

Inspiration

Scrolling down





Lifestyle Images don't click thru to anything (for now)

More inspiration



Shoppable
lifestyle photo
(s)

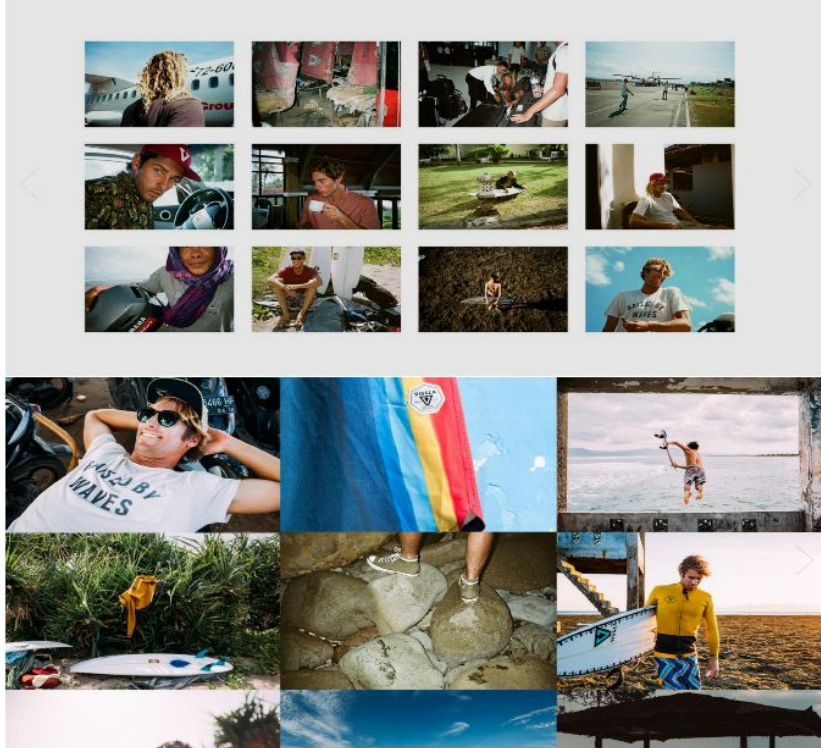


Vertical side by side images

AND FOR WHEN YOU HIT THE ROAD...

Now that you've got ideas for your packing list, don't forget these essential extras to get you through both near and far (and) capricious.

Different sizes and layouts of images as you scroll down



SHOP SUNGLASSES ▶



SHOP SANDALS ▶



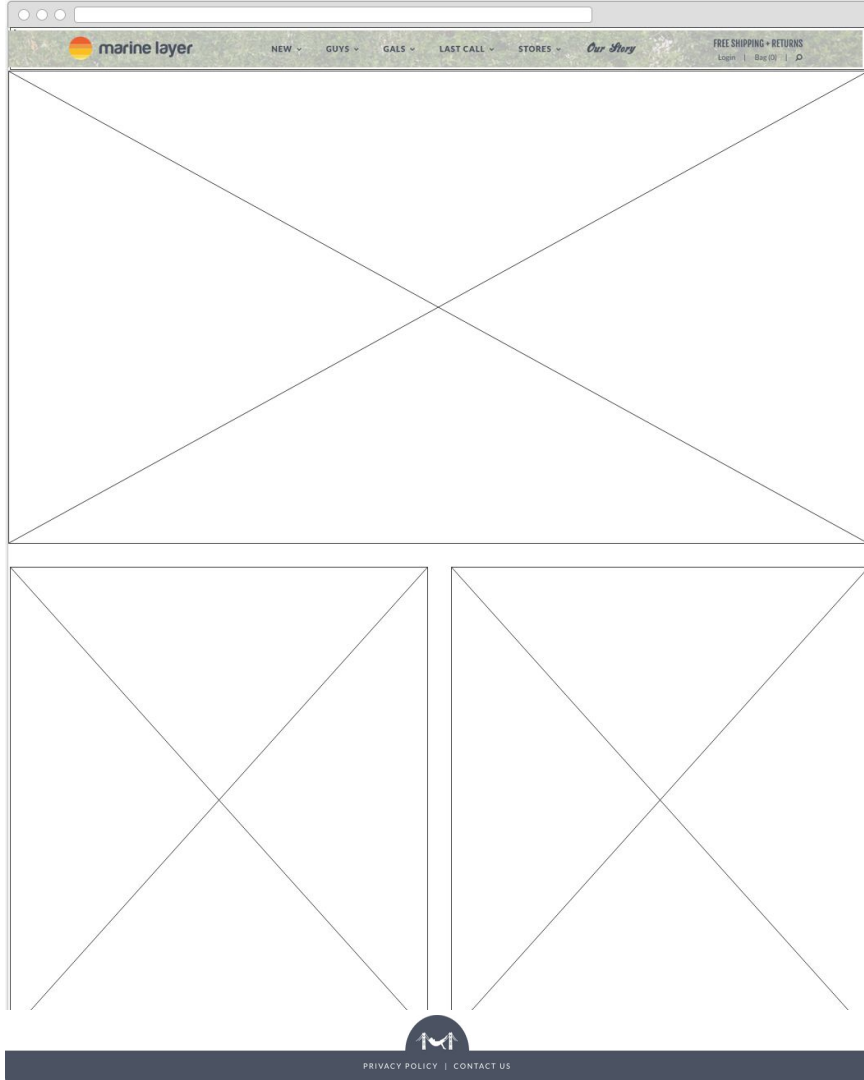
SHOP BAGS ▶



SHOP JEWELRY ▶



Shoppable options / hover states over images?



← Marine Layer header

Continuous scroll down, one page
↓

← Marine Layer footer



Drop downs for each menu item

Leading/hero image would say "Marine Layer Weekend Journal"

Different size images

Fonts:

Lato

Averta?

Colors:

#383BC3 (Montana, the dark blue ML font)



What: an online version of our weekend journals, to be updated with each catalog

For: Marine Layer customers and lookbook enthusiasts

Where do the links go: shoppable links of products go to new guys/new girls/or to the respective product page

Also can add (see next page): social? An instagram API (a lot smaller than Poler's), images at the bottom with "where we ate" / "where we stayed" info?

WANT MORE? YOU GOT IT.



Outfit inspiration continues
LOOKS WE LOVE ▶



Get 'em now, keep 'em forever
NEW ARRIVALS ▶



Show us how you wear our
clothes from am to pm
#EVERYDAYMADEWELL ▶

Bloggy posts (where we ate,
where we stayed, etc)? Or
shoppable or whatever



Hover
states

Instagram API

GOING THERE? HERE ARE SOME IDEAS...

HOW TO GET THERE

Fly into Aeropuerto Internacional Benito

Juárez and grab a flat-rate taxi by the exit. For about 200–250 pesos (less than \$15), you'll be whisked to downtown Distrito Federal, or DF as the locals say, in about 30 minutes (without traffic). If you need a caffeine boost before you begin exploring, drop into a branch of Éca, one of megachef Enrique Olvera's ever-growing chain of coffee shops.

FOR A CULTURE FIX TO SHOP

Palacio de Bellas Artes

Avenida Juárez, Centro

This spectacular museum is a vision of marble, crystal, iron and bronze. Inside you'll find murals by Diego Rivera, José Clemente Orozco, David Alfaro Siqueiros and Rufino Tamayo.

Kurimanzutto

Gobernador Rafael Rebollar 34, San
Moctezuma

Mercado Roma

Querétaro 225, Roma Norte

A massive indoor market packed with food stalls and vendors selling gourmet products, from dried chiles and spices to hard-to-find Mexican cheeses and mole paste. Come hungry; leave with souvenirs.

Esawa

Alejandro Dumas 161, Polanco



Mexico City

Mexico

One of the most historic cities in Latin America, Mexico City is also a modern urban center known for its art, design, fashion and culinary scenes. Travel writer Marie Elena Martínez, shares her tips on what to eat, where to shop and how to make the most of any visit.

Jcrew has this. Travel info if you need it (or if we want it on there)

- easily change out the images for each new weekend journal (a template)
- concludes with “available now”