

alter ego

Alter Ego is a brand new, alternative unisex fashion brand. We aim to be an online-first business selling unique categories of clothing to 18–30 year olds.

We will be initially selling four different categories; tops, bottoms, shoes, and accessories, but we are looking to have an e-commerce content management system so that we are able to extend this ourselves in the future.

Each category needs to have a featured image from our photoshoot with the products underneath in a 3-column grid. Each product will have its own color for the product background color on the thumbnail and homepage as you can see in the existing designs – would it be possible to change this if needed?

On the homepage, we'd like to have a New Arrivals section which would be just three new products. We'd like to pick which ones are on the homepage. We would also like our video on the homepage below the New Arrivals section.

Some products have different sizes, such as tops, whereas others do not (e.g., accessories), as well as different variants as a few of the items have different colors. All the prices should be in US dollars as we're US-based.

Even though there won't be a lot of products initially, we'd like to add a search to the site as we'll hopefully be adding lots more items over the next two years.

For the checkout, we'd need to take their name, email, shipping address plus credit card details. We'd like to accept major US cards. We'll need different shipping prices for domestic US and international, as it costs us more to ship abroad.

The site should work well on mobile as well as laptops. A lot of our audience uses their phones to purchase online, and we don't want to miss any sales. We don't have any hosting set up at the moment, but we do have a domain ready to go.
Thank you!

A handwritten signature in black ink that reads "Solange O'Hara". The signature is fluid and cursive, with the first name "Solange" and the last name "O'Hara" clearly distinguishable.

Solange O'Hara,
President, Alter Ego Inc.