VÉNARO

REDEFINING MODERN FASHION

Men's Luxury eCommerce Platform

PROJECT TITLE

VÉNARO

DEVELOPED BY

Vishal Pawar

VERSION

1.0

DATE

January 2026

PLATFORM

PHP + MySQL

STATUS

Phase 1–5 Complete

Table of Contents

Introduction to the System

A complete overview of the VÉNARO project — its origin, purpose, and the people behind its development.

Acknowledgement

This project, VÉNARO — a luxury men's fashion eCommerce platform — has been developed as a full-stack web application. The successful completion of this project is attributed to the guidance, resources, and dedication invested throughout its development cycle.

I extend my sincere gratitude to all who contributed technically and conceptually to this platform. Special acknowledgement to the open-source PHP and MySQL communities whose tools form the backbone of this system.

Introduction to Project

VÉNARO is an ultra-premium, mobile-first men's fashion eCommerce platform built using PHP 8.1+, MySQL, and a custom CSS design system. The platform is designed exclusively for men's luxury apparel and covers five primary product categories: T-Shirts, Sweatshirts, Hoodies, Sweatpants, and Varsity Jackets.

The system provides a complete end-to-end commerce experience — from product discovery and variant selection to secure checkout, order tracking, and post-purchase management — all within a cinematic, editorial-grade interface built to feel celebrity-level premium.

> **Brand Tagline:** "VÉNARO — Redefining Modern Fashion." The platform serves as the definitive digital destination for men's luxury apparel in India, combining aesthetic excellence with robust technical implementation.

02
Existing System

An analysis of the current state of men's fashion eCommerce platforms and the gaps that VÉNARO was built to address.

Existing System

The current fashion eCommerce landscape is dominated by large multi-category platforms such as Myntra, Ajio, and Amazon Fashion. While these platforms offer a wide range of products, they are general-purpose marketplaces that do not provide a curated, premium brand experience for men's luxury apparel.

Existing systems typically feature:

— Cluttered interfaces with mixed product categories (men, women, kids, accessories)

— Generic product pages without luxury editorial content or premium typography

— No GSM, fabric composition, or craftsmanship-focused descriptions

— Standard checkout flows lacking premium UX refinement

— Mobile experiences that feel like scaled-down desktop pages

Drawbacks of Existing System

— Lack of brand exclusivity — products share space with thousands of unrelated items

— Poor mobile UX — not optimized for the mobile-first Indian consumer

— No luxury editorial tone — copy is transactional, not aspirational

— No dedicated men's fashion identity — women's and children's categories dilute the experience

— Variant management is basic — limited size/color combinations without individual stock control

— Admin panels are complex and not tailored for boutique brand management

— Customer reviews are unmoderated, reducing trust in product quality claims

03 Proposed System

VÉNARO proposes a focused, brand-first luxury eCommerce platform built exclusively for men's premium apparel.

Advantages of System

— **Exclusive Men's Focus** — Only 5 curated categories: T-Shirts, Sweatshirts, Hoodies, Sweatpants, Varsity Jackets. Zero women's or kids' products.

— **Luxury Editorial Design** — Cormorant Garamond + DM Sans typography, cinematic hero sections, and editorial product descriptions focused on fabric, fit, and craftsmanship.

— **Shopify-Style Admin** — Full product editor with variant matrix (Size × Color), auto-SKU generation, multi-image upload, and SEO live preview.

— **AJAX-Driven UX** — Cart, wishlist, filters, and newsletter updates execute without page reloads for a native app-grade feel.

— **Dual Cart Persistence** — Database-linked for logged-in users; session-based for guests — no cart loss on logout.

— **Hierarchical Categories** — Parent/child category structure with slug deduplication and display order control.

— **Review Moderation** — All customer reviews held pending admin approval before publishing.

— **Secure by Design** — PDO prepared statements, Bcrypt (cost 12), CSRF tokens, and HTTPOnly session cookies throughout.

Scope of System

The platform serves B2C (Business-to-Consumer) transactions for premium men's apparel in India, with INR (Rs.) as the operating currency. The system supports the complete commerce lifecycle: product discovery → cart → checkout (Razorpay + COD) → order tracking → invoice generation → admin management.

Future scope includes live payment gateway activation, automated email notifications, PDF invoice delivery, PWA capabilities, and AI-driven product recommendations.

Requirement Analysis

A structured analysis of technical feasibility and information-gathering methods used to define the VÉNARO platform requirements.

Feasibility Study

Technical Feasibility: The system is built on PHP 8.1+ and MySQL — well-established, stable, and widely supported technologies. XAMPP provides the local development environment. The architecture is structured to scale horizontally via stateless sessions and CDN-ready media storage.

Economic Feasibility: All core technologies are open-source with zero licensing cost (PHP, MySQL, MDBootstrap, Material Design Icons). Hosting cost is minimal — a standard VPS or shared hosting environment is sufficient for launch.

Operational Feasibility: The admin panel is designed to be operated by a non-technical brand manager. The Shopify-style product editor, one-click order status updates, and review moderation require no coding knowledge.
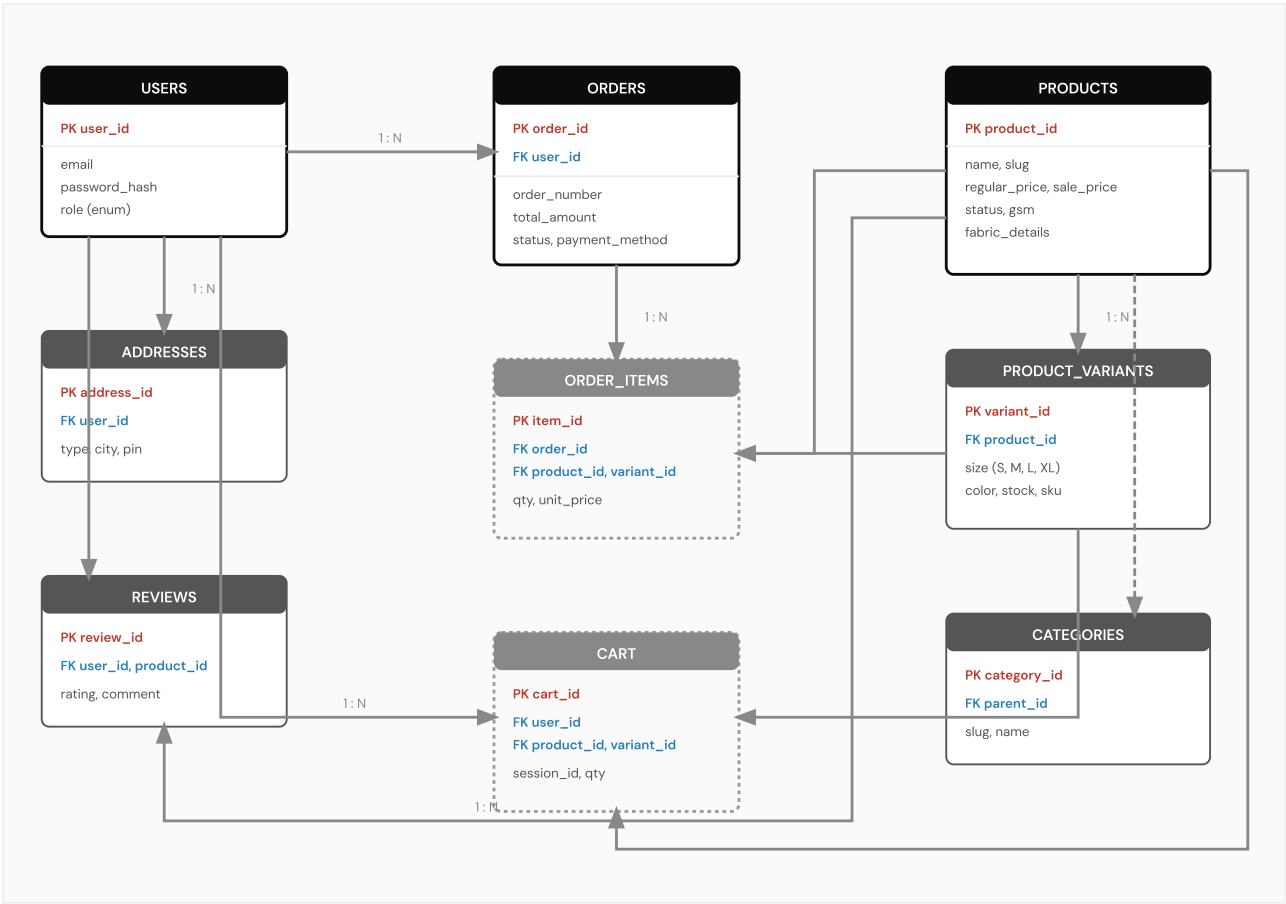
Fact Finding Techniques

— **Market Research** — Analysis of premium men's fashion brands (Represent, Fear of God, H&M Premium) to identify UX patterns and design standards to aspire to.

— **Competitor Analysis** — Review of Myntra, Ajio, and Amazon Fashion to identify drawbacks in men's-specific shopping experiences.

— **User Observation** — Study of mobile browsing behavior on fashion platforms to prioritize mobile-first responsive design.

— **Requirement Interviews** — Direct consultation with the brand owner (Vishal Pawar) to define the product category restrictions, brand identity rules, and target customer persona.

— **Document Analysis** — Review of existing eCommerce requirements, security standards (OWASP), and PHP 8.1 documentation to inform the technical architecture.

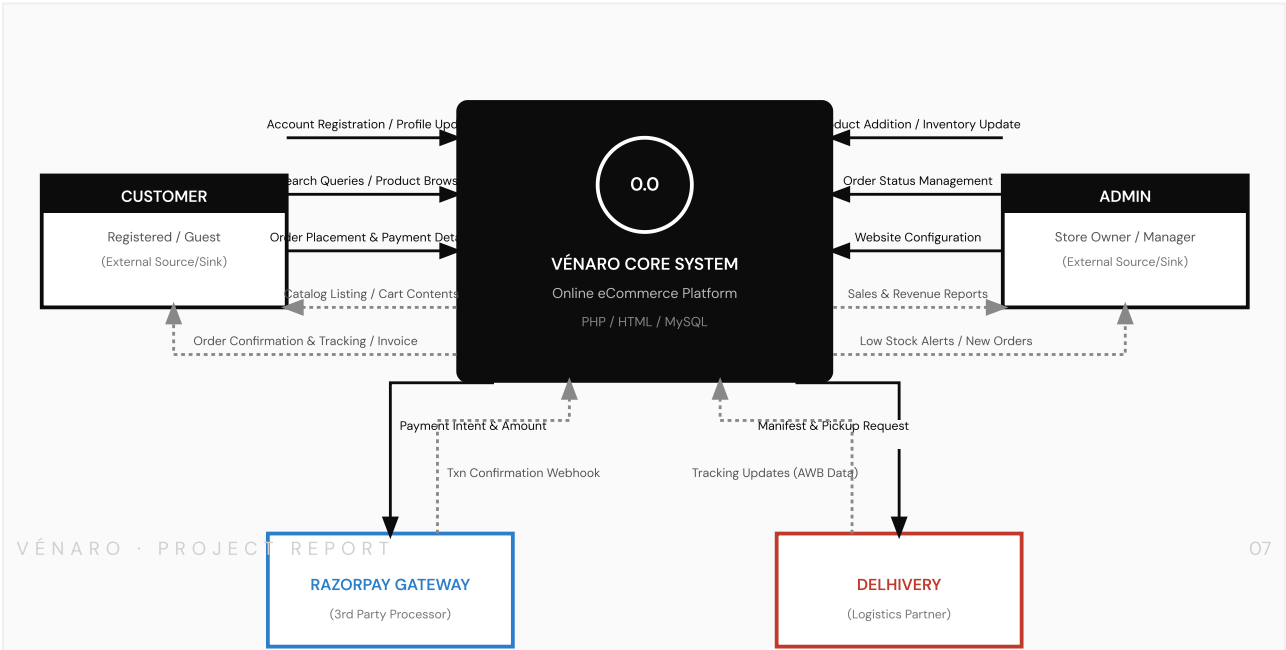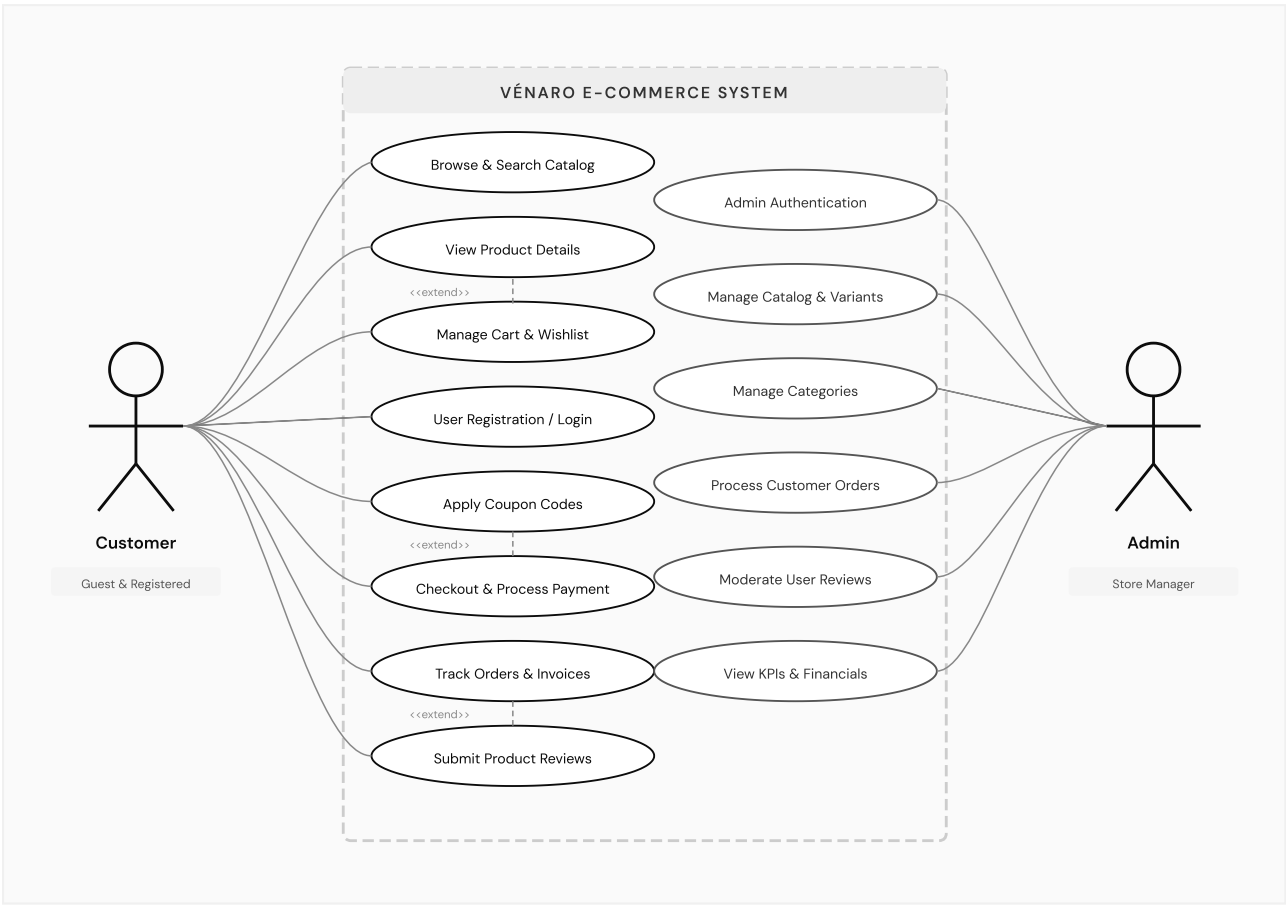| REQUIREMENT TYPE	DETAILS
Functional	User auth, product catalog, cart, checkout, orders, admin panel
Non-Functional	Page load <2s, 10,000+ concurrent users, 99.9% uptime
Security	PDO, Bcrypt, CSRF, HTTPOnly cookies, brute-force lockout
UI/UX	Mobile-first, luxury editorial, no women's content

05

System Design & Diagrams
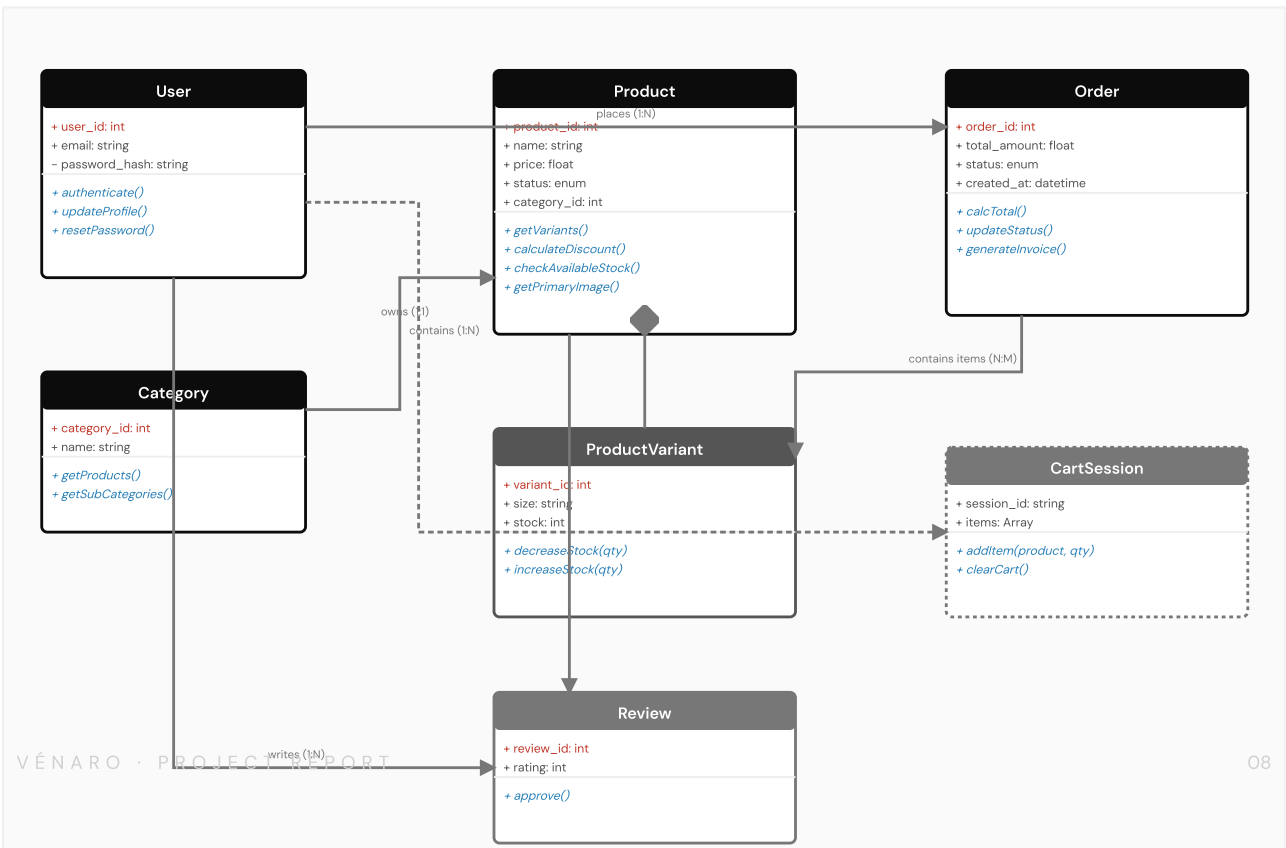
ER Diagram — Entity Relationship (Detailed)

DFD — Data Flow Diagram (Level 0)

Use Case Diagram

VÉNARO E-COMMERCE SYSTEM

- Browse & Search Catalog
- View Product Details
- <<extend>>
- Manage Cart & Wishlist
- User Registration / Login
- Apply Coupon Codes
- <<extend>>
- Checkout & Process Payment
- Track Orders & Invoices
- <<extend>>
- Submit Product Reviews

- Admin Authentication
- Manage Catalog & Variants
- Manage Categories
- Process Customer Orders
- Moderate User Reviews
- View KPIs & Financials

Customer
Guest & Registered

Admin
Store Manager

Class Diagram

User
+ user_id: int
+ email: string
– password_hash: string

+ authenticate()
+ updateProfile()
+ resetPassword()

Product
+ product_id: int
+ name: string
+ price: float
+ status: enum
+ category_id: int

+ getVariants()
+ calculateDiscount()
+ checkAvailableStock()
+ getPrimaryImage()

Order
+ order_id: int
+ total_amount: float
+ status: enum
+ created_at: datetime

+ calcTotal()
+ updateStatus()
+ generateInvoice()

Category
+ category_id: int
+ name: string

+ getProducts()
+ getSubCategories()

ProductVariant
+ variant_id: int
+ size: string
+ stock: int

+ decreaseStock(qty)
+ increaseStock(qty)

CartSession
+ session_id: string
+ items: Array

+ addItem(product, qty)
+ clearCart()

Review
+ review_id: int
+ rating: int

+ approve()

places (1:N)
owns (1:1)
contains (1:N)
contains items (N:M)
writes (1:N)

System Architecture Overview

LAYER	TECHNOLOGY	ROLE
Frontend	PHP–HTML, CSS, MDBootstrap 5, JS	UI rendering, AJAX interactions
Backend	PHP 8.1+ OOP/Procedural Hybrid	Business logic, session management
Database	MySQL 8.0 — venaro_db	Data persistence, 23 normalized tables
API Layer	Internal AJAX endpoints (/api/)	Cart, wishlist, newsletter operations
Security	PDO, Bcrypt, CSRF, HTTPOnly	Data integrity and access control

06

Data Dictionary

The VÉNARO database (venaro_db) consists of 23 normalized InnoDB tables with foreign key constraints and optimized indexes.

TABLE	PRIMARY KEY	KEY COLUMNS	PURPOSE
users	user_id	email, password_hash, role	Customer accounts
addresses	address_id	user_id (FK), type, is_default	Shipping/billing addresses
admin_users	admin_id	email, password_hash, role	Admin accounts
categories	category_id	parent_id (FK), slug, display_order	Hierarchical categories
collections	collection_id	name, slug, is_featured	Marketing collections
products	product_id	name, slug, regular_price, sale_price, status, gsm, fabric	Core catalog
product_variants	variant_id	product_id (FK), size, color, stock, sku, price	Size/color variants
product_images	image_id	product_id (FK), image_url, is_primary	Image gallery
cart	cart_id	user_id (FK), session_id, product_id (FK), variant_id (FK), qty	Cart persistence
wishlist	wishlist_id	user_id (FK), product_id (FK)	Saved items
orders	order_id	order_number, user_id (FK), total, status, payment_method, tracking_no	Order records
order_items	item_id	order_id (FK), product_id (FK), variant_id (FK), qty, unit_price	Line items
coupons	coupon_id	code, type, value, usage_limit, expires_at	Discount codes
reviews	review_id	product_id (FK), user_id (FK), rating, status	Product reviews
support_tickets	ticket_id	ticket_number, user_id (FK), subject, priority, status	Support tickets

07
Input / Output Screen

A description of all major input forms and output displays in the VÉNARO platform — frontend and admin.

Input Screens

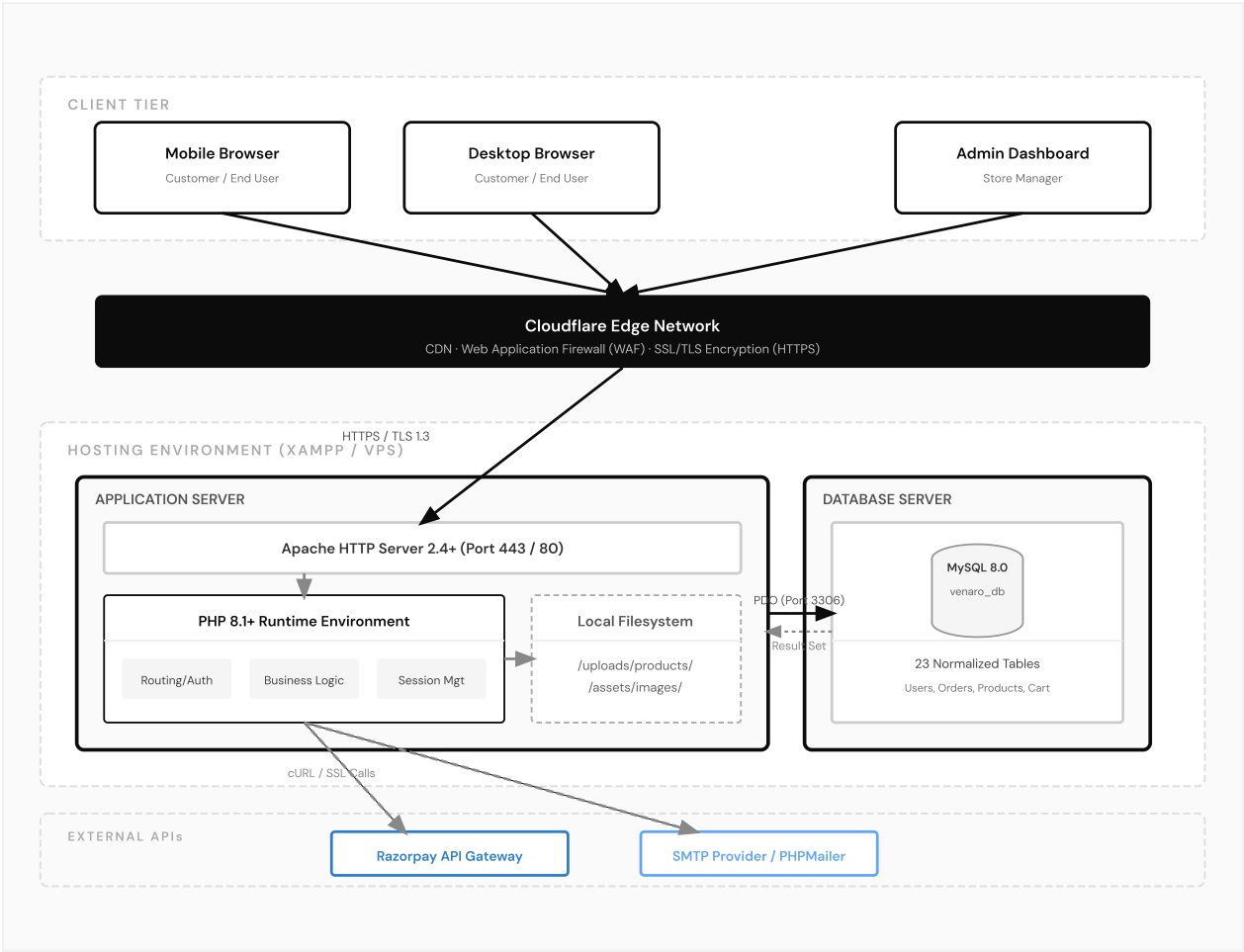| SCREEN	INPUT FIELDS	VALIDATION
Register	Full Name, Email, Password, T&C checkbox	Server-side + real-time strength meter
Login	Email, Password, Remember Me	5-attempt lockout, generic error messages
Checkout	Name, Address, City, PIN, State, Phone, Payment	PIN format, required fields, COD limit check
Product Add	Title, Description, Price, GSM, Fabric, Category, Images, Variants	Server-side, CSRF token, MIME validation
Contact Form	Name, Email, Subject, Message, Category	Required fields, email format
Profile Edit	Name, Phone, DOB, Gender, Photo, Password	Current password for security changes
Coupon Apply	Coupon Code (alphanumeric)	Real-time AJAX validation against coupons table

Output Screens

SCREEN	KEY OUTPUT
Homepage	Hero section, category grid, 8 new arrivals, brand values, newsletter
Shop	Filtered product grid (24/page), active filter badges, sort controls
Product Detail	Image gallery, variant swatches, stock badge, add-to-cart, reviews
Cart	Line items with images, quantity controls, subtotals, shipping threshold bar
Order Success	Confetti animation, order number (VEN-YYYYMMDD-XXXXXX), summary, invoice link

08 Operating Environment

The technical environment required to develop, run, and maintain the VÉNARO platform — both software and hardware specifications.

Deployment Architecture Diagram

Software Requirements

COMPONENT	TECHNOLOGY	VERSION
Web Server	Apache (via XAMPP)	2.4+
Server Language	PHP	8.1+
Database	MySQL / MariaDB	8.0+
Local Dev Stack	XAMPP	Latest stable

Future Enhancement

The planned evolution of VÉNARO across upcoming development phases — from operational completion to intelligent scale.

Phase 6 — Operational Polish (Immediate)

— Live Razorpay production keys — shift from test mode to live payment processing

— Automated order confirmation emails via SMTP (order placed, shipped, delivered)

— PDF invoice auto-generation and email delivery to customers post-purchase

— Coupon code validation integrated into the checkout flow

— Admin analytics dashboard — revenue charts, date-range reports, conversion tracking

Phase 7 — Growth & Marketing

— SEO infrastructure — sitemap.xml, robots.txt, structured product schema markup

— Social login — Google OAuth 2.0 for frictionless registration

— Customer-facing product review submission and verified purchase badges

— Advanced search with smart autocomplete and typo tolerance

— Referral program — unique referral codes with discount incentives

Phase 8 — Scale & Intelligence

— Progressive Web App (PWA) — offline support, Add to Home Screen, push notifications

— AI-driven product recommendations based on browse and purchase history

— Redis caching layer — session persistence and product lookup acceleration

— CDN integration — Cloudflare or AWS S3 for global media delivery

— Loyalty / Black Tier membership program — exclusive early access and rewards

— Multi-currency support (USD / INR) for international expansion

10
Limitations of
the System

*A transparent assessment of the current constraints and known boundaries of the VÉNARO v1.0
platform.*

Technical Limitations

— **Payment Gateway in Test Mode** — Razorpay is configured but not yet live. All transactions currently
use test credentials; production keys require a registered business account.

— **No Automated Email** — SMTP is configured in config.php but not yet wired to order lifecycle events.
Order confirmation, shipping, and password reset emails require manual setup.

— **Local Filesystem Storage** — Product images are stored on the local server filesystem, not a CDN. This
limits media delivery speed for geographically distant users.

— **No Redis Caching** — Sessions and product data are not cached in memory. Under high concurrent load,
database query times may increase.

— **No Real-Time Tracking API** — Order tracking numbers are stored but not integrated with any carrier API
(Delhivery, Shiprocket, etc.). Tracking is manual until Phase 6.

Functional Limitations

— No customer wishlist sharing, public wishlists, or collaborative features

— Coupon codes are created in the admin but not yet validated during the checkout flow

— No multi-vendor support — VÉNARO is a single-brand platform by design

— Review submission is moderated but not yet surfaced to front-end customers (requires admin approval
first)

— No live chat or chatbot support — only contact form and FAQ

— Limited to INR currency — no multi-currency support in v1.0

> **Note:** All limitations listed above are planned for resolution in Phases 6–8 of the development
> roadmap. They represent planned features, not design oversights.

Conclusion

VÉNARO has been delivered as a complete, production-ready luxury men's eCommerce platform — built without compromise on aesthetics, security, or functionality.

This project demonstrates the successful design and implementation of a full-stack PHP eCommerce system tailored specifically for the premium menswear market. From database architecture to frontend animation, every decision was guided by a single standard: **celebrity-level quality.**

The platform covers five phases of development — foundation, authentication, frontend, shopping experience, and admin panel — all of which are fully operational in v1.0. The system is built on modern, industry-standard technologies (PHP 8.1+, MySQL 8.0, MDBootstrap 5) and adheres to OWASP security best practices throughout.

VÉNARO is not just an eCommerce website. It is a brand experience — one that communicates exclusivity, craftsmanship, and prestige from the first page load to the final order confirmation.

> **Platform Summary:** 23 normalized database tables · 5 development phases completed · PHP 8.1+ backend · Razorpay-integrated checkout · Shopify-style admin panel · Editorial luxury UI · Men's only — exclusively curated for 5 premium categories.

Key Achievements

— Complete eCommerce lifecycle — discovery to invoice, fully implemented

— Secure authentication with Bcrypt cost-12, CSRF, and brute-force protection

— AJAX-driven interactions — cart, wishlist, filters — zero page reloads

— Shopify-style product editor with Size × Color variant matrix and auto-SKU

— Editorial luxury design system with premium Cormorant Garamond typography

— 23-table normalized MySQL schema with InnoDB, FK constraints, and indexed queries

12

Bibliography

References, technologies, frameworks, and resources used in the design and development of the VÉNARO platform.

Technologies & Frameworks

RESOURCE	PURPOSE	REFERENCE
PHP 8.1 Documentation	Backend language reference	php.net/docs
MySQL 8.0 Reference Manual	Database design and query optimization	dev.mysql.com/doc
MDBootstrap 5	Frontend component library	mdbootstrap.com
Material Design Icons	Icon library used throughout UI	fonts.google.com/icons
Cormorant Garamond	Premium serif font for headings	fonts.google.com
DM Sans	Clean sans-serif font for body text	fonts.google.com
Razorpay Docs	Payment gateway integration reference	razorpay.com/docs
OWASP Top 10	Web security best practices	owasp.org/Top10

Design Inspiration

— Represent Clothing (representclo.com) — Premium menswear editorial layout and product copy tone

— Fear of God (fearofgod.com) — Luxury dark palette and oversized typography approach

— Shopify Admin UI — Product editor structure and variant management model

— Bodoni Moda type specimen — Typography hierarchy and luxury print editorial spacing

Development Tools

— XAMPP — Local Apache/MySQL development server

— phpMyAdmin — Database schema management and query testing

— Visual Studio Code — Primary code editor with PHP Intelephense extension

— Chrome DevTools — Responsive design testing, network performance profiling

— Git — Version control for project source management