- Princessy style
- Customers talked to as princesses
- Clear color palette
- Creative about whatever elements for home page
    - Header logo in homepage
    - Navigation tab
    - Matching the brand's image
    - Castle illustration?
- Content
    - Makeup brand
    - Different categories of makeups
        - Face
        - Eyes
        - Lips
- Rounded rectangle with big text on the side of what the category is
- When you hover an image, the image change
- About page
    - value/mission section
    - What their purpose is
        - They use safe ingredients
- Get rid of the search bar and account section

- If on a single page divide by colored section
- Intro info on brand rather than shopping

- Little descriptions on what the products are, pros of the product