

## **MIN + MOD**

An online store that dropships from local and international suppliers. Current product list is comprised of items linked through DSers online / alibaba. This will become a core range, which will be added to by local suppliers and other wholesalers to become a curated marketplace for interior decorations and property styling.

*Tagline:* Online marketplace for the curated modern and minimalistic home.

### **Aesthetic:**

- Monochromatic (black / white) colour palette
- Clean, minimalistic design / layout
- Modern font
- All headings to be in UPPERCASE, body text to be lowercase
- Curated aesthetic that reflects/ complements the products displayed

### **Requirements:**

- Excellent navigation / search / filter functionality for products
- Fast load times for pages
- Coupon Code to provide discount to industry designers (20%)
- Display SKU on product page

### **Website examples aesthetic:**

<https://www.fazeek.com.au>

<https://designstuff.com.au/collections/decor?page=3>

### **Website examples similar concept/ competitors:**

<https://lastaristocrat.com>

<https://www.fivemileradius.org/collections/frontpage/products/telegraphstoools>

<https://lifeinteriors.com.au/collections/vases?productListPgNo=1>

<https://www.norsu.com.au/collections/homewares-all?page=3>

## Fazeek:

- Product display
- Usability / navigation
- Menu bar / search categories
- Overall aesthetic and cleanliness of website
- Product dropdown sections for product feature, care etc.

[/utm\\_source=google&utm\\_medium=cpc&utm\\_campaign=PMax-W%2FA-T2&utm\\_content=&utm\\_term=&gad\\_source=1&gclid=CjwKCAiAaLJIBRAEiwANPQ:USPQjw8p7GBhCjARIIsAEhghZ1x4fYwir2azzjBGmeCPQIEAP37BaSt29b-uhYxmQO9BBIYfpxDGEaAnqBEALw\\_wcB](https://www.fazeek.com/?utm_source=google&utm_medium=cpc&utm_campaign=PMax-W%2FA-T2&utm_content=&utm_term=&gad_source=1&gclid=CjwKCAiAaLJIBRAEiwANPQ:USPQjw8p7GBhCjARIIsAEhghZ1x4fYwir2azzjBGmeCPQIEAP37BaSt29b-uhYxmQO9BBIYfpxDGEaAnqBEALw_wcB)

FREE SHIPPING FOR ORDERS OVER \$100. BECAUSE LIFE IS TOO SHORT TO BE BORING.

FAZEEK GLASSWARE ▾ HOME FRAGRANCE ▾ GIFT IDEAS ▾ ABOUT ▾ LAST CHANCE Australia | AUD \$ ▾ 🔍 👤 ✉️

**BY COLOUR**  
PINK  
AMBER  
GREEN  
CLEAR  
BLUE  
TEAL

**DRINKWARE**  
THE COUPES  
EVERDAY GLASSWARE  
PARTY GLASSWARE  
CARAFES & JUGS  
COFFEE + TEA  
ACCESSORIES

**SERVE IN STYLE**

**HOME DECOR**  
VASES  
CANDLE HOLDERS  
STRIPE CANDLES

**BY COLLECTION**  
SWIRL COLLECTION  
THE ARTIST'S PRIVATE COLLECTION  
THE WAVE COLLECTION  
TWO TONE & STRIPES  
PEARL COLLECTION  
CHARMED JEWELLERY COLLECTION



🎁 FAZEEK Rewards

# WAVE VASE – GREEN

\$99.00 AUD

Tax included. [Shipping](#) calculated at checkout.

Enjoy FREE Shipping for Orders Over \$100

\$100.00 more for Free Shipping

☆☆☆☆☆ 0 Reviews

FAZEEK's Wave Vase - Green is finely crafted from hand-blown coloured glass and features our signature rippled edge. Beautiful in its simplicity, the Wave Vase will complement any space.

Pair it with the finest single stems for a clean and minimal look, or a bright bouquet to add colour to your home.

☆ Product features

☞ Materials and care

Add to cart

Buy with shop

FAZEEK Rewards

[More payment options](#)



GLASSWARE ^

HOME FRAGRANCE ▾ GIFT IDEAS ▾ ABOUT ▾ LAST CHANCE

Australia | AUD \$ ▾

## BY COLOUR

PINK

AMBER

GREEN

CLEAR

BLUE

TEAL

## DRINKWARE

THE COUPES

EVERYDAY GLASSWARE

PARTY GLASSWARE

CARAFES & JUGS

COFFEE + TEA

ACCESSORIES

## SERVE IN STYLE

## HOME DECOR

VASES

CANDLE HOLDERS

STRIPE CANDLES

## BY COLLECTION

SWIRL COLLECTION

THE ARTIST'S PRIVATE  
COLLECTION

THE WAVE COLLECTION

TWO TONE & STRIPES

PEARL COLLECTION

CHARMED JEWELLERY  
COLLECTION

## Design Stuff:

- Aesthetic / colour palette.
- Product colour options display and search bar on right hand side
- Great font

DESIGNSTUFF

Shop ▾ Journal DESIGNSTUFF Brand Professionals ▾

Price ▾

Brand ▾

Size ▾

Colour ▾

Category ▾

Bathroom (1)

Furniture (1)

Home Decor (1)

FERM LIVING Erena Serving Bowl, D32cm, Cream

FERM LIVING Santany Bowl, D9.5cm, Brass

FERM LIVING Erena Serving Platter, ø35cm, Cream

OYOY Bakku Shelf, Large, Aluminium

\$212.90

\$182.90

\$169.90

\$354.90

Add To Bag

Add To Bag

Add To Bag

Add To Bag

Product	Description	Price	Action
FERM LIVING Erena Serving Bowl, D32cm, Cream	FERM LIVING Erena Serving Bowl, D32cm, Cream	\$212.90	Add To Bag
FERM LIVING Santany Bowl, D9.5cm, Brass	FERM LIVING Santany Bowl, D9.5cm, Brass	\$182.90	Add To Bag
FERM LIVING Erena Serving Platter, ø35cm, Cream	FERM LIVING Erena Serving Platter, ø35cm, Cream	\$169.90	Add To Bag
OYOY Bakku Shelf, Large, Aluminium	OYOY Bakku Shelf, Large, Aluminium	\$354.90	Add To Bag

**FERM LIVING Erena Serving Bowl, D32cm, Cream**

SKU: 18492

0 Reviews

Price \$212.90

Add to Bag

Add to Gift Registry Add to Wishlist

Description

Product Details

Brand Details

Shipping & Return

**Last Aristocrat - similar concept store, clean product display.**

**Cons:**

- I think it looks pretty basic and cheap, plus is clunky to use/ navigate.
- A good example of how i dont want my website to look like

**Pros:**

- Product image displayed clean (no background) and when mouse hovers over the image changes to a situational image.
- Reasonable search bar navigation

[https://lastaristocrat.com/?utm\\_source=google&utm\\_medium=cpc&utm\\_campaign=PMax%3A+Smart+Converting++AUS&gad\\_source=1&gad\\_campaignid=17824539094&gbraid=0AAAAABRRjYBQ8gJrSbbDAh6LKao9gzf\\_m&gclid=Cj0KCQjw8p7GBhCjARIsAEhghZ07JloisJc8CybTWQ3TPSYuf2u0non8-bb5c8\\_J2S6X9ddkRjgH8hcaAmC9EALw\\_wcb](https://lastaristocrat.com/?utm_source=google&utm_medium=cpc&utm_campaign=PMax%3A+Smart+Converting++AUS&gad_source=1&gad_campaignid=17824539094&gbraid=0AAAAABRRjYBQ8gJrSbbDAh6LKao9gzf_m&gclid=Cj0KCQjw8p7GBhCjARIsAEhghZ07JloisJc8CybTWQ3TPSYuf2u0non8-bb5c8_J2S6X9ddkRjgH8hcaAmC9EALw_wcb)

LAST ARISTOCRAT    ALL    NEW IN    TEXTILES    DECOR    KITCHEN    FURNITURE

AUD \$ ▾   

From bold

VIEW ALL DECOR

Vases & Vessels

Ornaments & Sculptures

Decorative Trays & Boxes

Decorative Bowls & Dishes

Picture Frames

Bookends & Accessories

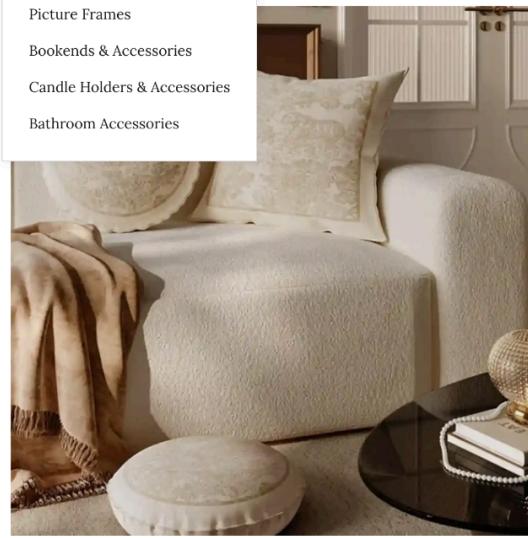
Candle Holders & Accessories

Bathroom Accessories

D WITH INTEGRITY

CATEGORIES

These products are at the heart of Last Aristocrat front of what we do.



HOME DECOR & ACCESSORIES

TEXTILES

KITCHEN

## TOP RATED PRODUCT



LEOPARD PRINT BLANKET THROW COTTON  
DOUBLE-SIDED 130 X 180 CM 1KG  
\$139.00 \$220.00

★★★★★ 4 reviews



SAVANNA NOIR - HAND PAINTED PORCELAIN VASE  
WITH BOTANICAL MOTIFS  
\$599.00 \$900.00



PLUSH FAUX FUR THROW BLANKET - SOFT THICK  
BROWN ANIMAL PATTERN  
FROM \$289.00 \$450.00

★★★★★ 7 reviews



DECORATIVE DESKTOP BOOK STAND MARBLE AND  
ACRYLIC 2.6 KG  
\$289.00 \$489.00

★★★★★ 5 reviews

### FIVE MILE RADIUS:

Very simple website, but like the minimal 'clutter' of the website. I like the open section function for product description, supply chain info, specifications etc.

<https://www.fivemileradius.org/collections/frontpage/products/telegraphstools>

## TELEGRAPH STOOLS

\$320.00

Individual	▼	Qty	1	▼	<input type="button" value="Add to cart"/>
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DESCRIPTION +

SUPPLY CHAIN INFO +

SPECIFICATIONS +

LEAD TIME AND DELIVERY +



### FREEDOM:

Great drop down category menu

<https://www.freedom.com.au/c/cushions-throws-and-decor>

**LIGHTING**

Table Lamps  
Floor Lamps  
Pendant Lighting  
Portable Lamps  
Globes  
Lamp Shades  
String Lighting  
Outdoor Lighting

**HOME ACCESSORIES**

Photo Frames  
Vases & Vessels  
Decorator Accents  
Books

**CUSHIONS & THROWS**

Cushions  
Outdoor Cushions  
Throws  
Pouffes & Floor Cushions  
Chair Pads

**CURTAINS & ACCESSORIES**

Curtains  
Curtain Accessories

**MIRRORS**

Round Mirrors  
Arched Mirrors  
Full Length Mirrors  
Wall Mirrors  
Bathroom Mirrors

**ORGANISATION**

Baskets  
Laundry Hampers  
Coat Hangers & Wall Hooks  
Shoe Racks  
Bins

**HOME FRAGRANCE**

Candles  
Diffusers  
Hand & Body Care  
Candle Holders & Accessories  
Glasshouse Fragrances  
Ecoya  
Palm Beach Collection  
Uyuni Lighting

**BED & BATH**

Bed Linen  
Bedding  
Bath Towels  
Bath Mats & Runners  
Bath Accessories

**KIDS DÉCOR**

Kids Bedding  
Kids Cushions & Throws  
Kids Organisation  
Kids Lighting  
Kids Rugs  
Kids Playtime  
Kids Wall Décor  
Kids Bath Linen

**KITCHEN & TABLEWARE**

Tableware  
Glassware  
Servingware  
Napery  
Kitchen Storage

**ARTIFICIAL FLOWERS & PLANTS****POTS & PLANTERS****NEW ARRIVALS****BEST SELLING HOMEWARES****ALL HOMEWARES****SHOP ONLINE EXCLUSIVES****GIFT CARDS**

**Website Pages/ navigation:**

- Products

Products	Shop by Room	Shop by Type		Shop by Style
<b>Vases &amp; Vessels</b> <b>Sculptures &amp; Objects</b> <b>Kitchen &amp; tableware</b> <b>Trays &amp; bowls</b> <b>Cushions &amp; throws</b> <b>Storage &amp; Organisation</b> <b>Accessories</b> <b>Plants &amp; Florals</b>	Living Kitchen Dining Bedroom Study Laundry Bathroom Kids Room	Glass & acrylic Marble & stone Chrome Resin & ceramic		Modern - Contemporary Coastal Retro Wabi Sabi

- About
- Contact