



AVE HELP FILE

BY WWW.ROBBYDESIGNS.COM TWITTER [@ROBBYDESIGNS](https://twitter.com/ROBBYDESIGNS)

AVENUE FASHION WEBSITE FREE PSD

DESIGNER: <http://www.robbydesigns.com>

PRODUCT: Free PSD website design (visual design)

LICENSE: You MAY use the freebie on ONE client or personal project without attributing me or my website but may NOT redistribute in any way (including offering the zip directly or hotlinking) nor turn my freebie into something to sell or give away commercially.

I'm sure you will find this template easy to work with. If you have any problems please contact me for a quote.
For 'Ave Fashion Website PSD' I set out to design a clean, modern e-commerce fashion website design that looks fantastic, has a beautiful pallet and typography.

SOURCES

It is strongly advised that you download and install the fonts before your start editing the file. If you plan to code this design you'll be happy to know that all of these fonts are available on 'Google Fonts'.

- Montserrat: <http://www.fontsquirrel.com/fonts/montserrat>
- Roboto: <http://www.fontsquirrel.com/fonts/roboto>
- Font Awesome: <https://fontawesome.github.io/Font-Awesome/>

Images that have been shaded out must be purchased/can not be supplied with this template.
The t-shirt mock-ups can be purchased from <http://graphicriver.net>. I have written confirmation from Envato that I am breaking no license requirement by including flattened JPG's of the mockups with this freebie. You can of course use your own images or create your own mockups, as this is a freebie I do not include the t-shirts I designed for the mock-ups.

- City background free from: <https://unsplash.com/>
- Mens & Yours Lookbook guy: <http://photodune.net/item/handsome-man/5267932>
- Womens Lookbook: <http://photodune.net/item/woman-standing-isolated/431413>
- Fashion designer (brand page): <http://www.shutterstock.com/s/fashion+designer/search.html?page=1&inline=221106295>
- Indian textile woman (brand page): <https://www.fotolia.com/id/66080726>
- Woman with manakin (brand page): http://www.shutterstock.com/pic-212769859/stock-photo-young-modeler-in-the-studio.html?src=rjwTNRRVFOTu_kim7tmR5A-1-0

HOW TO EDIT

This design is easy to edit for anyone with even a medium grasp of how to use Photoshop so I'll give you just a few tips. If you are a Photoshop novice you can find free tips on how to use Photoshop at <http://1stwebdesigner.com/beginner-photoshop-tutorials>

- CLIPPING MASKS

Clipping masks are used throughout the design, simply crop your image to size then place it between the 'photo' and 'container' layers as seen in the diagram to the right. Switch off original 'photo' layer, adjust the placement of your own image and save.

- CHANGING COLOURS

Find the layer you wish to edit then adjust it's colour and/or effects (if any).
If you see no change in the colour of the text, it could be that you've already added FX on the layer, switch off any FX on that layer to preview your edit.

- NEED MORE HELP?

If you need more help I can edit the design for you, contact me for a quote at <http://robbydesigns.com>



NOTES FOR DEVELOPERS

I've wrote some notes here to help any Web Developer who has chosen to code this design. I've kept the notes brief as most of it is self-explanatory to a professional Web Developer:

- HOME PAGE

The idea I had for the slider banner was that it starts with the man in a t-shirt with 'Ave' written across him plus a button to take the user to the Mens Collection, the next slide would be very similar but this time with a woman in a t-shirt and 'Ave' written across her plus the button. My vision for the final slide would be for a mix of men and women in t-shirts with 'Sale' written across them plus the button. This gives us the beginnings of a nice brand, keeps the user's attention and unleashes the big sale as an eye-catcher.
Moving further down the page, I envisioned that the filters would filter the default bunch of product images. The images would crop to keep that general layout where we either have two small images on the left and a big one on the right or one big one on the left and two small images on the right. This is, of course, something you could experiment with.
The Mens Lookbook and Women Lookbook are obvious (just a slick name for Mens products, Women products); the idea of the 'Your Lookbook' is that the user (when logged in) can create their own collection of items they like simply by clicking the 'Add to lookbook' heart-shaped icon that we can see on the hovered image (woman in the second row) or on a product page. Having their own lookbook not only gives the user reason to keep coming back, it also makes it easy for them to save items they love and maybe buy them in the future. It's also a social element as users could choose to make their Lookbook public and show it off to friends and other members.

- BRAND PAGE

The idea I had for this page is to establish the business as professional and ethical whilst still presenting that modern, clean feel.
You'll notice that in the PSD I gave the Footer navigation 'The Brand', 'Award winning' and 'Ethical trading' active states, this is because they are all covered on this one page.

- LOCAL STORES PAGE

This is a simple page that lists the business' branches. In the design I show the map of London and the London branch details (including their social links). The idea is that if I were to click on the New York branch 'View details' button, the map would change to a grayscale map of the location in New York and the branch details would change too. It's a simple idea that I feel would look amazing, especially with some nice transitions. It also keeps things nice and minimal with no boring clutter.

- LOOKBOOK PAGE

Notice that in the navigation of this page I have 'clicked' the 'Latest posts (mixed)' and that's why this design shows a mix of mens and womens garments. The clever bit of this page is that the user is now presented with someone else's Lookbook to have a nose around plus a competition. These are good ways to capture an audience. If this were to be used by a big business they could have celebrities create lookbooks that users could have a look through- many people are driven by what celebrities wear/would wear.

- PRODUCT VIEW PAGE

First you'll notice that the banner background text is actually the breadcrumbs which I think works well, looks great and is user-friendly.
The image of the product is within a slider ('carousel') so the user can click the arrows to see other photos of the product (including the product in other available colours); if the user just hovers over one of these images it launches the zoomed version which I added as a layer in the PSD to give you an example.
I've put the share links next to the 'Add a review' as I feel that people who are social enough to want to leave a (positive) review are the most likely to share on social networks.
You'll notice the 'Add to Lookbook' button next to the 'Add to Cart' button. I feel this is a good idea as the lookbook is a big part of how I envisioned this website to be if/when coded. The idea is that if the user decided they don't want to buy that item right now, they may add it to their lookbook and buy it in the future instead of just losing the sale altogether.
Finally, the table at the bottom is pretty much default for an ecommerce site so you get the idea.

- SIGN UP PAGE

The final PSD: 'Sign up' is pretty much the usual stuff. The design shows inline validation whereas the user has tried to sign in without entering their email. The idea is that if this user now entered their email and clicked the sign in button again, the password field would now show that red border.

NEED MORE HELP?

If you need more help I can edit the design for you, contact me for a quote at <http://robbydesigns.com>