

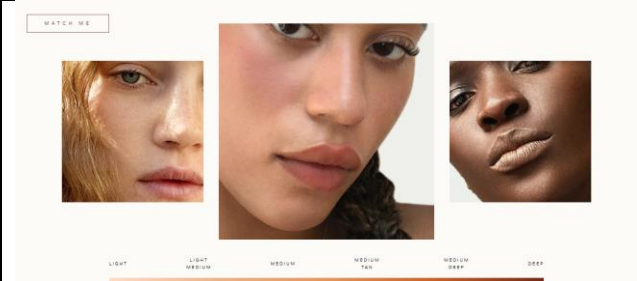

## Website Type: Business

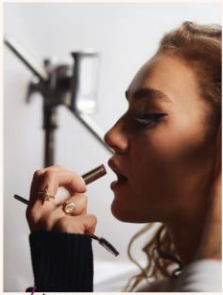







### Rare Beauty and Sunnies Face

#### Brief website description:

Rare Beauty	SUNNIES FACE
The Rare Beauty website takes on the peach-themed interface, with warm undertones and dark pink accents that matches the products being sold. It is minimalistic and simple and prioritizes showing the goods being sold. It first shows the new products, the bestsellers, and about the creator of the brand.	Sunnies Face' website welcomes users with pictures of people with their products on. It shows large images and occupies the whole screen of the website. It uniquely displays the products marketed and laid out pleasingly that makes it easy for the users to browse. It features warm, neutral, peach toned colors that gives off comforting aura.


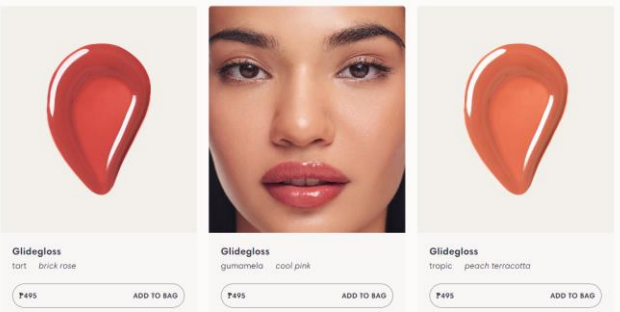
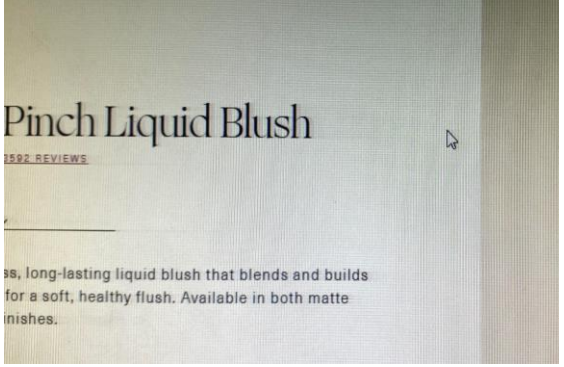
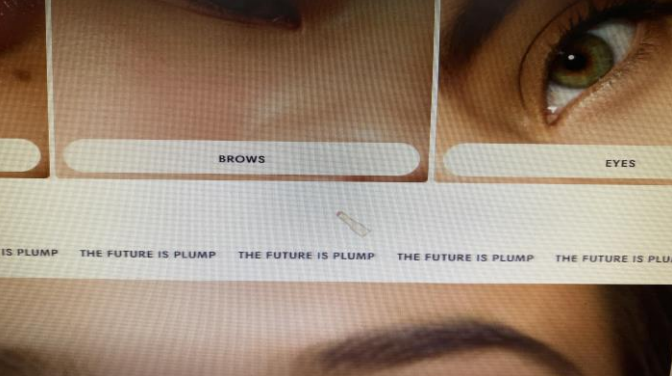
#### Similarities:

Rare Beauty	Sunnies Face	Description
		These websites feature people that wear their products, showing how it looks on consumer's skin. It gives the viewer a preview of what they will look like in person.

<p>Shop by Category</p>   	  	<p>Both of the websites have a shop by category that is also provided with pictures. In that way, users can see what the product looks like and makes it easier for them to find goods they're searching.</p>
 <p>NEW Meet the minis!</p> <p>Get our bestselling Soft Pinch Liquid Blush &amp; Positive Light Liquid Luminizer in a new travel-friendly size.</p> <p>SHOP NOW</p>	 <p>NEW GLOSSGLOS A plumping high-shine gloss stick</p> <p>SHOP GLOSSGLOS</p>	<p>Both of them have image carousel in their websites which makes it convenient for the customers to view new releases and browse headline updates about the brand.</p>

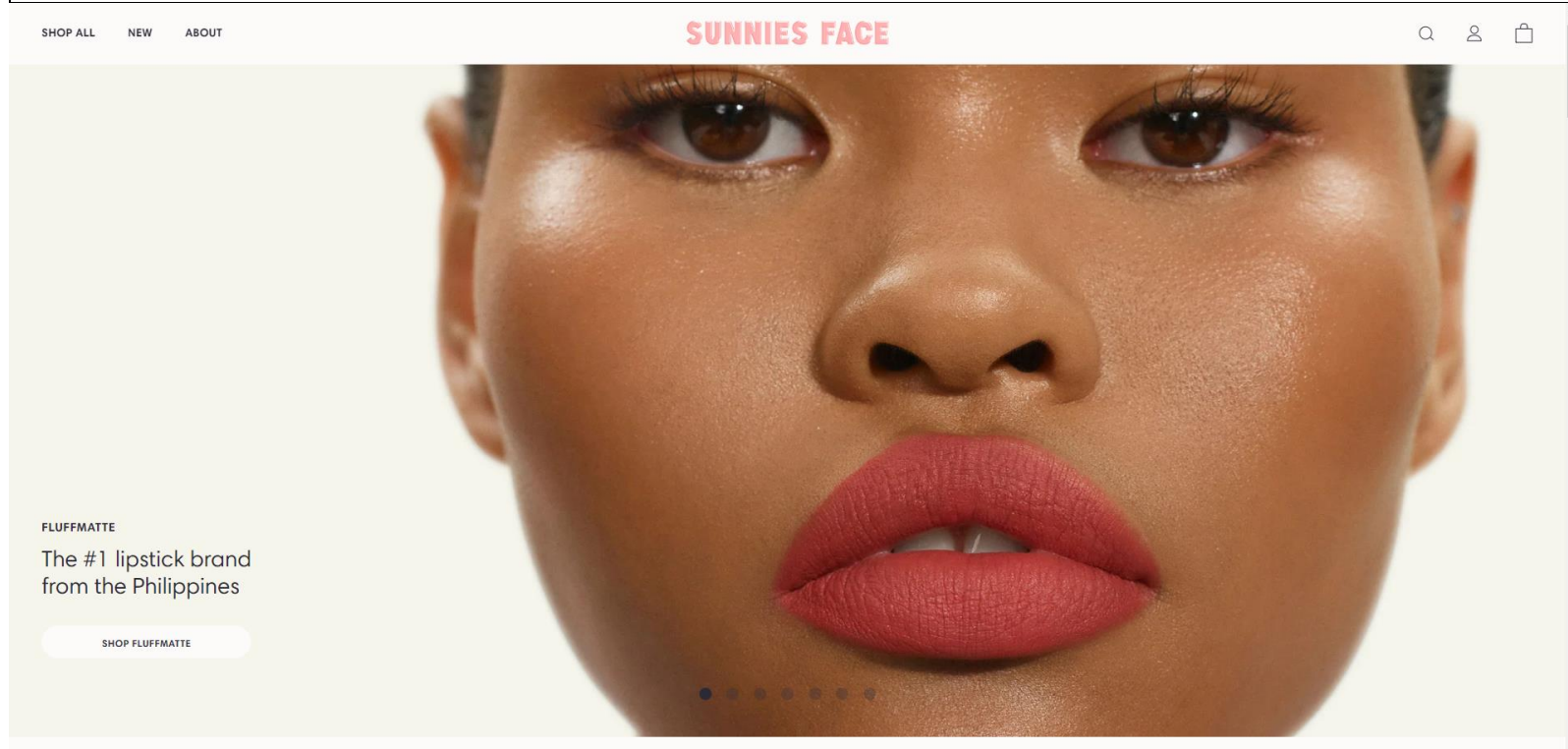
### Differences:

Rare Beauty	Sunnies Face	Description
		<p>Sunnies Face has automatic playing videos in their websites, featuring models that have their products on, while rare beauty have picture collages of their customers in their website.</p>

 <p>Soft Pinch Liquid Blush</p> <p>Find Comfort Body &amp; Hair Fragrance Mist</p> <p>&lt; ● ● ● ● ● ● &gt;</p>	 <p>Glidegloss tart brick rose £495 ADD TO BAG</p> <p>Glidegloss gumamela cool pink £495 ADD TO BAG</p> <p>Glidegloss tropic peach terracotta £495 ADD TO BAG</p>	<p>Rare Beauty displays their products in just still images, while Sunnies face is interactive when the user hovers their cursor on a product, it changes to a models' face wearing it.</p>
 <p>Pinch Liquid Blush</p> <p>1592 REVIEWS</p> <p>is, long-lasting liquid blush that blends and builds for a soft, healthy flush. Available in both matte finishes.</p>	 <p>BROWS EYES</p> <p>THE FUTURE IS PLUMP THE FUTURE IS PLUMP THE FUTURE IS PLUMP THE FUTURE IS PLUMP THE FUTURE IS PLUMP</p>	<p>In small detail, Sunnies Face makes an effort making their website's cursor into a lipstick, which represents their bestseller product, while Rare beauty has a default cursor for their users.</p>

### Overall assessment:

Both of the websites are aesthetically pleasing and already excellent for a make-up brand showing their personality and showcasing their products. While both of them are pretty, I lean more towards Sunnies Face' website as it is more engaging, interactive and interesting. It's not just still images on the viewer's screen, there's videos, changing sizes of the images when your mouse hovers above it, and the font look well together and becomes coherent then creates an immersive experience for visitors. Their website also prioritizes human, they show mainly people in their website which they use to establish a personal connection with consumers, making them feel acknowledged and valued. It's remarkable how design choices can enhance engagement and evoke emotions.





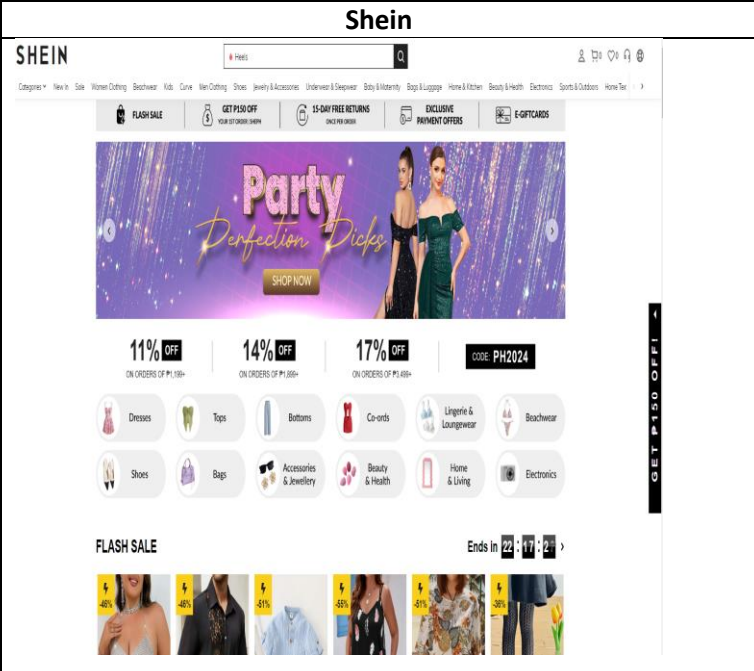
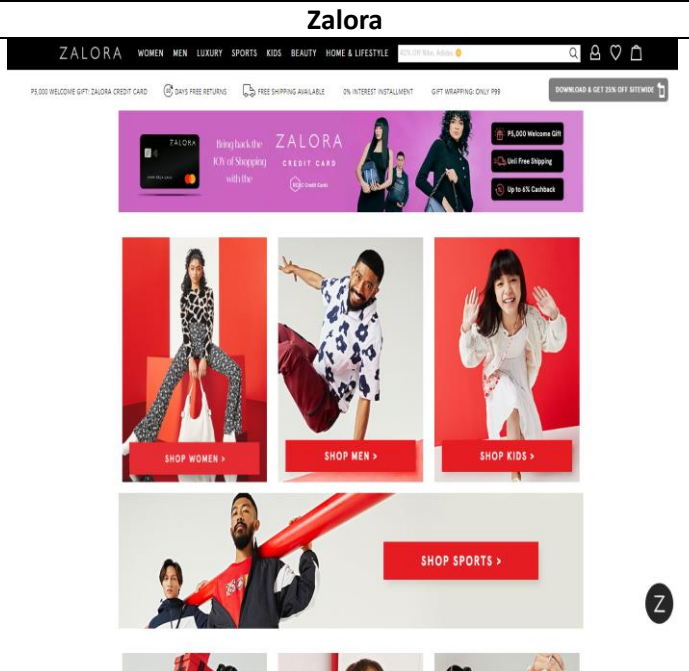
Website Type: E- Commerce

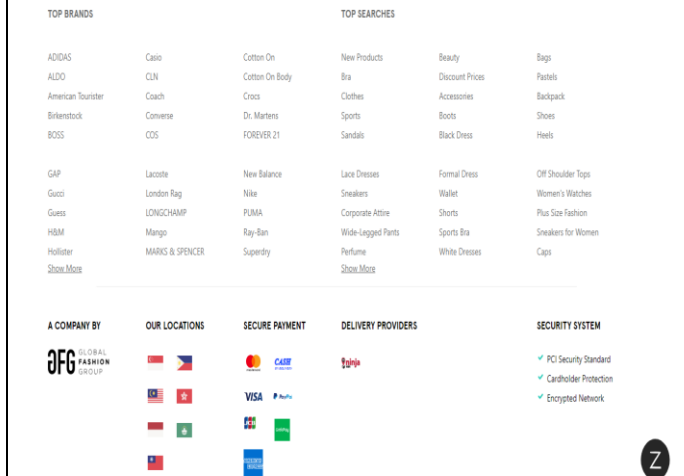
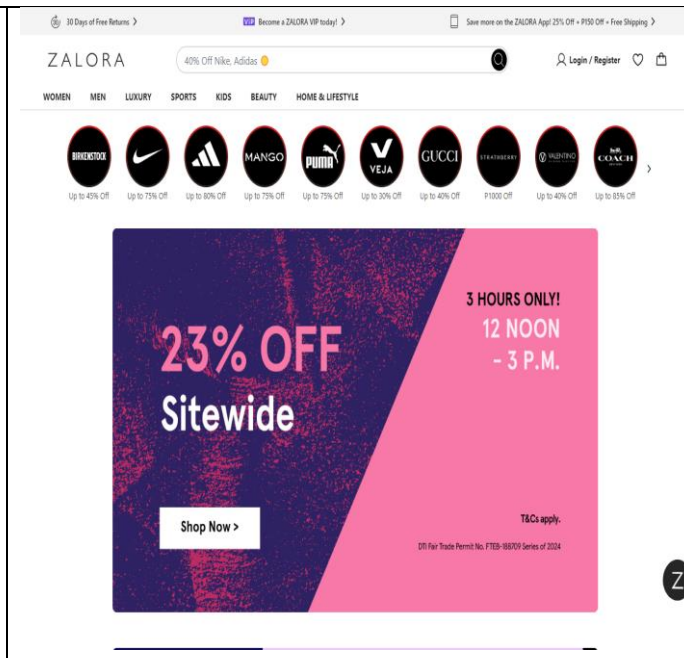
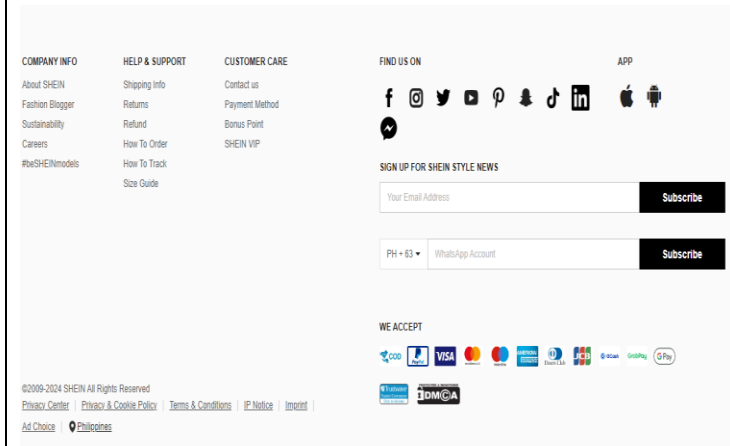
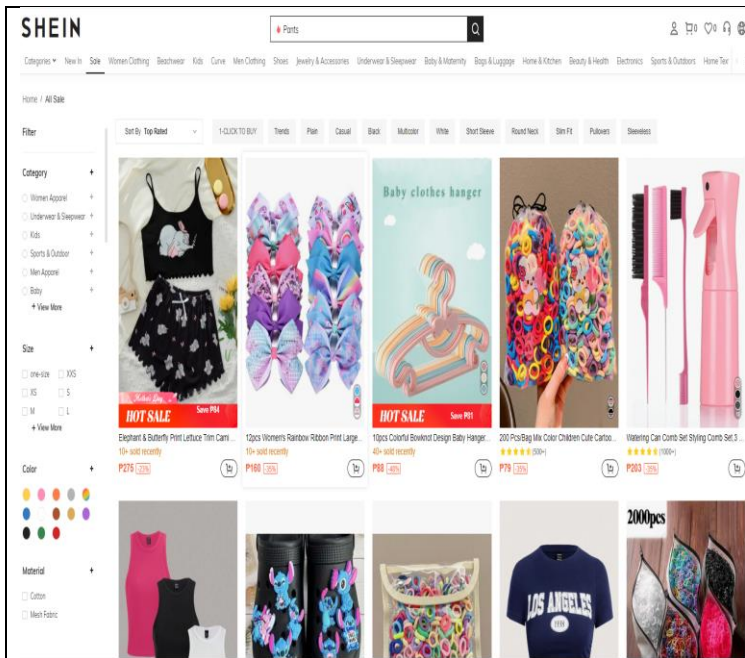
Shein and Zalora

Brief website description:

Shein	Zalora
Shein is an online fashion retailer and known for it’s trendy and affordable clothing, accessories, and home goods. The website offers a wide range of styles for men, women, and children.	Zalora is an online fashion retailer that offers a wide range of clothing, accessories, and beauty products for men, women, and kids. The website features a curated selection of brands and allows users to shop conveniently.

Similarities:

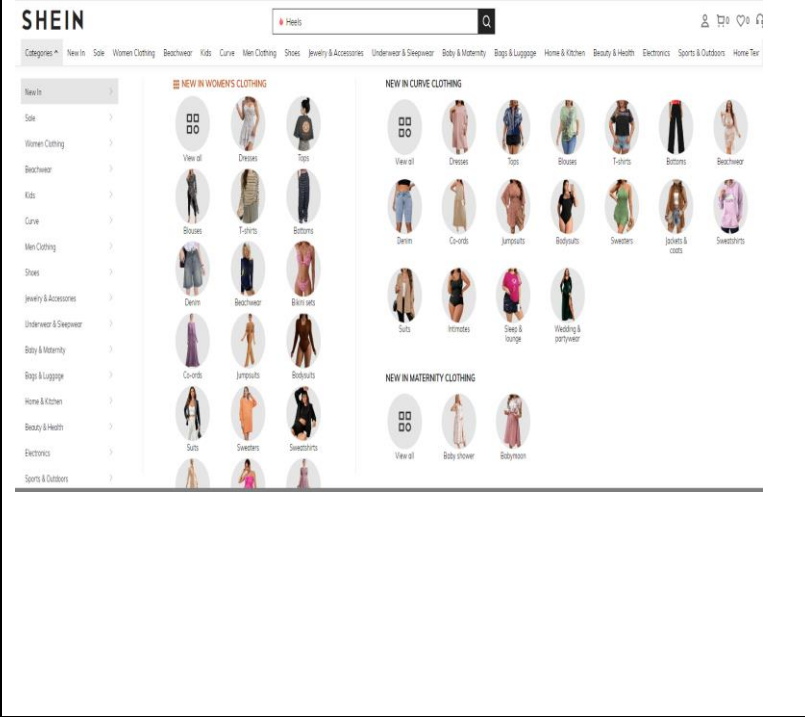
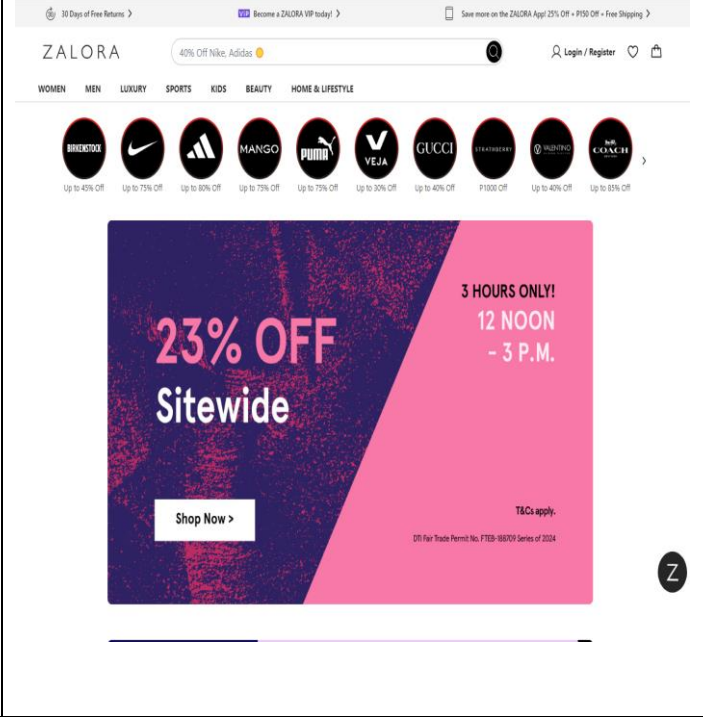
Shein	Zalora	Description
		They are both popular online fashion resellers offering a wide range of clothing, accessories, and beauty products. They both provide convenient shopping experiences with user friendly websites and mobile apps.

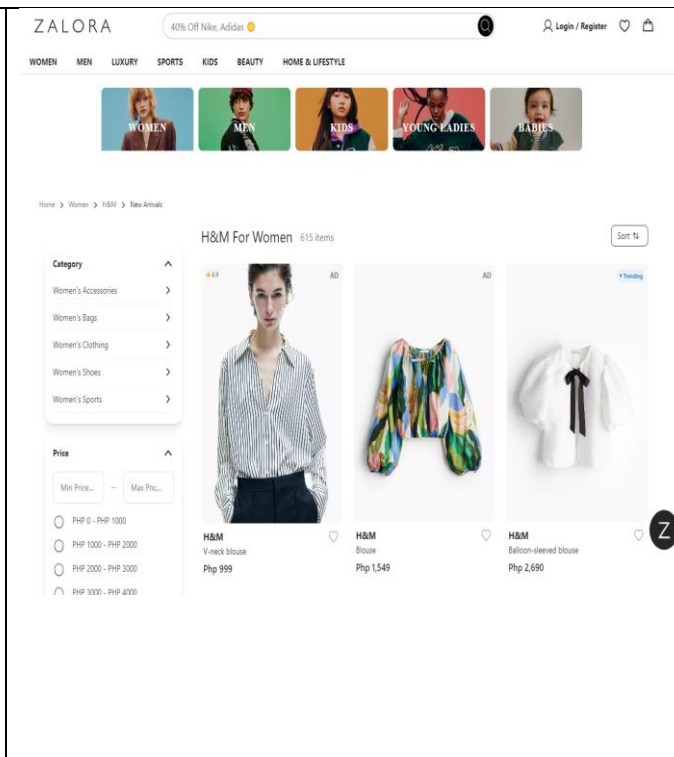
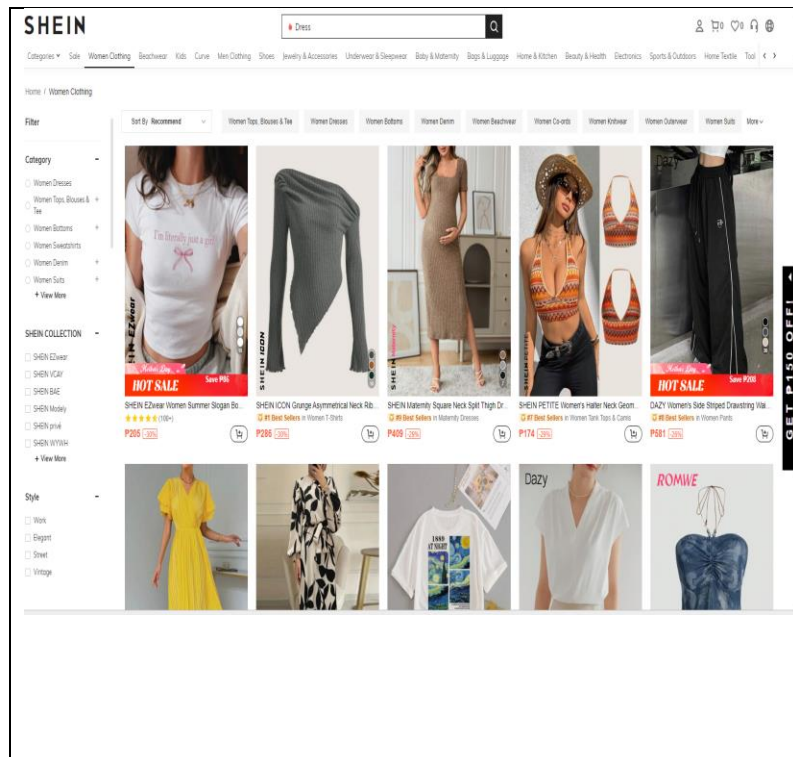


Customers can find options for different occasions, seasons, trends providing them plenty of choices to suit their preferences and needs.

They both offer multiple channels for customers to reach out for support or inquiries. They also provide an online contact form where customers can submit their questions or concerns directly.








Differences:

Shein	Zalora	Description
		<p>Shien primarily focuses on fast fashion and trend-driven clothing, accessories, and beauty products at affordable prices. On the other hand, Zalora offers a broader range of fashion items, including fast fashion and higher end brands, catering to wider demographic.</p>



Shien's website design tends to be more visually oriented, featuring large images and vibrant colors, catering to its younger demographic. Zalora's website design may lean towards a more streamlined and professional look, reflecting its broader target audience.



<div data-bbox="216 207 932 868"> <h3>Choose Your Location</h3> <div> <div> <div>U</div> <div>or</div> <div>ay</div> <div>or</div> <div>la</div> </div> <div> <div>Andorra</div> <div>Angola</div> <div>Anguilla</div> <div>Antigua and Barbuda</div> <div>Argentina</div> <div>Aruba</div> <div>Australia</div> <div>Austria</div> </div> <div> <div>Cancel</div> <div>Confirm</div> </div> </div> </div>	<div data-bbox="1024 250 1230 284"> <h3>Our locations</h3> </div> <div> <div>   </div> <div>   </div> <div>   </div> <div>  </div> </div>	<p>Zalora's website may offer a more localized shopping experience, with region - specific websites and curated product selections tailored to preferences and trends of each market. Shein, while global in reach, may have more standardized approach to its product offerings and website experience across different regions.</p>
--	--	---

## Overall assessment:

For me I choose shein is my suitable choice, because shein's website has an extensive selection of clothing, accessories, and beauty products at budget- friendly prices. Shein ships to many countries worldwide. Shein has more sales and discounts. It is easier to navigate to help you find what you need with their categories already laid out in the homepage, with images, so that users can easily browse what they have in mind. Though Zalora also has a similar layout, Shein has a more user friendly experience with clear navigation throughout the website.

# SHEIN

Categories ▾New InSaleWomen ClothingBeachwearKidsCurveMen ClothingUnderwear & SleepwearShoesHome & KitchenJewelry & AccessoriesBaby & MaternitySports & OutdoorsElectronicsBags & LuggageHome TextileToys & Games< >

GET US\$3 OFF

YOUR FIRST ORDER

SHIPPING INFO

RETURN POLICY

SHARE & EARN

GET AN EXTRA 15% OFF

\$10 OFF

ON ORDERS OF \$80+

\$30 OFF

ON ORDERS OF \$160

\$40 OFF

ON ORDERS OF \$220

Code: **WWD23**

CLEARANCE SALE

UP TO **80% OFF**

SHOP NOW >

Fashion

FORWARD

ALERT

SHOP THE TRENDS

Super Discounts

\$7.25

\$6.50

\$8.00

\$1.75

\$9.75

\$4.25

Women

Men

Kids & Baby

Dresses

Tops

Bottoms

Beachwear

Sports & Outdoor

Underwear & Sleepwear

Home & Living

Shoes & Bags

Accessories

Jewelry & Watches

Beauty & Health

FLASH SALE

Ends in **21 : 19 : 07** >

GET US\$3 OFF! <