

2021. 12/ 2022. 1

## 조말론 웹사이트 리뉴얼

### 제작형태

적응형 사이트

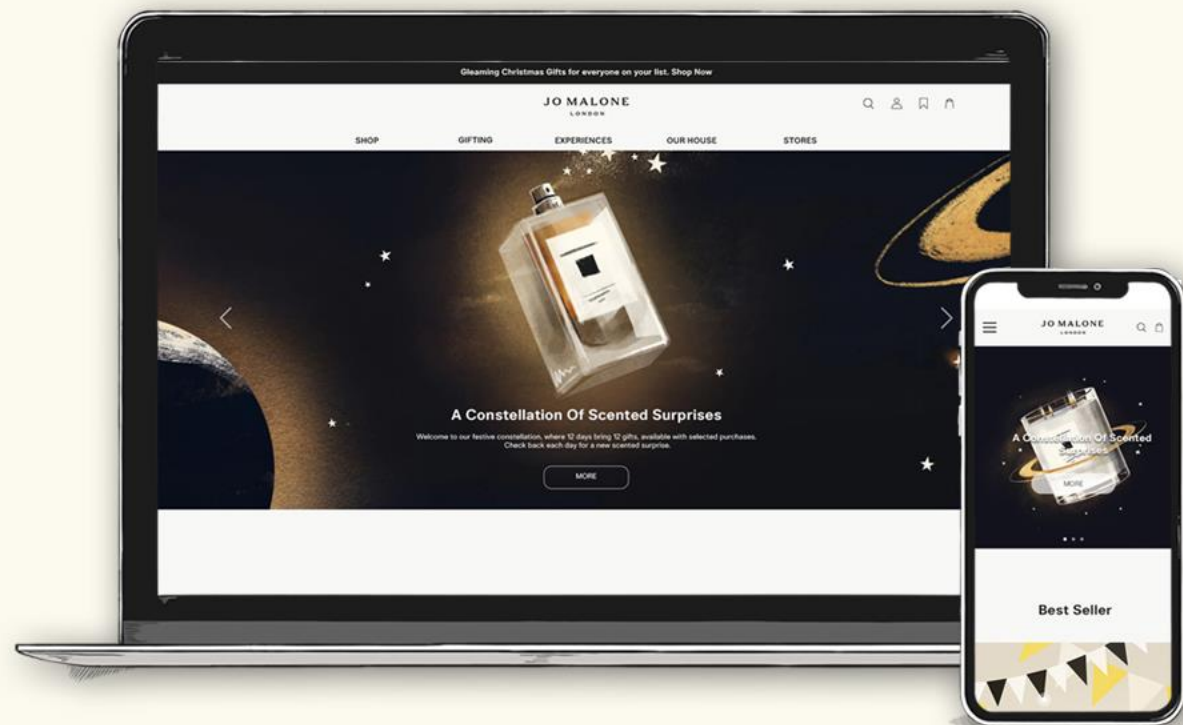
### 기여도

개인 프로젝트 \_디자인/퍼블리싱

### 사용툴

포토샵 / 일러스트레이터

HTML5 / CSS3 / jQuery / JavaScript



## OVERVIEW

조말론은 향수와 디퓨저로 유명한 명품 코스메틱 브랜드입니다. 선물용 패키지에 스토리텔링을 더해 성공적인 마케팅을 하였습니다. 기존에 있는 사이트는 조말론이 가지는 훌륭한 스토리를 소개하기에 부족한 정보를 제공하고, 조말론이 가지는 느낌을 잘 살리지 못했다고 생각 되어 공식 사이트를 리뉴얼하게 되었습니다.

## CONCEPT

조말론의 고급스러운 느낌을 잘 살리기 위해 깔끔한 레이아웃을 이용하여 디자인합니다. 조말론이 가지는 특별한 이야기들을 잘 풀어내기위해 노력합니다.

## COLOR

조말론 브랜드가 가지는 고급스러운 느낌을 살리기 위해 브랜드컬러와 무채색을 이용하였습니다.



#1c1c1c



#f8f8f6



#eeede9

## FONT

폰트는 조말론이 가지는 브랜드 서체를 이용하여 조말론의 느낌을 더 살렸습니다.

영문폰트

### Lars Malone Pro

Bold\_ Jo Malone Website Font

Regular\_ Jo Malone Website Font

## 네비

네비에 있는 내용은 해외 사이트에 적용되어 있는 구성이  
좋다고 판단되어 구성은 그대로 적용하고, 이미지를 넣어  
디자인을 다르게 작업해보았습니다.

서브네비의 내용이 많지 않아 풀페이지로 적용하여 클릭하기  
쉽게 작업하였습니다.

## JO MALONE LONDON

### SHOP

New  
By Scents  
Colognes  
Bath & Body  
Home  
Gents

### GIFTING

Gift Ideas  
Personalise  
Your Gifts  
Favourites  
Gift Edits

### EXPERIENCES

Experiences  
Events  
Explore The  
Virtual Townhouse

### OUR HOUSE

Our Values  
Our Stories

### STORES

Store Locator  
Shopping Services

## 섹션 구성

아래와 같이 전체 섹션 구성을 해보았습니다.

### Header

Sec1. 메인 슬라이드 이미지

Sec2. 베스트 셀러

Sec3. 선물 패키지

Sec4. 스토리

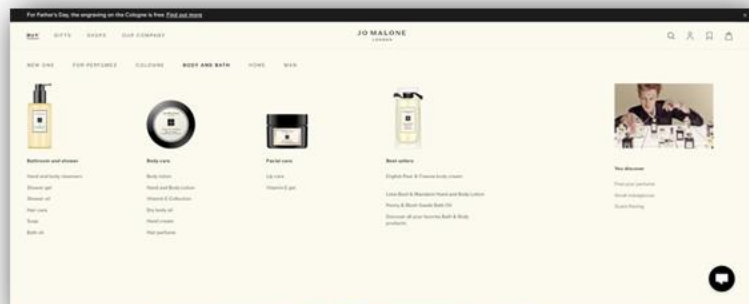
Sec5. 신규상품

Sec6. 추천상품

Sec7. 타운하우스

### Footer

## 기존 사이트 분석



Free customization for Cologne

[SEE A PERSONAL TASTE](#)



Free customization for Cologne

[SEE A PERSONAL TASTE](#)



Sea Daffodil

[SEE A PERSONAL TASTE](#)



Wild Bluebell

[SEE A PERSONAL TASTE](#)

Our best-selling products



Cologne Sea Daffodil

[SEE A PERSONAL TASTE](#)



Cologne Sea Daffodil

[SEE A PERSONAL TASTE](#)



Cologne Sea Daffodil

[SEE A PERSONAL TASTE](#)



Cologne Sea Daffodil

[SEE A PERSONAL TASTE](#)



Sun, sea, perfume

[SEE A PERSONAL TASTE](#)



At your service

[SEE A PERSONAL TASTE](#)

Gift wrapping

The perfect gift. Beautifully presented in our lovely packaging.

Free samples

The same fragrance with a free sample with every order.

Free shipping

Domestic shipping is free for all orders over £100.

HELP AND CONTACTS

[Product questions](#)

[Contact us](#)

[Where to buy](#)

[Where to buy](#)

[Where to buy](#)

[Where to buy](#)

[Where to buy](#)

[Where to buy](#)

[Where to buy](#)

[Where to buy](#)

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ABOUT US

[Our story](#)

[Our values](#)

[Our mission](#)

[Our vision](#)

[Our goals](#)

[Our strategy](#)

[Our culture](#)

[Our team](#)

[Our partners](#)

[Our suppliers](#)

[Our distributors](#)

[Our retailers](#)

[Our customers](#)

[Our employees](#)

[Our stakeholders](#)

[Our community](#)

[Our investors](#)

[Our advisors](#)

[Our consultants](#)

[Our legal team](#)

[Our accountants](#)

[Our auditors](#)

[Our regulators](#)

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## 기존 사이트 분석

header안에 header있는 경우, article안에 마크업 요소가 없는등 여러 문제가 있습니다.

```
<header class="site-header">
  <div class="site-header__content">
    <div class="block block-nodeblock block-nodeblock-2 block-nodeblock-11684 block-template-gnav-header-block-v1">
      <div id="node-11684" class="node node-elc-nodeblock no-sidebars js-analytics-content-block clearfix" role="article" trackname="Gnav - Header block|gnav_header_block_v1|site_setup_initial_localization_SM">
        ::before
        <div class="gnav-header-block js-gnav-header-block-v1">
          <div class="gnav-header-block__inner">
            <div class="gnav-header-block__top">
              <div class="gnav-header-block__offers">...</div>
            </div>
          </div>
        <div class="gnav-header-block__header">...</div> == $0
        </div>
      </div>
    </div>
    ::after
  </div>
</div>
</header>
<!-- Begin site content here -->
<div class="site-content">
  <div class="block block-system block-system-main">
    <div class="node-9176 node node-elc-nodeblock no-sidebars js-analytics-content-block" role="article" trackname="Home|220215 - VDay Removal">
      <div class="field-collection-slides">
        <div class="basic-formatter">
          <div class="basic-formatter__item">
            <div class="block block-nodeblock block-nodeblock-8906 block-nodeblock-988 block-template-gnav-transparent-v1">
              <div id="node-8906" class="node node-elc-nodeblock no-sidebars js-analytics-content-block clearfix" role="article" trackname="Homepage - Gnav Transparent Style Header|gnav_transparent_v1|211128 - Cyber Monday">
                ::before
                <span class="js-gnav-transparent-v1" data-gnav-transparent-style="gnav-transparent--light">...</span>
                ::after
              </div>
            </div>
          </div>
        </div>
      </div>
    </div>
  </div>
</div>
```

웹표준 검사를 해 본 결과 여러가지 에러가 생기는 것을 확인 할 수 있습니다.

### Nu Html Checker

This tool is an ongoing experiment in better HTML checking, and its behavior remains subject to change

Showing results for <https://www.jomalone-ae.com/>

Checker Input

Show ☐ source ☐ outline ☐ image report

Check by

<https://www.jomalone-ae.com/>

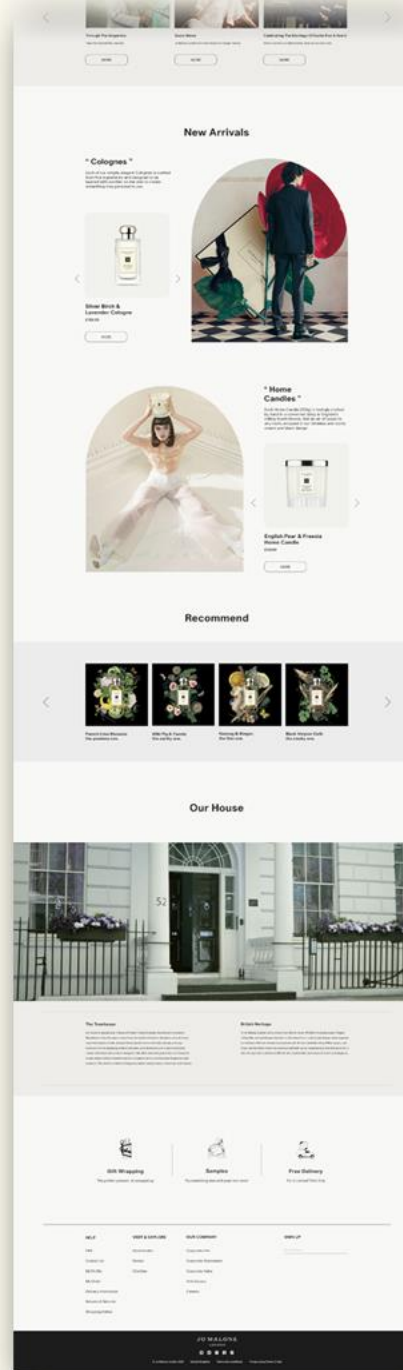
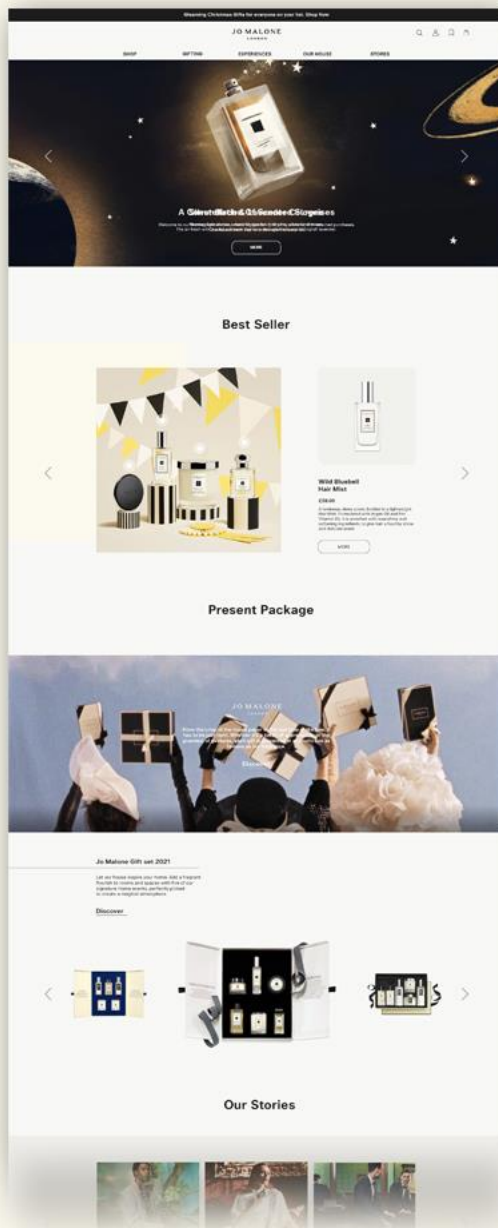
Use the Message Filtering button below to hide/show particular messages, and to see total counts of errors and warnings.

6 messages hidden by filtering

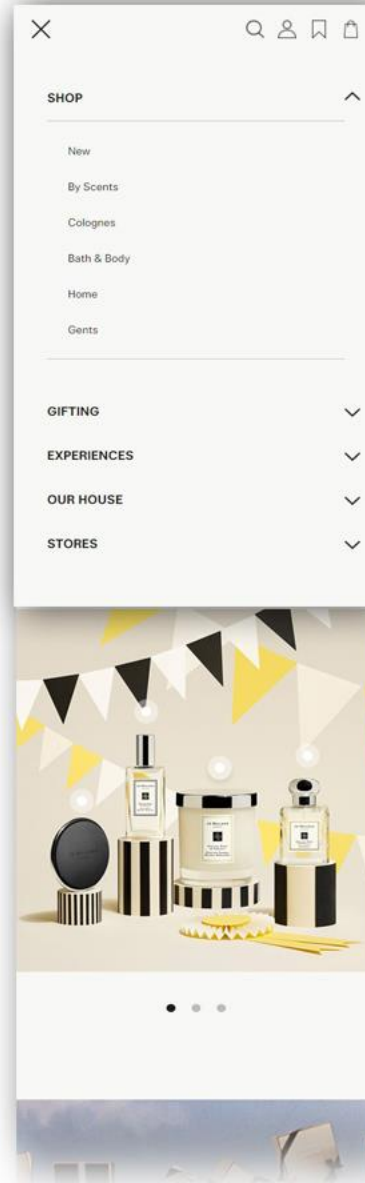
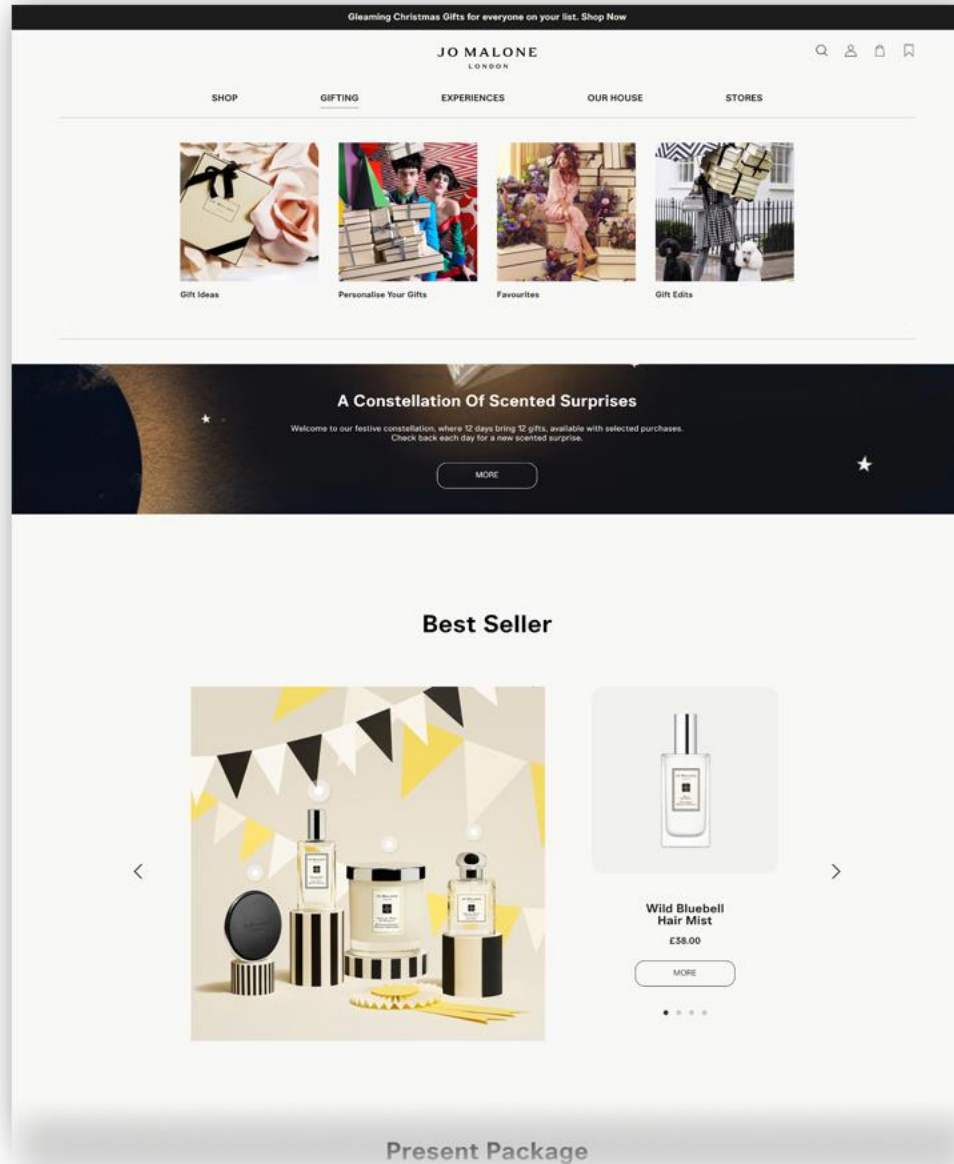
- Error** A `meta` element with an `http-equiv` attribute whose value is `X-UA-Compatible` must have a `content` attribute.  
From line 1, column 51; to line 1, column 112  
`<tr><head><meta http-equiv="X-UA-Compatible" content="IE=edge,chrome=1"><link`
- Error** A `charset` attribute on a `meta` element found after the first 1024 bytes.  
At line 1, column 3425  
`charset="utf-8" /><link rel=""`
- Error** Attribute `name` not allowed on element `link` at this point.  
From line 1, column 4094; to line 1, column 4193  
`"icon" /><link href="/sites/jomalone2/themes/jomalone2_base/browserconfig.xml" name="msapplication-config" /><meta`  
Attributes for element `link`:  
[Global attributes](#)  
[href](#) — Address of the [hyperlink](#)  
[crossorigin](#) — How the element handles crossorigin requests  
[rel](#) — Relationship between the document containing the [hyperlink](#) and the destination resource  
[media](#) — Applicable media

## 리뉴얼 사이트

적응형으로 제작하여 PC/모바일 해상도에서 적용 가능합니다.



## 리뉴얼 사이트 디자인



## 헤더

복잡한 메뉴구성을 최대한 간결하게 줄이고, 이미지를 넣어 메뉴에 대한 이해를 쉽게 하도록 작업하였습니다.

자바스크립트를 이용하여 PC헤더 작업을 하였습니다.  
아래 코드를 통해 확인하실 수 있습니다.

```
<script>
    $('.nav > li').on('mouseenter focus', function() {
        $('.h-depth').removeClass('on');
        $(this).children('.h-depth').addClass('on');
    });
    $('.nav > li').on('mouseleave blur', function() {
        $('.h-depth').removeClass('on');
    })
</script>
```

모바일 헤더는 깔끔한 형태로 보기좋게 디자인 하였습니다.  
최대한 간결하고 깔끔하게 하여 조말론 브랜드 느낌을 살려 작업하였습니다.

아래 코드를 통해 어떻게 작동되는지 확인할실 수 있습니다.

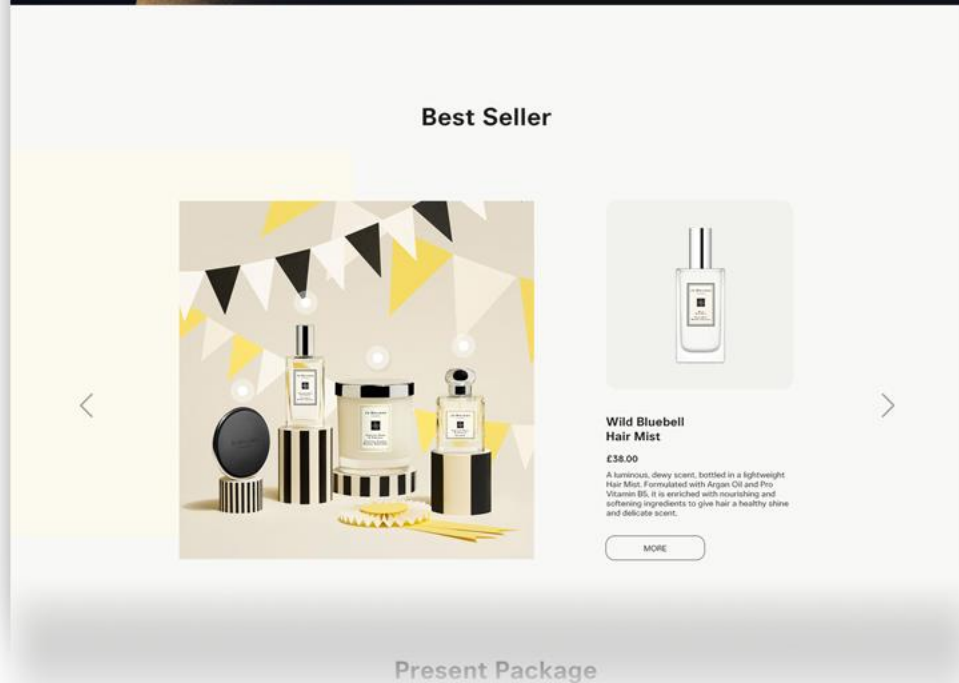
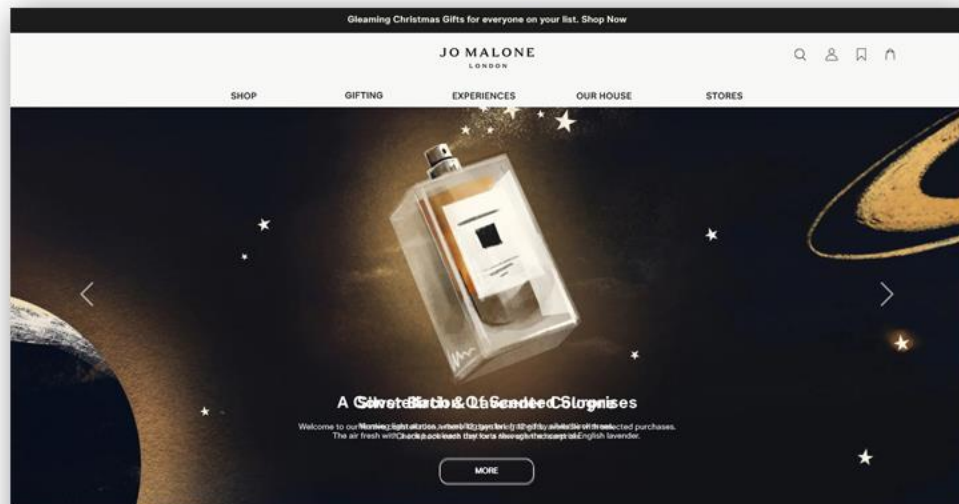
```
<script>
    $('.h-menu > button').on('click', function() {
        $('.h-depth').addClass('on');
    });

    $('.h-close > button').on('click', function() {
        $('.h-depth').removeClass('on');
        $('.h-depth-li').removeClass('on');
    });

    $('.h-depth-li > a').on('click', function() {
        $(this).parent().toggleClass('on');
    });
</script>
```



## 리뉴얼 사이트 디자인



## 메인 슬라이드

메인 슬라이드 부분에서는 현재 진행중인 이벤트나 스토리 소식들을 보여줍니다. 슬라이드를 이용하여 작업하였고, 텍스트에 애니메이션을 넣어 텍스트에 대한 집중도를 높였습니다.

슬릭을 이용하여 아래와 같이 작업하였습니다.

```
<script>
  $('.sec-slide-wrap').slick({
    dots: false,
    autoplay: true,
    autoplaySpeed: 3000
  });
</script>
```

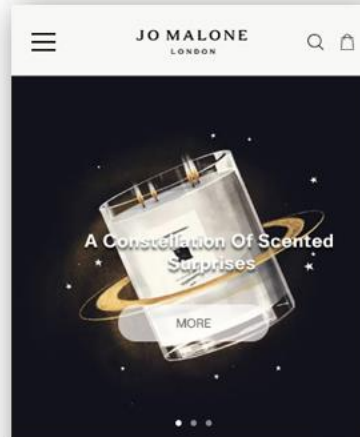
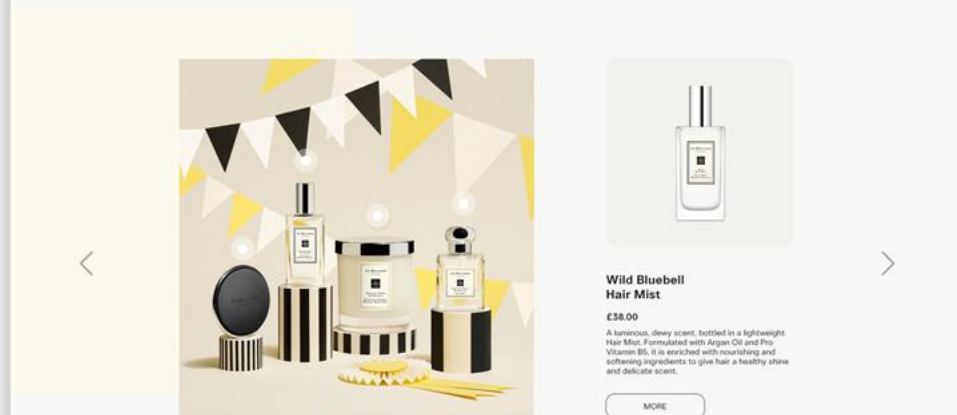
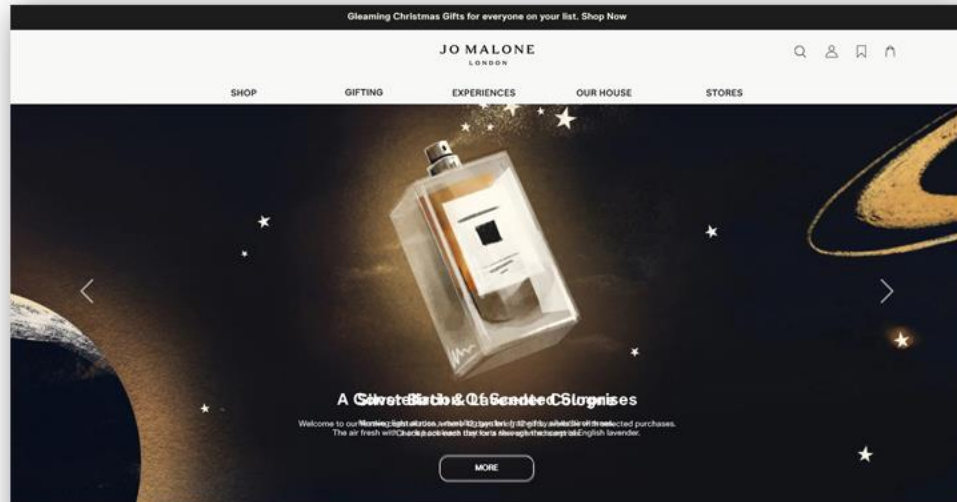
모바일에서는 간단한 영상을 넣어 더 생동감 있는 메인 슬라이드를 작업하였습니다.

슬릭을 이용하여 아래와 같이 작업하였습니다.

```
<script>
  $('.sec-slide-wrap').slick({
    dots: true,
    arrows: false
  });
</script>
```



## 리뉴얼 사이트 디자인



### Best Seller



## Best Seller

이미지에 있는 제품 위 버튼을 누르면 오른쪽 화면에서 제품에 대한 정보를 확인할 수 있습니다.

버튼에 인덱스 값을 적용하여 슬라이드 안에 탭형식으로 만들어 보았습니다. 아래 코드를 통해 확인하실 수 있습니다.

```
<script>
$('.best-slide').slick({
  dots: true
});

$('.best-slide').on('click', function() {
  const idx = $(this).index();
  $(this).closest('.best-slide').find('.best-pop').eq(idx).addClass('on');
});

$('.best-close').on('click', function() {
  $(this).closest('.best-pop').removeClass('on');
});
</script>
```

모바일에서는 오른쪽 화면을 없애고 팝업창을 이용하여 제품에 대한 정보를 보여줍니다.

아래와 같은 코드를 이용하여 작업하였습니다.

```
<script>
$('.best-slide-wrap').slick({
  dots: true
});

$('.best-btn > button').on('click', function() {
  const idx = $(this).index();
  $(this).closest('.best-slide').find('.best-pop').eq(idx).addClass('on');
});

$('.best-close').on('click', function() {
  $(this).closest('.best-pop').removeClass('on');
});
</script>
```

## 리뉴얼 사이트 디자인

### Present Package



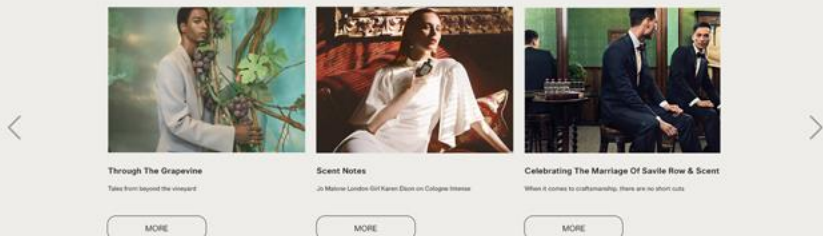
#### Jo Malone Gift set 2021

Let our house inspire your home. Add a fragrant flourish to rooms and spaces with five of our signature Home scents, perfectly picked to create a magical atmosphere.

[Discover](#)



### Our Stories



### Present Package



[Discover](#)

### Our Stories



### New Arrivals



### Present Package

조말론 제품은 선물용으로 매우 유명하기 때문에 선물섹션을 만들었습니다. 영상을 넣어 섹션을 강조하고 슬라이드를 이용하여 패키지 속 제품들을 확인할 수 있도록 디자인 하였습니다.

```
<script>
$('.sec-pac-slide').slick({
  centerMode: true,
  slidesToShow: 3,
  arrows: true
});
</script>
```

모바일에서는 슬라이드가 하나로 보이게 해서 더 잘 볼 수 있도록 하였습니다.

아래의 코드를 이용하여 작업하였습니다.

```
<script>
$('.pac-slide').slick({
  arrows: true
});
</script>
```

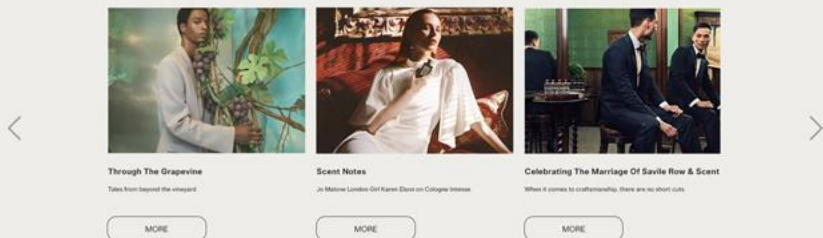
## 리뉴얼 사이트 디자인

Jo Malone Gift set 2021

Discover



### Our Stories



### New Arrivals

#### "Colognes"

Each of our simple, elegant Colognes is crafted from fine ingredients and designed to be layered with another on the skin to create something truly personal to you.



### Present Package



Discover

### Our Stories



### New Arrivals



## Our Stories

조말론에서 지금까지 해왔던 스토리들에 대한 정보들을 보여주는 섹션입니다.  
슬라이드형식으로 스토리를 잘 보여주는 이미지와 버튼을 넣어 디자인하였습니다.

아래 코드를 이용해 슬라이드를 작업하였습니다.

```
<script>
  $('.sec-stories-slide').slick({
    slidesToShow: 3
  })
</script>
```

모바일에서는 슬라이드 대신 마우스 스크롤 스와이퍼를 이용하여 디자인 하였습니다. 다음 이미지의 일부를 보여 주어 옆으로 넘길 수 있게 유도하였습니다.

아래의 코드를 이용하여 작업하였습니다.

```
<script>
  var swiper = new Swiper('.sto-slide', {
    slidesPerView: 1.3,
    spaceBetween: 20,
    scrollbar: {
      el: '.swiper-scrollbar',
    },
  })
</script>
```



## 리뉴얼 사이트 디자인

Through The Shapewear  
Each of our simple, elegant Colognes is crafted from fine ingredients and designed to be layered with another on the skin to create something truly personal to you.

Home Candles  
Each Home Candle (200g) is lovingly crafted by hand in a converted dairy, in England's rolling South Downs. Add an air of luxury to any room, encased in our timeless and iconic cream and black design.

Celebrating The Marriage Of Silver Birch & Rose  
Each of our simple, elegant Colognes is crafted from fine ingredients and designed to be layered with another on the skin to create something truly personal to you.

MORE

MORE

### New Arrivals

#### "Colognes"

Each of our simple, elegant Colognes is crafted from fine ingredients and designed to be layered with another on the skin to create something truly personal to you.



Silver Birch & Lavender Cologne  
£102.00

MORE



#### "Home Candles"

Each Home Candle (200g) is lovingly crafted by hand in a converted dairy, in England's rolling South Downs. Add an air of luxury to any room, encased in our timeless and iconic cream and black design.



English Pear & Freesia Home Candle  
£50.00

MORE



### Recommend

### New Arrivals



#### "Colognes"

Each of our simple, elegant Colognes is crafted from fine ingredients and designed to be layered with another on the skin to create something truly personal to you.



Silver Birch & Lavender Cologne

£102.00

MORE

...



#### "Home Candles"

Each Home Candle (200g) is lovingly crafted by hand in a converted dairy, in England's rolling South Downs. Add an air of luxury to any room, encased in our timeless and iconic cream and black design.



English Pear & Freesia Home Candle

£50.00

MORE

...

### New Arrivals

신규제품들을 소개하는 섹션입니다. PC에서는 X자 디자인으로 균형감 있게 화면을 구성하고 도형을 이용해 지루해 보이지 않는 디자인을 하였습니다.

아래의 코드로 슬라이드 작업을 하였습니다.

```
<script>
  $('.sec-new-slide.slide1').slick({
    arrows: false,
    dots: true
  });
  $('.sec-new-slide.slide2').slick({
    arrows: false,
    dots: true
  });
</script>
```

모바일에서는 X자 디자인을 하면 잘 보이지 않기 때문에 하나의 레이아웃으로 통일하였습니다.

아래의 코드로 슬라이드 작업을 하였습니다.

```
<script>
  $('.new-slide').slick({
    dots: true
  });
</script>
```



## 리뉴얼 사이트 디자인

### Recommend



French Lime Blossom:  
the powdery one.



Wild Fig & Cassia:  
the earthy one.



Nutmeg & Ginger:  
the first one.



Black Vetyver Café:  
the smoky one.

### Our House



#### The Townhouse

Our home is spread over 4 floors of Grade II listed Georgian townhouse in London's Marylebone. Over the years, icons from the worlds of fashion, literature, art and music have lived nearby. Inside, daylight floods grand rooms with high ceilings and cosy furniture. On the sweeping central staircase, you'll bump into our creative directors, master perfumers and product designers. We often welcome guests into our house for events when it will be transformed into a magical set for unveiling new fragrances and products. The result is a blend of fragrance atelier, design studio, showroom and theatre.

#### British Heritage

At Jo Malone London we're proud of our British roots. Whether it's picturesque villages, rolling hills, and windswept beaches, or the latest in art, culture and design, we're inspired by the best of British. Scents synonymous with British heritage, King William's rose trees, and lavender before our products and light up our imagination. Everything we do is shot through with a distinctive British wit, creative flair, and sense of charm and elegance.

### Recommend



French Lime Blossom:  
the powdery one.



Wild Fig &  
the earthy

### Our House



Go To Our Townhouse

#### The Townhouse

Our home is spread over 4 floors of Grade II listed Georgian townhouse in London's Marylebone. Over the years, icons from the worlds of fashion, literature, art and music have lived nearby. Inside, daylight floods grand rooms with high ceilings and cosy furniture. On the sweeping central staircase, you'll bump into our creative directors, master perfumers and product designers. We often welcome guests into our house for events when it will be transformed into a magical set for unveiling new fragrances and products. The result is a blend of fragrance atelier, design studio, showroom and theatre.



#### Gift Wrapping

### Recommend

조말론에서 추천하는 제품들을 보여줍니다. 슬라이드를 이용하여 작업하였습니다.

```
<script>
  $(''.sec-reco-slide').slick({
    slidesToShow: 4
  });
</script>
```

모바일에서는 슬라이드가 아닌 스와이퍼를 이용하여 작업하였습니다.

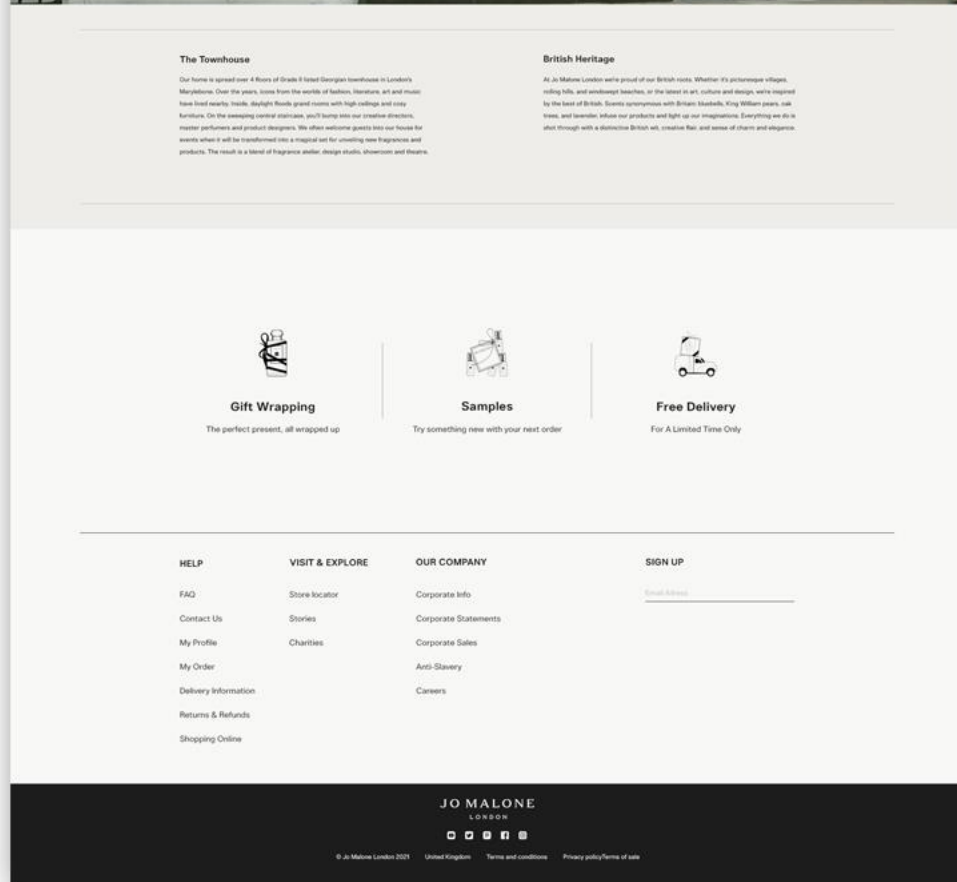
```
<script>
  var swiper = new Swiper('.rec-slide', {
    slidesPerView: 1.2,
    spaceBetween: 15,
    scrollbar: {
      el: '.swiper-scrollbar',
    },
  });
</script>
```

### Our House

조말론타운하우스에 대한 정보를 보여주는 섹션입니다. 설명글이 있는 섹션이기에 깔끔하고 정돈되어 있는 레이아웃으로 디자인하였습니다.

클릭하면 조말론타운하우스사이트로 넘어갑니다.

## 리뉴얼 사이트 디자인



### The Townhouse

Our home is spread over 4 floors of Grade II listed Georgian townhouse in London's Marylebone. Over the years, icons from the worlds of fashion, literature, art and music have lived nearby. Inside, daylight floods grand rooms with high ceilings and cosy furniture. On the sweeping central staircase, you'll bump into our creative directors, master perfumers and product designers. We often welcome guests into our house for events when it will be transformed into a magical set for unveiling new fragrances and products. The result is a blend of fragrance atelier, design studio, showroom and theatre.



### Gift Wrapping

The perfect present, all wrapped up



### HELP



### VISIT & EXPLORE



### OUR COMPANY



### SIGN UP



JO MALONE  
LONDON



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## 푸터

푸터부분은 조말론 브랜드의 느낌을 최대한 살려 깔끔한 구성으로 디자인 하였습니다.

하단부분을 어두운 배경을 넣어 무게감을 주어 전체 사이트에 안정감을 주었습니다.

모바일에서는 푸터 내용이 많아, 탭형식을 이용하여 간단하게 정리하였습니다.

아래 코드를 이용하여 작업하였습니다.

```
<script>
  $('<f-nav-li > a').on('click', function() {
    $(this).parent().toggleClass('on');
  });
</script>
```

체계적인 시멘틱 마크업으로 제작하였습니다.

1. Jo Malone
  1. 조말론사이트맵
  2. 목차에 해당하는 제목
    1. A Constellation Of Scented Surprises
    2. A Star-Bright Adventure
    3. Silver Birch & Lavender Cologne
3. Best Seller
4. Present Package
5. Our Stories
  1. Through The Grapevine
  2. Scent Notes
  3. Celebrating The Marriage Of Savile Row & Scent
  4. An Ode To English Pear & Freesia
  5. Introducing Scarlet Poppy
  6. Spring Artist Series with Paul A Young
6. New Arrivals
  1. "Colognes"
  2. "HomeCandles"
7. Recommend
8. Our House
9. Select

웹표준 검사를 해 본 결과 문제가 없는 것을 확인 할 수 있습니다.

## Nu Html Checker

This tool is an ongoing experiment in better HTML checking, and its behavior remains subject to change

Showing results for <http://joonwoo0215.dotheme.co.kr/portfolio/jomalone/index.html>

Checker Input

Show ☐ source ☐ outline ☐ image report [Options...](#)

Check by [address](#) ▼

<http://joonwoo0215.dotheme.co.kr/portfolio/jomalone/index.html>

[Check](#)

**Document checking completed. No errors or warnings to show.**

Used the HTML parser. Externally specified character encoding was UTF-8.

Total execution time 1089 milliseconds.

[About this checker](#) • [Report an issue](#) • Version: 22.2.20