

The most important product characteristics (2-3) can be placed at the top part of the product card. It helps to catch the customers's attention and shows the advantages of the product.

I dropped Share down, because it is not that important to be at the very top in a special box. Here is a good place — visible but not too much attention. It is not a ribbon, for example.

Could be added to show 10 sec of video moving model wearing the item. Helps to see the article and get better how it fits.

PRODUCT DESCRIPTION

DESCRIPTION

— A modern sleeveless dress in a light crepe fabric by BOSS Womenswear. Crafted in a tailored silhouette with asymmetrical lines across the bodice, this shift dress features a cutaway at the shoulder for a sensual twist with contemporary appeal. Pair it with the coordinating jacket to create a formal ensemble, or simply add mules or slingback pumps for a chic after-dark look.

MATERIAL AND CARE

Material information: 61% Polyester, 26% Viscose, 7% Cotton, 6% Elastane, Lining: 57% Viscose, 39% Polyamid, 4% Elastane


DO NOT WASH

DO NOT BLEACH

DO NOT TUMBLE DRY

IRON LOW HEAT

GENTLE CHEMICAL DRY CLEANING P




HUGO BOSS RECOMMENDS

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COMPLETE YOUR LOOK

RECENTLY VIEWED


SALE -45%



Tailored crinkle-crepe dress with crossed back straps by **BOSS**

£360.00 £199.00


SALE -45%



Colour-block shift dress in lightweight crepe by **BOSS**

£360.00 £199.00


SALE -35%



Shift dress in micro-patterned stretch virgin wool by **BOSS**

£370.00 £229.00

SALE -35%



Form dress with feminine seaming by **HUGO**

£330.00 £199.00

→

→

Proposal

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DETAILS

Regular fit

Crew neck

Fastening top: Zip closure

Sleeveless

Back vent

Fully lined

Fit back length: 98 cm

CUSTOMER REVIEWS


Melissa, November 17, 2018

This dress is very professional and fits perfectly. I love the way it takes away from the belly region and creates a waist. Beautiful dress.

[More reviews](#)

Write a review

COMPLETE YOUR LOOK



Crossbody bag in grained Italian calf leather

£319.00 £149.00

[Details](#)

Gallery Collection court shoes in Italian calf leather

£269.00

[Details](#)

Collarless cropped jacket in stretch crepe

£270.00 £149.00

[Details](#)

Multi-eye watch in yellow-gold stainless steel with linked bracelet

£249.00 £175.00

[Details](#)

Tote bag in softly structured grained Italian leather

£525.00

[Details](#)

Star ball in grained Italian leather

£69.00

[Details](#)

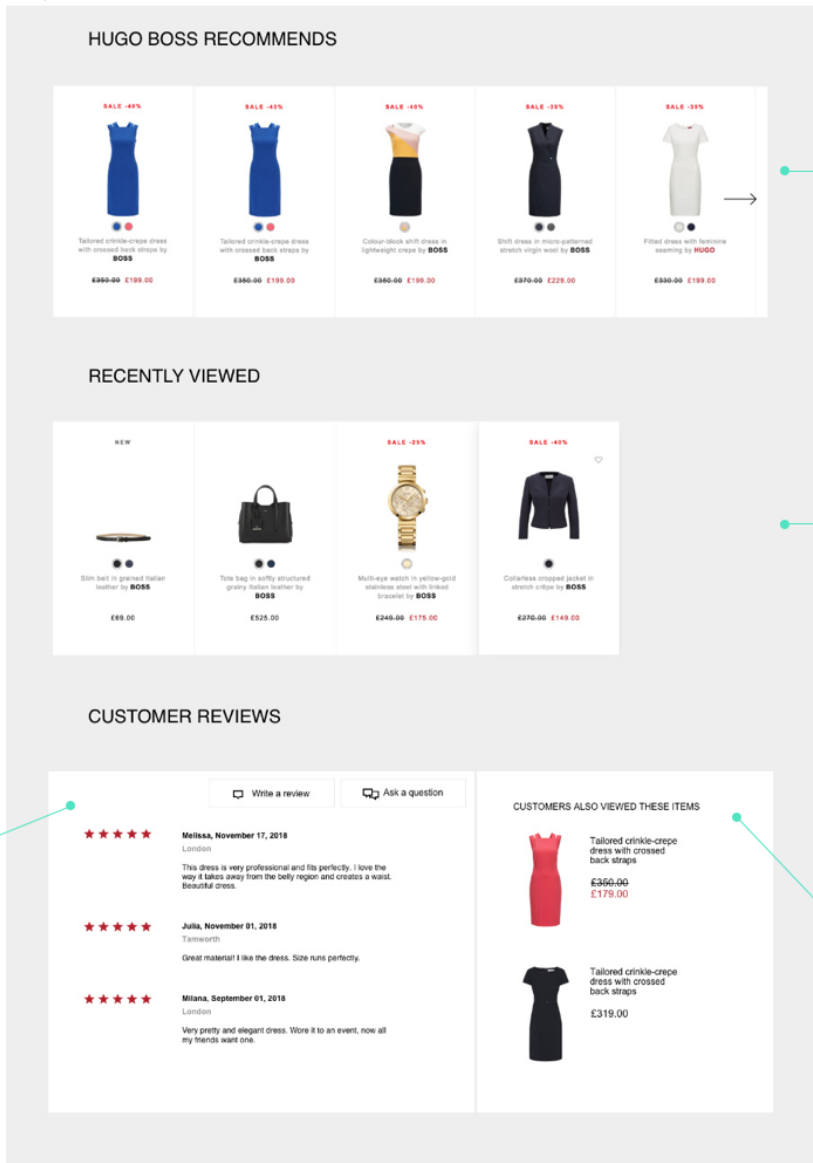
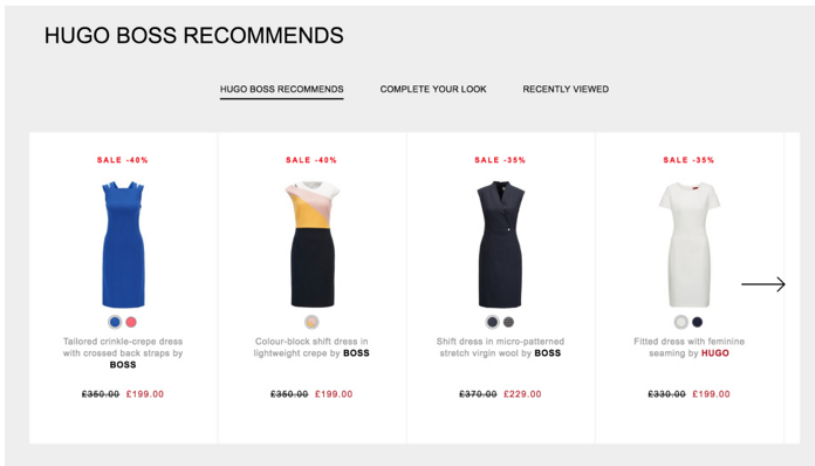
Another 5 products that fit well with this dress >

It is helpful for customers. Reading reviews of other customers, people decide to buy and trust the brand and its clothes. "More reviews" leads us down the page.

I changed the look of the "Complete your look". The idea is to make a style look with a model wearing HUGO BOSS products.

This block will give recommendations for products that are combined well with the item. Model's pictures (slider) should have looks made from these products. 2-4 possible combinations.

Polina Klimova  
www.hugoboss.com/uk  
Product page



I separated sections with recommendations and recently viewed item because they are more visible in this variant. Customer can miss the option to click between links (screen Current).

Reviews are a powerful tool for approving customers in their decision to make a purchase. It is better to add.

Helps in a search of similar products.