

HERMOUCH STORE



PRESENTED BY:

ABDELMAJID
HERMOUCH

TABLE OF CONTENTS

01

INTRODUCTION

Discover the story behind HERMOUCH, a Moroccan-born global brand redefining modern streetwear through luxury, minimalism, and identity.

02

OUR PRODUCTS

Explore our signature collections – from premium hoodies and oversized T-shirts to sneakers and caps – each piece crafted for comfort and confidence.

03

ABOUT US

Learn about our values, inspiration, and the creative vision driving HERMOUCH to bring Moroccan craftsmanship to the world of fashion.

04

TECHNICAL IMPLEMENTATION

Overview of the technologies, tools, and structure used to build the HERMOUCH Store's responsive and modern front-end interface.



01

INTRODUCTION



Discover the story behind HERMOUCH, a Moroccan-born global brand redefining modern streetwear through luxury, minimalism, and identity.

OUR BRAND

WHO WE ARE?

HERMOUCH is a modern Moroccan fashion brand that blends luxury and streetwear with minimal design and global style.

YEAR: 2025



WHAT WE DO?

We create premium clothing and accessories – hoodies, T-shirts, sneakers, and caps – made for confidence and comfort.

OUR TIMELINE

The idea of HERMOUCH was born – a vision to merge Moroccan creativity with modern streetwear.

HERMOUCH continues to evolve – pushing boundaries, mixing culture with modern design.

2023 – THE BEGINNING

01

02

2024 – FIRST COLLECTION LAUNCH

Released the first “Luxury Streetwear” line featuring hoodies, t-shirts, and sneakers with the signature HERMOUCH logo.



2026 – THE FUTURE

04

03

2025 – GOING GLOBAL

Expanded to an international audience through online stores and brand collaborations.

02

OUR PRODUCTS



Explore our signature collections – from premium hoodies and oversized T-shirts to sneakers and caps – each piece crafted for comfort and confidence.

HOODIES COLLECTION

Premium hoodies designed with a blend of luxury fabrics and urban style.

Category 1



HERMOUCH HOODIE
- BEIGE EDITION

249 DH

Category 2



HERMOUCH HOODIE
- GREEN EDITION

249 DH

Category 3



HERMOUCH HOODIE
- BLACK EDITION

260 DH

Category 4



HERMOUCH HOODIE
- CREAM EDITION

249 DH

OUTERWEAR COLLECTION

Elevating streetwear with high-end outerwear pieces
designed for bold style and all-weather comfort.

Category 1



Category 2



JACKET - WARM
WINTER JACKET -
GREEN

329 DH

JACKET - WARM
WINTER JACKET -
BEIGE

329 DH

T-SHIRTS COLLECTION

Essential streetwear pieces with bold graphics and premium comfort.

Built for everyday wear, styled for every moment.

Category 1



Category 2



Category 3



HERMOUCH
OVERSIZED T-SHIRT
- BLACK

180 DH

HERMOUCH
OVERSIZED T-SHIRT
- WHITE

179 DH

HERMOUCH
OVERSIZED T-SHIRT
- BEIGE

189 DH

SWEATSHIRTS COLLECTION

Cozy essentials crafted with premium fabrics to combine warmth, durability, and elevated streetwear style.

Category 1



Category 2



Category 3



HERMOUCH
SWEATSHIRT -
BLACK EDITION

200 DH

HERMOUCH
SWEATSHIRT -
BEIGE EDITION

200 DH

HERMOUCH
SWEATSHIRT -
GREEN EDITION

200 DH

SNEAKERS COLLECTION

Premium sneakers engineered for comfort, performance,
and a bold streetwear identity.

Category 1



Category 2



Category 3



**HERMOUCH
SNEAKERS - BLACK
& GOLD**

249 DH

**HERMOUCH
SNEAKERS - BLUE &
GOLD**

319 DH

**HERMOUCH
SNEAKERS - WHITE
& GOLD**

319 DH

PANTS COLLECTION

Tailored for movement and crafted with premium materials,
our pants merge functionality with elevated street style.

Category 1



Category 2



Category 3



**HERMOUCH JOGGER
PANT - BLACK**

229 DH

**HERMOUCH CLASS
PANT - WHITE**

229 DH

**HERMOUCH JOGGER
PANT - BEIGE**

229 DH

CAPS COLLECTION

Street-ready caps designed to elevate your look with bold details, premium fabrics, and a confident attitude.

Category 1



Category 2



Category 3



**HERMOUCH CAP -
BEIGE GOLD LOGO**

139 DH

**HERMOUCH CAP -
BLACK GOLD LOGO**

119 DH

**HERMOUCH CAP -
GREEN GOLD LOGO**

139 DH

ABOUT US

03



Learn about our values, inspiration, and the creative vision driving HERMOUCH to bring Moroccan craftsmanship to the world of fashion.

“ HERMOUCH is an independent luxury streetwear brand that blends modern urban culture with premium craftsmanship.

Our goal is to deliver exclusive fashion pieces that express identity, confidence, and a bold lifestyle.

Designed for trendsetters – made for those who stand out.”





CLIENT 1

★★★★★

"The quality is unmatched. Every piece I own from HERMOUCH has become a staple in my wardrobe. Absolutely worth the investment."

CLIENT 2

★★★★★

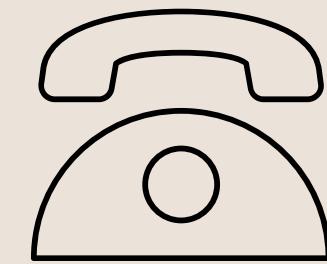
"Finally found a brand that understands luxury streetwear. The attention to detail and craftsmanship is exceptional."

CLIENT 3

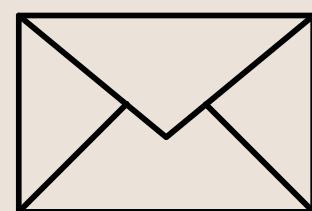
★★★★★

"HERMOUCH pieces elevate any outfit. The designs are timeless yet contemporary. I receive compliments every time I wear them."

Contact Us



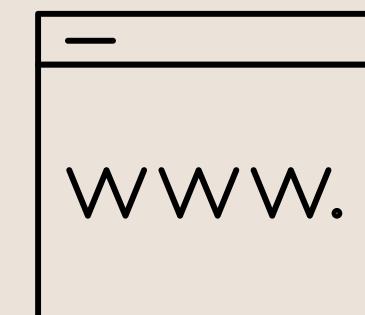
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support@hermouch.com



Casablanca



<https://hermouchstore.vercel.app>

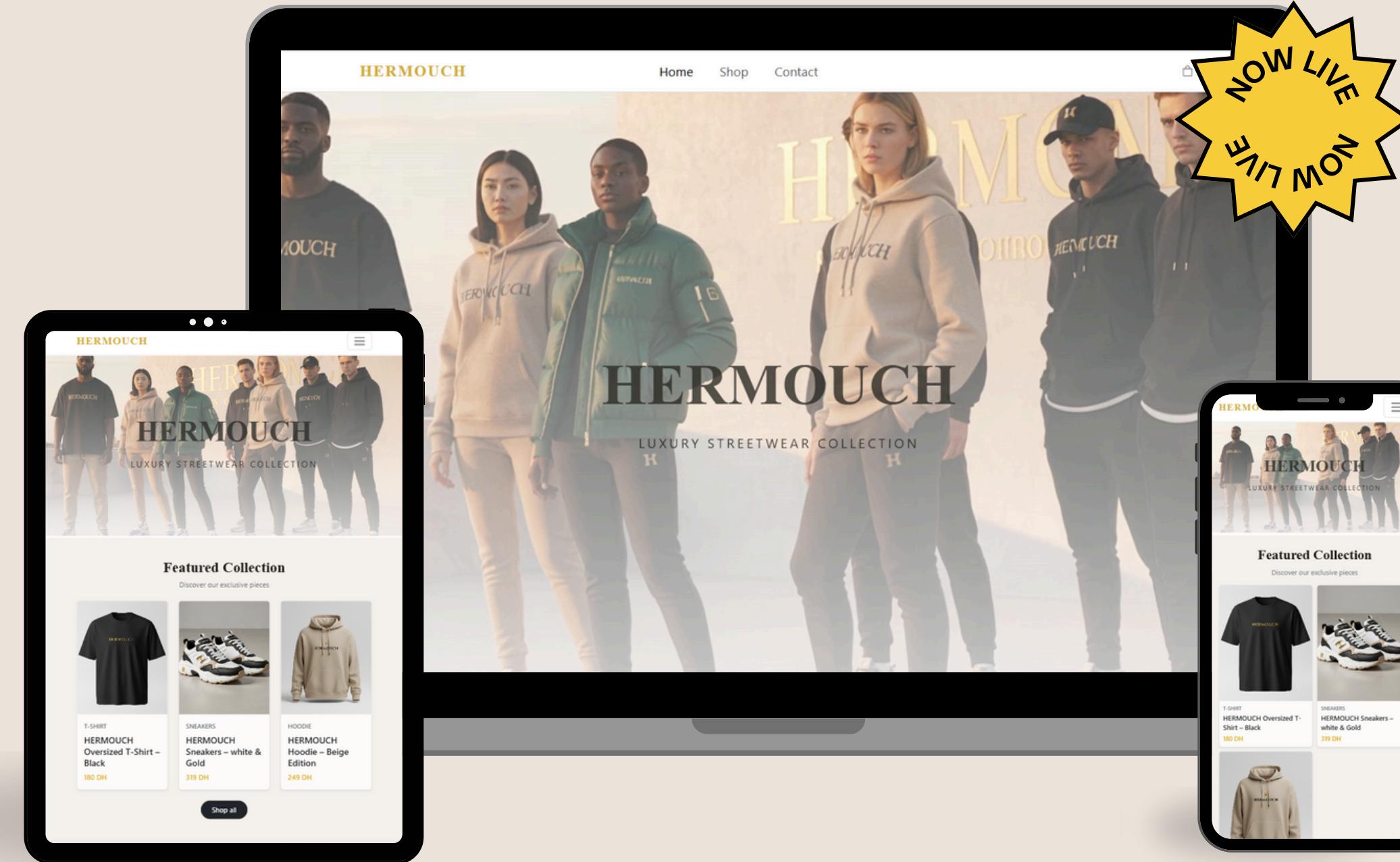
04

TECHNICAL IMPLEMENTATION



Overview of the technologies, tools, and structure used to build the HERMOUCH Store's responsive and modern front-end interface.

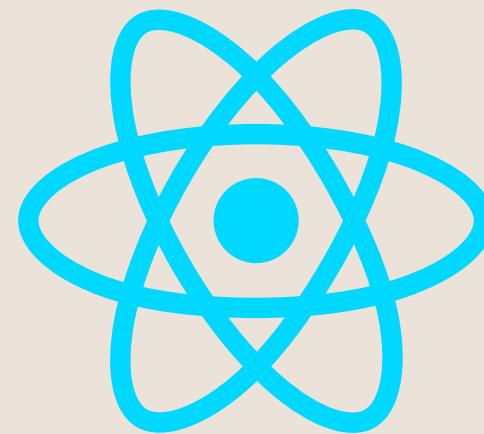
RESPONSIVE DESIGN



<https://hermouchstore.vercel.app>

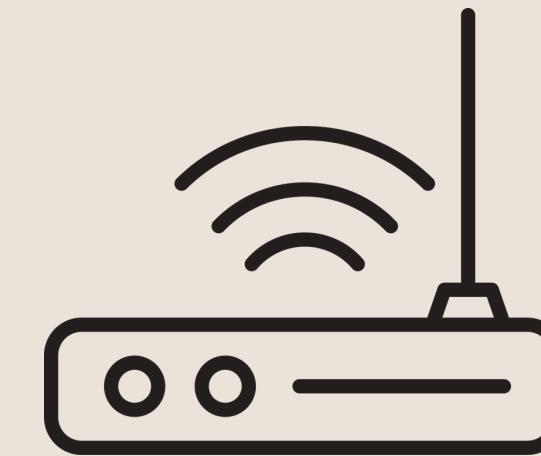


TECH STACK



React 19.1.1

UI library



React Router DOM 7.9.5

Client-side routing



Vite 7.1.7

Build tool and dev server

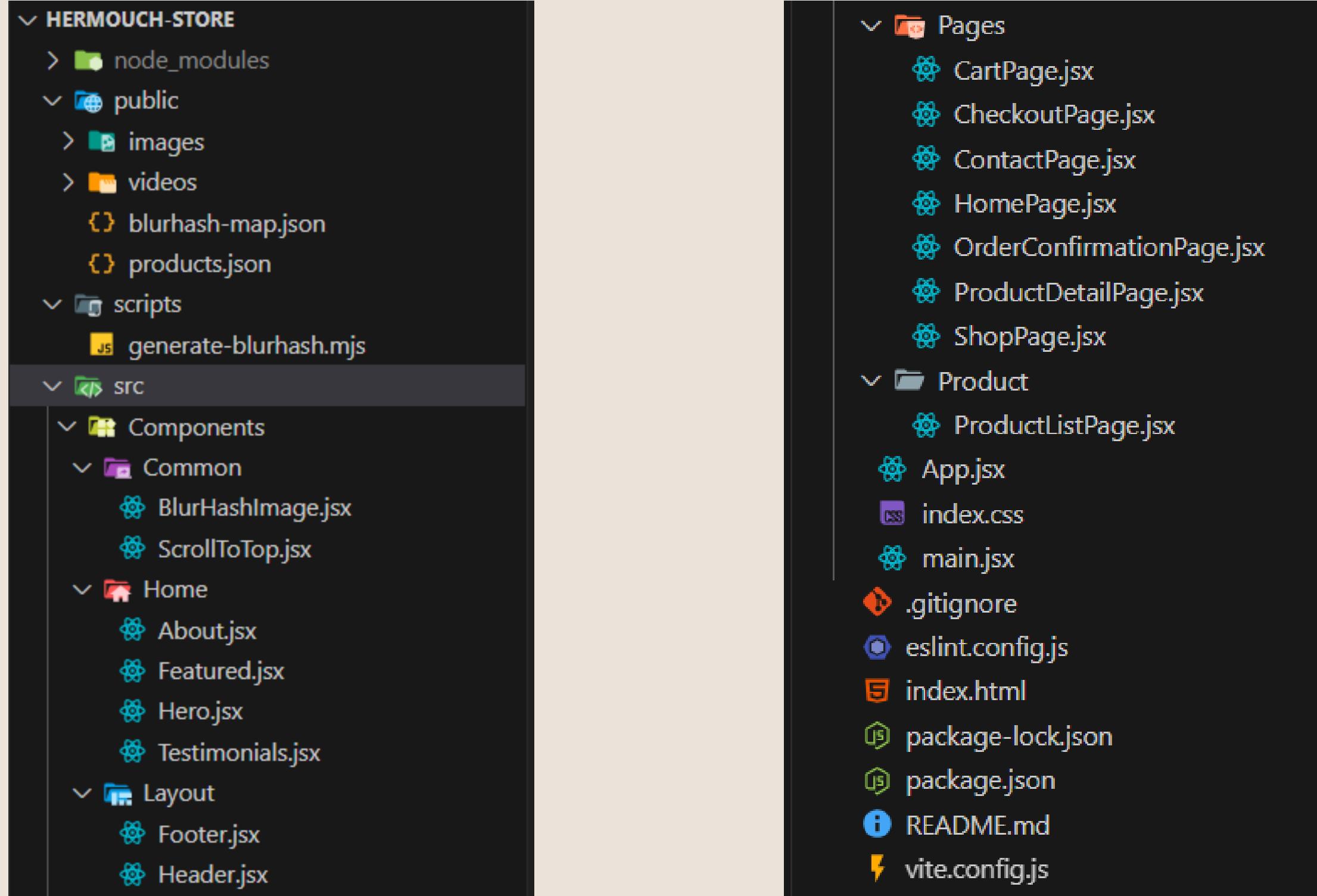


Bootstrap 5.3.8

CSS framework
Icon library

Used to build a modern, responsive, and interactive front-end that reflects
the luxury streetwear identity of HERMOUCH.

PROJECT STRUCTURE



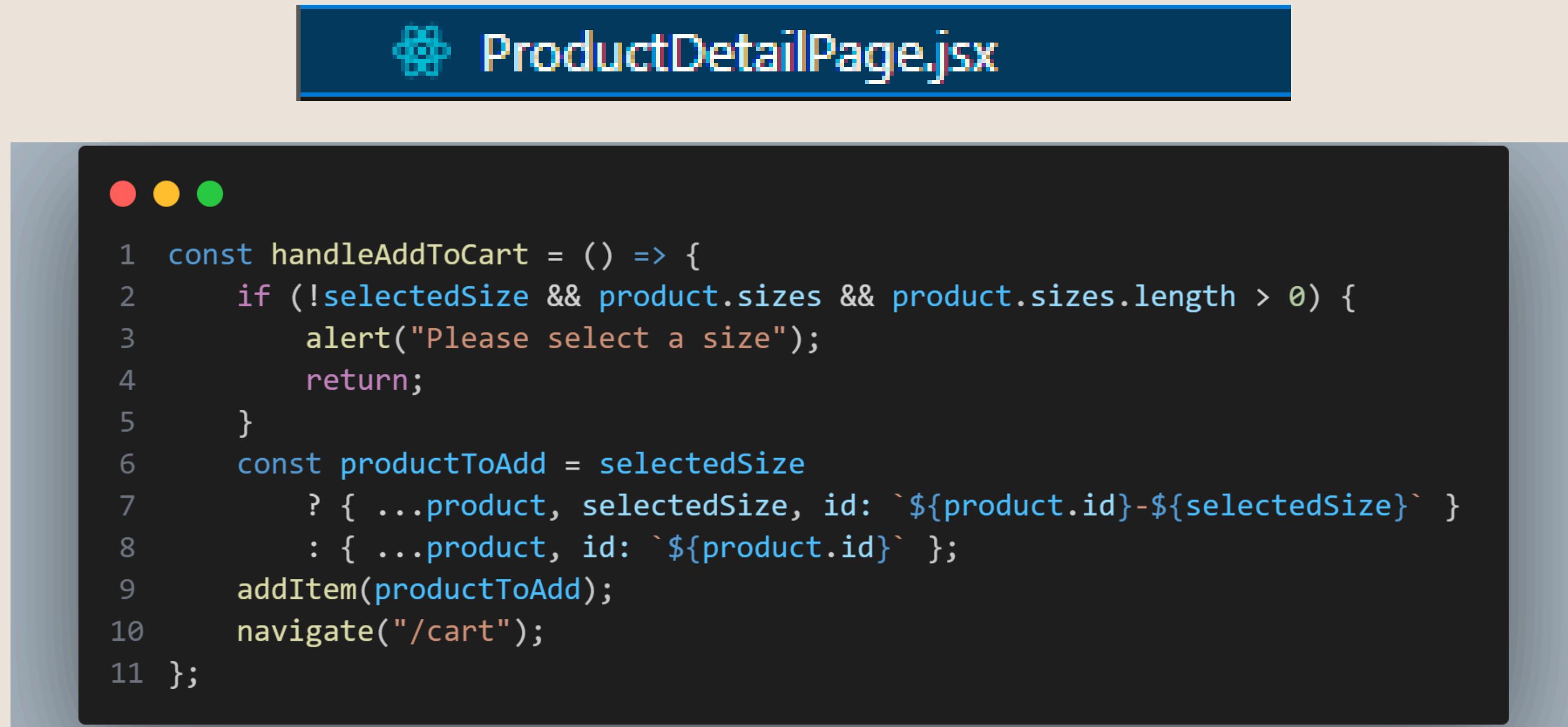
CODE EXAMPLE & EXPLANATION



The screenshot shows a code editor window with a dark theme. At the top, there's a blue header bar with a file icon and the text "ProductListPage.jsx". Below the header, there are three colored circular icons: red, yellow, and green. The main area contains the following code:

```
1 const handleAddToCart = (product) => {
2     if (product.sizes && product.sizes.length > 0) {
3         alert("Please select a size. Redirecting to product page...");
4         navigate(`/product/${product.id}`);
5         return;
6     }
7     addItem(product);
8 };
```

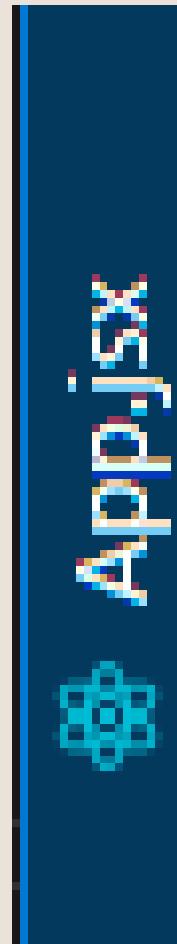
CODE EXAMPLE & EXPLANATION



ProductDetailPage.jsx

```
● ● ●  
1 const handleAddToCart = () => {  
2     if (!selectedSize && product.sizes && product.sizes.length > 0) {  
3         alert("Please select a size");  
4         return;  
5     }  
6     const productToAdd = selectedSize  
7         ? { ...product, selectedSize, id: `${product.id}-${selectedSize}` }  
8         : { ...product, id: `${product.id}` };  
9     addItem(productToAdd);  
10    navigate("/cart");  
11};
```

CODE EXAMPLE & EXPLANATION



```
1 const addItem = (product) => {
2     setItems((prev) => {
3         // Handle products with sizes - treat each size as separate item
4         const itemKey = product.selectedSize
5             ? `${product.id}-${product.selectedSize}`
6             : product.id;
7         const found = prev.find(
8             (i) =>
9                 i.id === itemKey ||
10                (i.id === product.id &&
11                  !i.selectedSize &&
12                  !product.selectedSize)
13            );
14         if (found)
15             return prev.map((i) =>
16                 i.id === itemKey ||
17                 (i.id === product.id &&
18                   !i.selectedSize &&
19                   !product.selectedSize)
20                 ? { ...i, quantity: i.quantity + 1 }
21                 : i
22             );
23         return [...prev, { ...product, id: itemKey, quantity: 1 }];
24     });
25 }
```

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