

I really like the aesthetic of asian and oriental themes, and I also had a perfume phase over the summer. Thus, I decided to design a website that combined the oriental beauty aspects of red and florals with perfume bottles made of traditional pottery. (The perfumes I found were random and from online. I just really enjoyed the concepts).

I took inspiration from a French perfume brand called Atelier Cologne ([link](#)). I got the inspiration of the half-half layout, overlapping cards, and also wording styles from the website, but I decided to alter the cultural themes on them. My vision for the entirety of the website would be a responsive design, and intuitive visual hierarchy. For example, I would include a dropdown menu for important links in the navigation bar (perfumes, bath&body, stores, about) that would lead to all the product details, images showing their %composition of what ingredients, as well as how the “brand” came to be. All in all, I focused on designing the website with the customers being “shoppers” in mind. For font choices, usually media ones suggest using sans serif as it’s easier on the eyes; however, I decided on a font (Cinzel Decorative) and (Cormorant Garamond) which leaned more toward the serif side since these fonts embodied the luxuriousness and traditional style that my theme was oriented around. Since my theme was oriental, and perfumes are often extracted from flowers and plants, my color scheme was chosen to be intense (like perfumes) red (for asian aesthetics) with floral backgrounds. Tan/beige was a good accompanying color for the body, while I chose different shades (darker reds) for buttons and headers to complement the color scheme. As for positioning and layout, I made sure to use the “card” structure for grouping related items (the featured products and external links. Both divisions followed the same format of either image+description+discover or overlapping elements to be more visually eye-catching. There was consistency in the font for the entire rest of the page and consistent inversion between the reds/tans for each grouping.

For tablets/phones, I wished to turn the navigation bar into a hamburger menu (I couldn't implement it myself) as well as add the swiping feature (carousel) so users can swipe left to view different products and have an indicator for where they are. This was to collapse the featured items and compress space. The tablet is mostly similar to the computer except for the hamburger and the transition from 3 to 2 columns for product views. For the phone, every main div would just be a single column, and there would also be a hamburger menu

Website: bobachubs.github.io