Unchained Minimal Storefront — inspired by high-fashion minimalism (GitHub Pages ready)

Note: This is an original, minimalist theme **inspired by** luxury retail aesthetics (monochrome, oversized type, generous whitespace). It does **not** copy Balenciaga's proprietary design, assets, or trademarks.

How to use

1. Create a new GitHub repo (e.g., `unchained-store`).
2. Add the files below with the exact paths/filenames.
3. Commit & push.
4. In **Settings → Pages**, set **Build from**: `Deploy from a branch` , **Branch**: `main` (or `master`) and `/root` .
5. Your site will publish at `https://<your-username>.github.io/<repo-name>/` .

You can edit `data/products.json` to add your products quickly—no build tools needed.

Project structure

```
unchained-store/
├─ index.html
├─ product.html
├─ styles/
│  └─ main.css
├─ scripts/
│  └─ app.js
├─ data/
│  └─ products.json
└─ assets/
   ├─ logo.svg
   └─ placeholder.jpg
```

---

index.html

```
<!DOCTYPE html>
<html lang="en">
<head>
```

```html
    <meta charset="utf-8" />
    <meta name="viewport" content="width=device-width, initial-scale=1" />
    <title>UNCHAINED — Store</title>
    <meta name="description" content="Unchained — minimalist streetwear store." />
    <link rel="preconnect" href="https://fonts.gstatic.com" crossorigin>
    <link href="https://fonts.googleapis.com/css2?
family=Inter:wght@300;400;500;600;800&display=swap" rel="stylesheet">
    <link rel="stylesheet" href="styles/main.css" />
    <link rel="icon" href="assets/logo.svg" />
</head>
<body>
  <!-- Header -->
  <header class="site-header">
    <div class="container header-inner">
      <a class="logo" href="/">
        <img src="assets/logo.svg" alt="Unchained" />
      </a>
      <nav class="nav">
        <a href="#" class="nav-link">Women</a>
        <a href="#" class="nav-link">Men</a>
        <a href="#" class="nav-link">Accessories</a>
        <a href="#" class="nav-link">Collections</a>
      </nav>
      <div class="header-actions">
        <button class="icon-btn" id="searchBtn" aria-label="Search">🔍</button>
        <button class="icon-btn" id="cartBtn" aria-label="Cart"><span
id="cartCount">0</span>🛒</button>
      </div>
    </div>
  </header>

  <!-- Hero -->
  <section class="hero">
    <div class="hero-media" role="img" aria-label="Unchained Campaign"></div>
    <div class="hero-copy container">
      <h1>UNCHAINED / A-W 25</h1>
      <p>Militant minimalism. Industrial luxury. Limited pieces only.</p>
      <a class="btn btn-primary" href="#catalog">Shop new arrivals</a>
    </div>
  </section>

  <!-- Catalog -->
  <main id="catalog" class="container catalog">
    <div class="catalog-head">
      <h2>New Arrivals</h2>
      <div class="catalog-filters">
        <select id="sortSelect" aria-label="Sort products">
```

```html
          <option value="featured">Featured</option>
          <option value="price-asc">Price: Low to High</option>
          <option value="price-desc">Price: High to Low</option>
        </select>
      </div>
    </div>

    <div id="productGrid" class="grid"></div>
  </main>

  <!-- Footer -->
  <footer class="site-footer">
    <div class="container footer-grid">
      <div>
        <h4>Customer Service</h4>
        <ul>
          <li><a href="#">Shipping</a></li>
          <li><a href="#">Returns</a></li>
          <li><a href="#">Size guide</a></li>
        </ul>
      </div>
      <div>
        <h4>About</h4>
        <ul>
          <li><a href="#">Our story</a></li>
          <li><a href="#">Sustainability</a></li>
          <li><a href="#">Careers</a></li>
        </ul>
      </div>
      <div>
        <h4>Newsletter</h4>
        <form id="newsletterForm" class="newsletter">
          <input type="email" placeholder="Email address" required />
          <button class="btn btn-inline" type="submit">Subscribe</button>
        </form>
      </div>
    </div>
    <div class="container footer-base">
      <span>© <span id="year"></span> UNCHAINED</span>
      <div class="legal">
        <a href="#">Privacy</a>
        <a href="#">Terms</a>
      </div>
    </div>
  </footer>

  <!-- Cart Drawer -->
  <aside id="cartDrawer" class="drawer" aria-hidden="true" aria-
```

```
labelledby="cartHeading">
    <div class="drawer-panel">
      <div class="drawer-head">
        <h3 id="cartHeading">Your Cart</h3>
        <button class="icon-btn" id="closeCart">X</button>
      </div>
      <div id="cartItems" class="drawer-body"></div>
      <div class="drawer-foot">
        <div class="cart-total">
          <span>Total</span>
          <strong id="cartTotal">$0</strong>
        </div>
        <a class="btn btn-primary btn-full" href="#" id="checkoutBtn">Checkout</
a>
      </div>
    </div>
    <div class="drawer-backdrop" id="cartBackdrop"></div>
  </aside>

  <!-- Search Overlay -->
  <div id="searchOverlay" class="search-overlay" aria-hidden="true">
    <div class="search-inner">
      <input id="searchInput" type="search" placeholder="Search products"
autofocus />
      <button class="icon-btn" id="closeSearch">X</button>
    </div>
  </div>

  <script src="scripts/app.js"></script>
</body>
</html>
```

product.html (optional product detail template)

```
<!DOCTYPE html>
<html lang="en">
<head>
  <meta charset="utf-8" />
  <meta name="viewport" content="width=device-width, initial-scale=1" />
  <title>UNCHAINED — Product</title>
  <link href="https://fonts.googleapis.com/css2?
family=Inter:wght@300;400;500;600;800&display=swap" rel="stylesheet">
  <link rel="stylesheet" href="styles/main.css" />
</head>
```

```html
<body class="product-page">
  <header class="site-header">
    <div class="container header-inner">
      <a class="logo" href="/">
        <img src="assets/logo.svg" alt="Unchained" />
      </a>
      <nav class="nav">
        <a href="/" class="nav-link">Store</a>
      </nav>
      <div class="header-actions">
        <button class="icon-btn" id="cartBtn" aria-label="Cart"><span
id="cartCount">0</span>🛒</button>
      </div>
    </div>
  </header>

  <main class="container product-detail" id="productDetail"></main>

  <aside id="cartDrawer" class="drawer" aria-hidden="true">
    <div class="drawer-panel">
      <div class="drawer-head">
        <h3>Your Cart</h3>
        <button class="icon-btn" id="closeCart">✕</button>
      </div>
      <div id="cartItems" class="drawer-body"></div>
      <div class="drawer-foot">
        <div class="cart-total">
          <span>Total</span>
          <strong id="cartTotal">$0</strong>
        </div>
        <a class="btn btn-primary btn-full" href="#" id="checkoutBtn">Checkout</
a>
      </div>
    </div>
    <div class="drawer-backdrop" id="cartBackdrop"></div>
  </aside>

  <script src="scripts/app.js"></script>
</body>
</html>
```

styles/main.css

```css
:root{
  --bg:#ffffff; --fg:#0a0a0a; --muted:#7a7a7a; --line:#e6e6e6;
  --accent:#0a0a0a; --gap:24px; --radius:18px;
}
*{box-sizing:border-box}
html,body{margin:0;padding:0}
body{font-family:Inter,system-ui,-apple-system,Segoe UI,Roboto,Arial,sans-
serif;color:var(--fg);background:var(--bg)}
img{max-width:100%;display:block}
a{color:inherit;text-decoration:none}
.container{width:min(1200px,94vw);margin-inline:auto}

/* Header */
.site-header{position:sticky;top:0;z-index:50;background:var(--bg);border-
bottom:1px solid var(--line)}
.header-inner{display:flex;align-items:center;justify-content:space-
between;padding:16px 0}
.logo img{height:22px}
.nav{display:flex;gap:24px}
.nav-link{font-size:14px;text-transform:uppercase;letter-spacing:.06em}
.header-actions{display:flex;gap:12px;align-items:center}
.icon-btn{border:1px solid var(--line);background:#fff;border-radius:
999px;padding:6px 10px;cursor:pointer}
#cartCount{font-weight:600;margin-right:6px}

/* Hero */
.hero{position:relative;min-height:70vh;border-bottom:1px solid var(--line)}
.hero-media{position:absolute;inset:0;background:url('../assets/
placeholder.jpg') center/cover no-repeat;filter:grayscale(100%);}
.hero-copy{position:relative;z-index:1;padding:18vh 0;color:#fff}
.hero:before{content:"";position:absolute;inset:0;background:linear-
gradient(180deg,rgba(0,0,0,.55),transparent,rgba(0,0,0,.7))}
.hero h1{font-size:clamp(32px,5vw,72px);font-weight:800;letter-spacing:.
02em;margin:0 0 8px}
.hero p{font-size:clamp(14px,1.2vw,18px);opacity:.9;margin:0 0 20px}
.btn{display:inline-flex;gap:10px;align-items:center;border:1px solid
#fff;color:#fff;padding:10px 16px;border-radius:999px;font-weight:600}
.btn-primary{background:transparent}
.btn-inline{border-color:var(--fg);color:var(--fg)}
.btn-full{justify-content:center;width:100%}

/* Catalog */
.catalog{padding:48px 0}
.catalog-head{display:flex;align-items:center;justify-content:space-
```

```css
between;margin-bottom:20px}
.catalog h2{font-size:28px;text-transform:uppercase;letter-spacing:.08em}
.grid{display:grid;grid-template-columns:repeat(4,1fr);gap:var(--gap)}
.card{border:1px solid var(--line);border-radius:var(--
radius);overflow:hidden;background:#fff}
.card-media{aspect-ratio:3/
4;background:#f7f7f7;position:relative;overflow:hidden}
.card-media img{width:100%;height:100%;object-fit:cover;transition:transform .
5s ease}
.card:hover .card-media img{transform:scale(1.06)}
.card-body{padding:14px}
.card-title{font-size:14px;text-transform:uppercase;letter-spacing:.06em;margin:
0 0 6px}
.card-price{display:flex;gap:10px;align-items:center;font-weight:600}
.card .btn{margin-top:10px}

/* Footer */
.site-footer{border-top:1px solid var(--line);margin-top:60px}
.footer-grid{display:grid;grid-template-columns:repeat(3,1fr);gap:var(--
gap);padding:32px 0}
.footer-grid h4{text-transform:uppercase;font-size:12px;margin:0 0 10px}
.footer-grid ul{list-style:none;padding:0;margin:0;display:grid;gap:8px}
.footer-base{display:flex;align-items:center;justify-content:space-
between;padding:12px 0;border-top:1px solid var(--line);font-size:
12px;color:var(--muted)}

/* Drawer (Cart) */
.drawer{position:fixed;inset:0;display:grid;grid-template-columns:1fr;pointer-
events:none}
.drawer-panel{background:#fff;border-left:1px solid var(--line);max-width:
420px;margin-left:auto;height:
100%;transform:translateX(100%);transition:transform .35s
ease;display:flex;flex-direction:column}
.drawer[aria-hidden="false"] .drawer-panel{transform:none;pointer-events:auto}
.drawer-backdrop{background:rgba(0,0,0,.25);opacity:0;transition:opacity .35s
ease}
.drawer[aria-hidden="false"] .drawer-backdrop{opacity:1}
.drawer-head{display:flex;justify-content:space-between;align-
items:center;padding:16px;border-bottom:1px solid var(--line)}
.drawer-body{padding:16px;flex:1;overflow:auto;display:grid;gap:12px}
.drawer-foot{border-top:1px solid var(--line);padding:16px;display:grid;gap:
12px}
.cart-item{display:grid;grid-template-columns:72px 1fr auto;gap:12px;align-
items:center;border:1px solid var(--line);border-radius:12px;padding:10px}
.cart-item img{width:72px;height:96px;object-fit:cover;border-radius:8px}
.qty{display:flex;gap:6px;align-items:center}
.qty button{border:1px solid var(--line);background:#fff;border-radius:
8px;padding:4px 8px}
```

```css
/* Product page */
.product-detail{display:grid;grid-template-columns:1.1fr .9fr;gap:var(--
gap);padding:40px 0}
.p-gallery{display:grid;gap:var(--gap)}
.p-gallery img{border:1px solid var(--line);border-radius:var(--radius)}
.p-info h1{font-size:28px;text-transform:uppercase;margin:0 0 10px}
.p-price{font-size:20px;font-weight:700;margin:8px 0 14px}
.p-actions{display:grid;gap:10px}

/* Search overlay */
.search-overlay{position:fixed;inset:0;background:rgba(255,255,255,.9);backdrop-
filter:saturate(120%) blur(4px);display:grid;place-items:center;opacity:
0;pointer-events:none;transition:opacity .25s}
.search-overlay[aria-hidden="false"]{opacity:1;pointer-events:auto}
.search-inner{display:flex;gap:12px;align-items:center}
.search-inner input{font-size:22px;border:1px solid var(--line);padding:12px
16px;border-radius:12px;width:min(720px,88vw)}

/* Responsive */
@media (max-width: 1024px){
  .grid{grid-template-columns:repeat(3,1fr)}
  .product-detail{grid-template-columns:1fr}
}
@media (max-width: 680px){
  .grid{grid-template-columns:repeat(2,1fr)}
  .nav{display:none}
  .hero{min-height:60vh}
}
```

scripts/app.js

```javascript
// Minimal store logic (no backend). Uses products.json and localStorage for
cart.

const $ = (s, d=document) => d.querySelector(s);
const $$ = (s, d=document) => [...d.querySelectorAll(s)];

const cartKey = 'unchained_cart_v1';
let cart = JSON.parse(localStorage.getItem(cartKey) || '[]');

function saveCart(){
  localStorage.setItem(cartKey, JSON.stringify(cart));
  renderCartBadge();
```

```
}

function renderCartBadge(){
  const count = cart.reduce((n,i)=>n+i.qty,0);
  const el = $('#cartCount');
  if(el) el.textContent = count;
}

async function fetchProducts(){
  const res = await fetch('data/products.json');
  return await res.json();
}

function formatCurrency(n){
  return new Intl.NumberFormat('en-US',
{style:'currency',currency:'USD'}).format(n);
}

function addToCart(product, variant=null){
  const key = product.id + (variant?`:${variant}`:'');
  const existing = cart.find(i=>i.key===key);
  if(existing){ existing.qty++; }
  else{
    cart.push({ key, id: product.id, title: product.title, price:
product.price, image: product.images?.[0] || 'assets/placeholder.jpg', variant,
qty:1 });
  }
  saveCart();
  openCart();
}

function openCart(){ const d = $('#cartDrawer'); if(d){ d.setAttribute('aria-
hidden','false'); } }
function closeCart(){ const d = $('#cartDrawer'); if(d){ d.setAttribute('aria-
hidden','true'); } }

function renderCart(){
  const wrap = $('#cartItems'); if(!wrap) return;
  if(cart.length===0){ wrap.innerHTML = '<p>Your cart is empty.</p>'; $
('#cartTotal').textContent = '$0'; return; }
  wrap.innerHTML = cart.map(item=>`
    <div class="cart-item">
      <img src="${item.image}" alt="${item.title}">
      <div>
        <div style="font-weight:600">${item.title}${item.variant?` — $
{item.variant}`:''}</div>
        <div class="qty">
          <button data-key="${item.key}" data-act="dec">−</button>
```

```
            <span>${item.qty}</span>
            <button data-key="${item.key}" data-act="inc">+</button>
            <button data-key="${item.key}" data-act="rm" title="Remove">X</button>
          </div>
        </div>
        <div style="font-weight:700">${formatCurrency(item.price*item.qty)}</div>
      </div>
  `).join('');
  const total = cart.reduce((n,i)=>n+i.price*i.qty,0);
  $('#cartTotal').textContent = formatCurrency(total);
}

function onCartClick(e){
  const btn = e.target.closest('button');
  if(!btn) return;
  const key = btn.dataset.key; const act = btn.dataset.act;
  const idx = cart.findIndex(i=>i.key===key);
  if(idx<0) return;
  if(act==='inc') cart[idx].qty++;
  if(act==='dec') cart[idx].qty = Math.max(0, cart[idx].qty-1);
  if(act==='rm' || cart[idx].qty===0) cart.splice(idx,1);
  saveCart();
  renderCart();
}

async function renderGrid(){
  const grid = $('#productGrid'); if(!grid) return;
  const products = await fetchProducts();
  const sort = $('#sortSelect')?.value || 'featured';
  if(sort==='price-asc') products.sort((a,b)=>a.price-b.price);
  if(sort==='price-desc') products.sort((a,b)=>b.price-a.price);
  grid.innerHTML = products.map(p=>`
    <article class="card">
      <a href="product.html?id=${encodeURIComponent(p.id)}" class="card-media">
        <img src="${p.images?.[0] || 'assets/placeholder.jpg'}" alt="$
{p.title}">
      </a>
      <div class="card-body">
        <h3 class="card-title">${p.title}</h3>
        <div class="card-price">${formatCurrency(p.price)}</div>
        <button class="btn" data-id="${p.id}">Add to cart</button>
      </div>
    </article>
  `).join('');

  grid.addEventListener('click', async (e)=>{
    const btn = e.target.closest('button[data-id]');
```

```javascript
    if(!btn) return;
    const products = await fetchProducts();
    const p = products.find(x=>x.id===btn.dataset.id);
    if(p) addToCart(p);
  });
}

async function renderProductPage(){
  const container = $('#productDetail'); if(!container) return;
  const params = new URLSearchParams(location.search);
  const id = params.get('id');
  const products = await fetchProducts();
  const p = products.find(x=>x.id===id) || products[0];
  if(!p) { container.textContent = 'Product not found.'; return; }
  container.innerHTML = `
    <div class="p-gallery">
      ${(p.images||['assets/placeholder.jpg']).map(src=>`<img src="${src}"
alt="${p.title}">`).join('')}
    </div>
    <div class="p-info">
      <h1>${p.title}</h1>
      <div class="p-price">${formatCurrency(p.price)}</div>
      <p>${p.description||''}</p>
      ${p.variants?`
      <label>Size</label>
      <div class="p-actions">
        <select id="variantSelect">
          ${p.variants.map(v=>`<option value="${v}">${v}</option>`).join('')}
        </select>
        <button class="btn btn-inline" id="addToCartP">Add to cart</button>
      </div>` : `<div class="p-actions"><button class="btn btn-inline"
id="addToCartP">Add to cart</button></div>`}
    </div>
  `;
  $('#addToCartP').addEventListener('click', ()=>{
    const variant = $('#variantSelect')?.value || null;
    addToCart(p, variant);
  });
}

function wireUI(){
  const y = $('#year'); if(y) y.textContent = new Date().getFullYear();

  const cartBtn = $('#cartBtn'); const closeCartBtn = $('#closeCart');
  cartBtn?.addEventListener('click', ()=>{ renderCart(); openCart(); });
  closeCartBtn?.addEventListener('click', closeCart);
  $('#cartBackdrop')?.addEventListener('click', closeCart);
  $('#cartItems')?.addEventListener('click', onCartClick);
```

```javascript
    // Checkout stub — replace with your processor (e.g., Paystack, Stripe
Checkout)
    $('#checkoutBtn')?.addEventListener('click', (e)=>{
      e.preventDefault();
      alert('Connect your payment provider in scripts/app.js → checkoutBtn
handler.');
    });

    // Search overlay
    const so = $('#searchOverlay');
    $('#searchBtn')?.addEventListener('click', ()=> so?.setAttribute('aria-
hidden','false'));
    $('#closeSearch')?.addEventListener('click', ()=> so?.setAttribute('aria-
hidden','true'));
    $('#searchInput')?.addEventListener('input', async (e)=>{
      const q = e.target.value.toLowerCase();
      const products = await fetchProducts();
      const results = products.filter(p=>p.title.toLowerCase().includes(q));
      const grid = $('#productGrid');
      if(grid){
        grid.innerHTML = results.map(p=>`
          <article class="card">
            <a href="product.html?id=${encodeURIComponent(p.id)}" class="card-
media">
              <img src="${p.images?.[0] || 'assets/placeholder.jpg'}" alt="$
{p.title}">
            </a>
            <div class="card-body">
              <h3 class="card-title">${p.title}</h3>
              <div class="card-price">${formatCurrency(p.price)}</div>
              <button class="btn" data-id="${p.id}">Add to cart</button>
            </div>
          </article>
        `).join('');
      }
    });
}

// Boot
renderCartBadge();
renderGrid();
renderProductPage();
wireUI();
```

data/products.json

```json
[
  {
    "id": "ugm-hoodie-red",
    "title": "UG^M Hoodie — Red",
    "price": 95,
    "images": ["assets/placeholder.jpg"],
    "variants": ["S","M","L","XL"],
    "description": "Heavyweight fleece. Cracked logo texture. Industrial stitch lines."
  },
  {
    "id": "unch-tshirt-white",
    "title": "UNCH Tee — White",
    "price": 55,
    "images": ["assets/placeholder.jpg"],
    "variants": ["S","M","L","XL"],
    "description": "Boxy cut. 240gsm cotton. Minimal type lockup."
  },
  {
    "id": "ops-joggers-black",
    "title": "Ops Joggers — Black",
    "price": 75,
    "images": ["assets/placeholder.jpg"],
    "variants": ["S","M","L","XL"],
    "description": "Tapered fit. Utility pockets. Matte hardware."
  }
]
```

assets/logo.svg (simple wordmark placeholder)

```
<svg xmlns="http://www.w3.org/2000/svg" width="160" height="26" viewBox="0 0 160 26" fill="none">
  <text x="0" y="20" font-family="Arial, Helvetica, sans-serif" font-weight="800" font-size="20" letter-spacing="2">UNCHAINED</text>
</svg>
```

Add your own campaign image at `assets/placeholder.jpg` (1200×1600 or 1600×900 recommended). You can keep the filename the same to avoid editing code.

(Optional) Paystack checkout hook

If you want to connect Paystack quickly, replace the **checkout stub** inside `scripts/app.js` with this minimal example. You'll need your public key and to calculate amounts in kobo on the client (server is ideal for production):

```javascript
// Replace the checkoutBtn listener with this:
$('#checkoutBtn')?.addEventListener('click', (e)=>{
  e.preventDefault();
  const amount = cart.reduce((n,i)=>n+i.price*i.qty,0);
  if(amount<=0){ alert('Your cart is empty.'); return; }
  const kobo = Math.round(amount * 100 *
100); // USD→kobo if you charge in NGN, adapt as needed
  // You may prefer to display in NGN and store NGN prices directly.

  // Minimal Paystack inline script loader
  const s = document.createElement('script');
  s.src = 'https://js.paystack.co/v1/inline.js';
  s.onload = () => {
    const handler = PaystackPop.setup({
      key: 'pk_test_xxxREPLACE_ME',
      email: 'customer@example.com',
      amount: kobo,
      currency: 'NGN',
      metadata: { custom_fields: cart },
      callback: function(response){
        alert('Payment complete: ' + response.reference);
        cart = []; saveCart(); renderCart();
      },
      onClose: function(){ console.log('Payment closed'); }
    });
    handler.openIframe();
  };
  document.body.appendChild(s);
});
```

Notes on the aesthetic

- **Monochrome palette**, **oversized typography**, **generous whitespace**, grayscale hero, and **uppercase nav** for a clean, high-fashion tone.
- Product cards are **bordered** with subtle hover zoom.
- Sticky header, **search overlay**, and a **cart drawer** mimic modern luxury storefront patterns without copying any protected design.

Quick customization checklist

- Swap the placeholder hero (`assets/placeholder.jpg`) with your campaign still.
- Update `assets/logo.svg` to your real wordmark.
- Edit `data/products.json` for titles, prices, images, and sizes.
- Tweak spacing/roundness in `:root` tokens in `styles/main.css`.

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