# Elegant Whispers – Design Choices Summary

## 1. Aesthetic Direction: Soft Girl + Clean Girl Fusion

The website blends two cohesive aesthetics: the gentle, romantic softness of the soft girl with the minimalist polish of the clean girl. Every element — from typography to layout — was chosen to reflect femininity, calmness, and intentional style.

## 2. Color Palette: Muted Neutrals and Soft Warmth

A carefully curated palette of ivory, taupe, rose blush, and soft charcoal was used across the site. These colors evoke elegance and softness while maintaining a sense of grounded warmth.

## 3. Typography: Serif & Sans Pairing

Titles and headers use a classic serif font (Cormorant Garamond) to bring timeless beauty and luxury. Body text uses a clean sans-serif (Manrope) for readability and modern balance. This combination creates a refined, editorial feel — soft yet clear.

## 4. Layout & Spacing: Calm, Centered, Curated

Ample white space, gentle padding, and centered content reflect the calm clarity the brand promotes. Sections are modular, aligned, and responsive to keep the experience consistent across devices.

## 5. Product Presentation: Divided Collections with Descriptive Cards

Products were grouped into Clean Girl Edit and Soft Girl Edit, each with styled cards including:  
- Custom names  
- Aesthetic-based colors  
- Thoughtful descriptions  
This structure helps guide the customer into discovering their personal style within the brand’s curated world.

## 6. Interactive Feel (Without JavaScript)

Even without JavaScript, soft interactivity was mimicked using:  
- Subtle hover transitions  
- A dropdown for inquiry type  
- A multi-part layout including newsletter + quotes to create movement without motion

## 7. Brand Voice & Copy

Every section — from About to Contact — was written in a gentle, intentional tone. It focuses on guiding the customer, not just selling to them, emphasizing words like 'curate', 'intentional', 'soft', 'aligned', and 'personal'.

## 8. Consistent UI Elements

Buttons, inputs, borders, and cards all follow the same radius, coloring, and padding rules — creating harmony throughout the site.