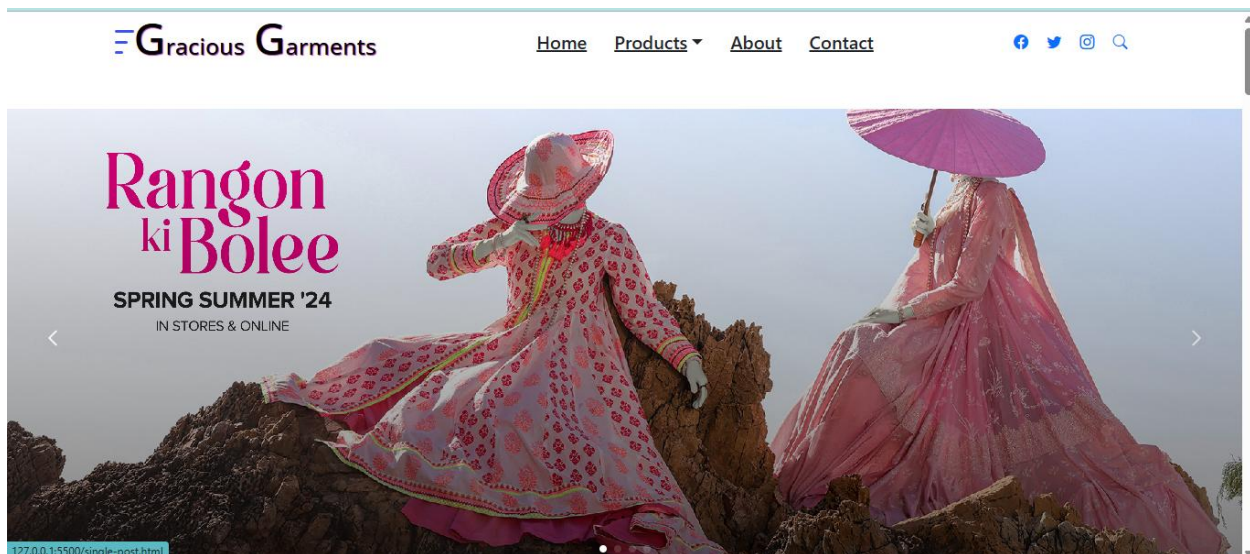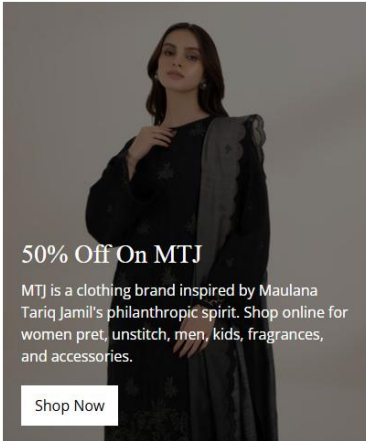# GRACIOUS GARMENTS REPORT

AYESHA SHAFIQUE

Objective:

Gracious Garments is a clothing company that sells a variety of garments for both men and women. The company currently advertises its products via pamphlets, television ads, and other traditional methods. However, with the rapid growth of the internet, the company has decided to launch a website to enhance customer interaction and facilitate easy access to product information. The website will serve as an online portal where customers can explore the various products offered by Gracious Garments, learn more about the products, and contact the company.
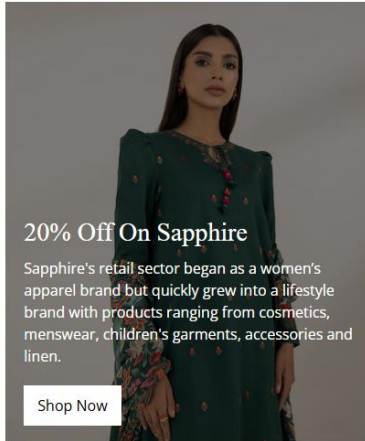

Output :

LANDING PAGE

50% Off On MTJ

MTJ is a clothing brand inspired by Maulana Tariq Jamil's philanthropic spirit. Shop online for women pret, unstitch, men, kids, fragrances, and accessories.
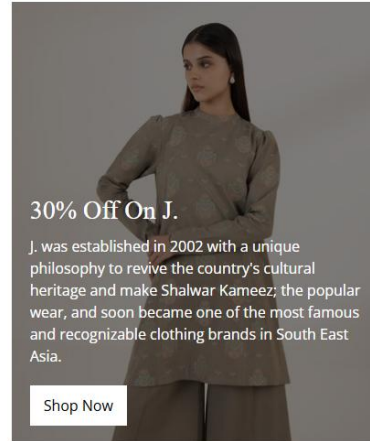
Shop Now

20% Off On Sapphire

Sapphire's retail sector began as a women's apparel brand but quickly grew into a lifestyle brand with products ranging from cosmetics, menswear, children's garments, accessories and linen.

Shop Now

30% Off On J.

J. was established in 2002 with a unique philosophy to revive the country's cultural heritage and make Shalwar Kameez; the popular wear, and soon became one of the most famous and recognizable clothing brands in South East Asia.

Shop Now

Featured Products

WaistCoat
Men
Rs 10,000 Rs 6000
★★★★★

Cotton Latha Suit
Men
Rs12,000 Rs 8000
★★★★★

Wash And Wear Suit
Men
Rs 10,000 Rs 6000
★★★★★

Cotton Suit
Men
Rs 7000 Rs 5000
★★★★★

Printed Lawn Suit(3 Piece)
Women
Rs 12,000 Rs 10,000
★★★★★
Buy Now

Printed Lawn Suit(2 Piece)
Women
Rs 7000 Rs 5000
★★★★★
Buy Now

Printed Lawn Suit(3 Piece)
Women
Rs 9000 Rs 4000
★★★★★
Buy Now

Printed Lawn Suit(2 Piece)
Women
Rs 8000 Rs 5000
★★★★★
Buy Now

Limited Time Offer

Special Edition

Buy Suit At 20% Discount

Summer
CLEARANCE SALE
READY TO WEAR

UPTO **50**%OFF

TILL 22ND OCT 2023

IN-STORES & ONLINE
www.mtjonline.com | mtjonlineofficial

Worldwide Shipping
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Best Quality
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Best Offers
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Secure Payments
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

SALE UP TO 70% OFF FOR ALL CLOTHES ON ALL BRANDS.

Our Location

Aptech Learning Korangi
C-21, Lucknow Society Sector 31 E Korangi, Karachi, Karachi City, Sindh
4.3 ★★★★★ 59 reviews
View larger map
Directions

FOOTER

PRODUCTS

Gracious Garments

Home   Products ▾   About   Contact

MTJ Collection

Sapphire Collection

J. Collection

J.
SUMMER
escapade

Activate Windows
Go to Settings to activate Windows.

127.0.0.1:5500/landingpage.html#

MTJ PRODUCTS

MTJ Collection

Womens Collection

PREMIUM - 3 PC LAWN SUIT

★★★★☆
49 reviews

Barcode: DPL 3888 Suit
FABRIC: LAWN / ORGANZA
NO. OF PIECES: 3 PC PREMIUM
CURRENT PRICE: RS 8500

PREMIUM - 3 PC LAWN SUIT

★★★★☆
49 reviews

Barcode: DPL 3888 Suit
FABRIC: LAWN / ORGANZA
NO. OF PIECES: 3 PC PREMIUM
CURRENT PRICE: RS 8500

94% of buyers enjoyed this product! **(90 votes)**

SIZES: Ⓢ Ⓜ Ⓛ ⓍⓁ

PRODUCT DISCRIPTION:

The pastel pink bloom adorned by Ayeza Khan is a 3 pc unstitched outfit. The lawn shirt is enhanced with a beautiful orchestration of sequins in a monochrome fashion; the heavily glimmering sequins are a reflection of our muse's charm and playful persona. An intricately designed sequin motif is scattered all over the organza dupatta; the ensemble is completed with lawn dyed pink

beautiful orchestration of sequins in a monochrome fashion; the heavily glimmering sequins are a reflection of our muse's charm and playful persona. An intricately designed sequin motif is scattered all over the organza dupatta; the ensemble is completed with lawn dyed pink trousers.

PRODUCT DETAIL:

- DYED EMBROIDERED LAWN FRONT
- DYED EMBROIDERED LAWN SLEEVES
- DYED LAWN BACK
- DYED EMBROIDERED ORGANZA DUPATTA
- DYED LAWN TROUSER
- EMBROIDERED BORDER

BUY NOW   ❤️

Download Now

PREMIUM - 3 PC LAWN SUIT

★★★★☆
43 reviews

Barcode: DPL 3887 Suit

FABRIC: LAWN / CHIFFON

NO. OF PIECES: 3 PC PREMIUM

CURRENT PRICE: RS 7000

94% of buyers enjoyed this product! **(90 votes)**

SIZES: Ⓢ Ⓜ Ⓛ ⓍⓁ

PRODUCT DISCRIPTION:

The soft yellow lawn shirt is fully embroidered with white floral motifs embellished with translucent sequins, completed off with layers of embroidered schiffli borders. The 3 pc unstitched outfit is accompanied by a printed chiffon dupatta with pink floral accents and yellow dyed lawn trousers.

PRODUCT DETAIL:

PREMIUM - 3 PC LAWN SUIT

★★★★☆
43 reviews

Barcode: DPL 3887 Suit

FABRIC: LAWN / CHIFFON

NO. OF PIECES: 3 PC PREMIUM

CURRENT PRICE: RS 7000

94% of buyers enjoyed this product! **(90 votes)**

SIZES: Ⓢ Ⓜ Ⓛ ⓍⓁ

PRODUCT DISCRIPTION:

Ayeza Khan, the epitome of elegance looks timeless in Iris; a black and white classic ensemble crafted with carefully strewn medallion embroidered paisley motifs. The hem of the lawn shirt is adorned with crochet feel heavily embroidered borders. The outfit is paired with a red printed silk dupatta and black lawn trousers.

PRODUCT DETAIL:

ABOUT US

Ǝ**G**racious **G**arments   Home   Products ▾   About   Contact   🅕 🐦 📷 🔍

About us

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Luxuries Of Fashion Begins From Here...

About us

Luxuries Of Fashion Begins From Here...

Welcome to Gracious Garments! We are passionate about fashion, quality, and style. Our journey began with a vision to create garments that not only make you look good but feel good as well. As a leading name in the fashion industry, we take pride in offering a wide range of clothing that reflects the latest trends while emphasizing comfort and durability.

Mission & Vision

A high-street brand introduced by one of the largest names in the textile industry, Sapphire is celebrated for combining 100% pure fabric with unprecedented design aesthetic to create designer wear at an affordable price. Our range of clothing has something for everyone: Daily wear, party wear, formal wear, silk tunics, scarves and unstitched fabric. The overarching theme of the collections is providing affordable designer clothes to the masses.

Latest News

Gracious Garments was established in 2002 with a unique philosophy to revive the country's cultural heritage and make Shalwar Kameez; the popular wear, and soon became one of the most famous and recognizable clothing brands in South East Asia.
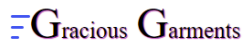
VIEW ALL BLOG POSTS

CONTACT US

BUY NOW

Buy Now

Full Name

Enter your full name

Email Address

Enter your email address

Shipping Address

Enter your shipping address

Quantity

Enter the quantity

Select payment method

Place Order

Requirements Specification:

1. Home Page:

The home page will serve as the landing page for the website and should be designed to be visually appealing and user-friendly. The following elements should be included:

- **Graphics**: High-quality images representing various garments for both men and women, with clear and attractive visuals.

- **Logo**: A suitable logo representing Gracious Garments, which should be placed prominently on the page to build brand recognition.

- **Navigation Bar**: A simple and intuitive navigation menu with links to different sections such as:

  o Home

  o Garments Catalog

  o Product Categories by Brand

  o Contact Us

  o About Us

2. Product Details:

The home page will also display different types of garments available for sale, with relevant product details:

- **Garment Sections**: Different categories for men's and women's garments with clear sectioning.

- **Product Images**: High-quality images of each garment, showing various angles and zoom features where applicable.

3. Menu and Navigation:

A well-organized menu should be provided for seamless navigation across the website. This will include:

- **Introduction to Garments**: A brief description of the types of garments available, such as formal, casual, and accessories.

- **Location**: A link to the shop's physical location using a Google Maps embed (Geo-location support).

- **Additional Information**: Links to product features, reviews, or any other necessary details.

4. Categorization of Products:

The website should be able to categorize products based on the brands. Users can easily view products from a specific brand by clicking on the appropriate menu option or link. The menu should include:

- **Brand Names**: A clickable list of brand names like "Van Heusen," "Sapphire," etc.

- **Brand-Specific Products**: Upon selecting a brand, the website will display a list of products from that specific brand.

5. Brand Selection & Display:

- **Product Listings**: When a user selects a brand, a list of products from that brand should be shown. Each product will have:

    o Product name

    o Price

    o Size and color options

    o Short description or features

    o "Buy Now" link

6. Product Features:

- **Brief Summary on Website**: Each product will have a brief summary of key features listed directly on the website.

- **Detailed Features (Downloads)**: More detailed product features will be stored in individual Word documents. Users will have the option to either view or download these documents for further information.

7. Product Comparison:

- **Comparison Feature**: The website will include a feature where users can compare different products. This will include:

  - **Similar Products**: Products from the same brand or different brands with similar features can be compared side by side.

  - **Comparison Tool**: A clear and simple comparison tool that shows product specifications and features side by side to help users make informed decisions.

8. Contact Us Page:

- **Company Information**: The contact page will contain the following:

  - **Address**: "C-21, Sector 31/E Lucknow Society, Korangi, Karachi - Pakistan"

  - **Email**: A clickable email link that opens the local mail client with the email pre-filled. The email address will be "Graciousgarment2023@gmail.com".

  - **Contact Form (Optional)**: An additional contact form can be included where users can submit inquiries.

Hardware and Software Requirements

Hardware Requirements:

- **Minimum System Requirements**:

  - **Processor**: Pentium 166 MHz or better.

  - **RAM**: At least 64MB or better.

  - **Display**: A monitor capable of displaying web pages correctly.

  - **Internet Connection**: Required for accessing the website and downloading necessary files.

Software Requirements:

- **HTML Editors**:

    - Notepad or an HTML editor like CoffeeCup for basic coding.

    - Alternatively, a more advanced editor like **Dreamweaver** or **Figma** can be used for designing the website layout.

- **Web Technologies**:

    - **Frontend Frameworks**: Angular, Angular JS, React, or Bootstrap for building the website's frontend.

    - **HTML5** for semantic markup.

    - **CSS3** for styling the website.

    - **JavaScript** for dynamic functionality and interactivity.

    - **Geolocation** API for displaying the shop's location on Google Maps.

- **Browsers for Testing**:

    - Ensure that the website works across all major browsers including:

        - **Chrome**

        - **Firefox**

        - **Internet Explorer (IE)**

        - **Microsoft Edge**

- **Content Management Tools**:

    - **MS Word** to store detailed product features for download.

Conclusion:

The Gracious Garments website will provide an engaging and efficient platform for customers to browse through different garment options, compare products, and make purchases easily. By incorporating essential features like product categorization, a product comparison tool, downloadable product specifications, and a clear "Contact Us" page, the website will enhance the customer experience. The use of modern web technologies will

ensure the website is functional across all major browsers and is fully responsive, making it accessible for users across different devices.

The implementation of the geolocation feature and an interactive product catalog will make the website not only informative but also convenient for customers. With a well-structured and user-friendly interface, Gracious Garments can successfully tap into the growing e-commerce market and expand its reach beyond traditional advertising methods.