Mockup Review Notes

Hey Victoria,

This mock-up is looking gorgeous! Amazing work so far! The peachy/nude color palette is exactly what I was imagining, and the gradient above the Nav bar really elevates the page. The framing shapes throughout the website also create a nice cohesion.

Imagery:
- The Homepage and Product Highlight pages are spot-on with imagery. The warm undertones in the chosen photos make all the elements blend seamlessly.
- On the Brand History page- the black and white image at the top seems to stick out a little because of the lack of color. I wonder if we could find a relevant replacement image? Same with the ChillOwt blue-ish photo, but there's not a lot we can do about the provided line photos being out of our color scheme I guess!

Type Treatment:
- I think the typefaces shown are modern and sleek, and match the site well.
- For some reason, the quote on the homepage is somewhat hard to read? Maybe that is just my eyes, but I think it has to do with the weight or the kerning? We can play around with it.

My last question is about the design being responsive for mobile? Do you think some of the horizontal setups will make that difficult? I think if we keep the long columns and potentially design for mobile first per James and Abram's suggestion, it will make things easier.

Thanks for all the great work so far! I will reach out via text or email for further check-ins.