

PAPAYA[©]

L U X U R Y L I N G E R I E

Home

PAPAYA

1. Header & Video Loop

Opening video corresponds to the collection. The collection's title is 'Ethereal Elegance, a valentine's collection'.

2. Collection's Best Sellers

A small collection of lingerie and intimate oils which are part of 'Ethereal Elegance'. As the viewer scrolls, the black and white images come into color.*

3. Carried Brands

A list of logo/brands that Papaya would carry. These brands are high-end and exclusive. The brands are: Agent Provacateur, La Perla, Fleur of England, Simone Perele, Codo de Mer, and Bordelle—European brands.

4. About Company Section

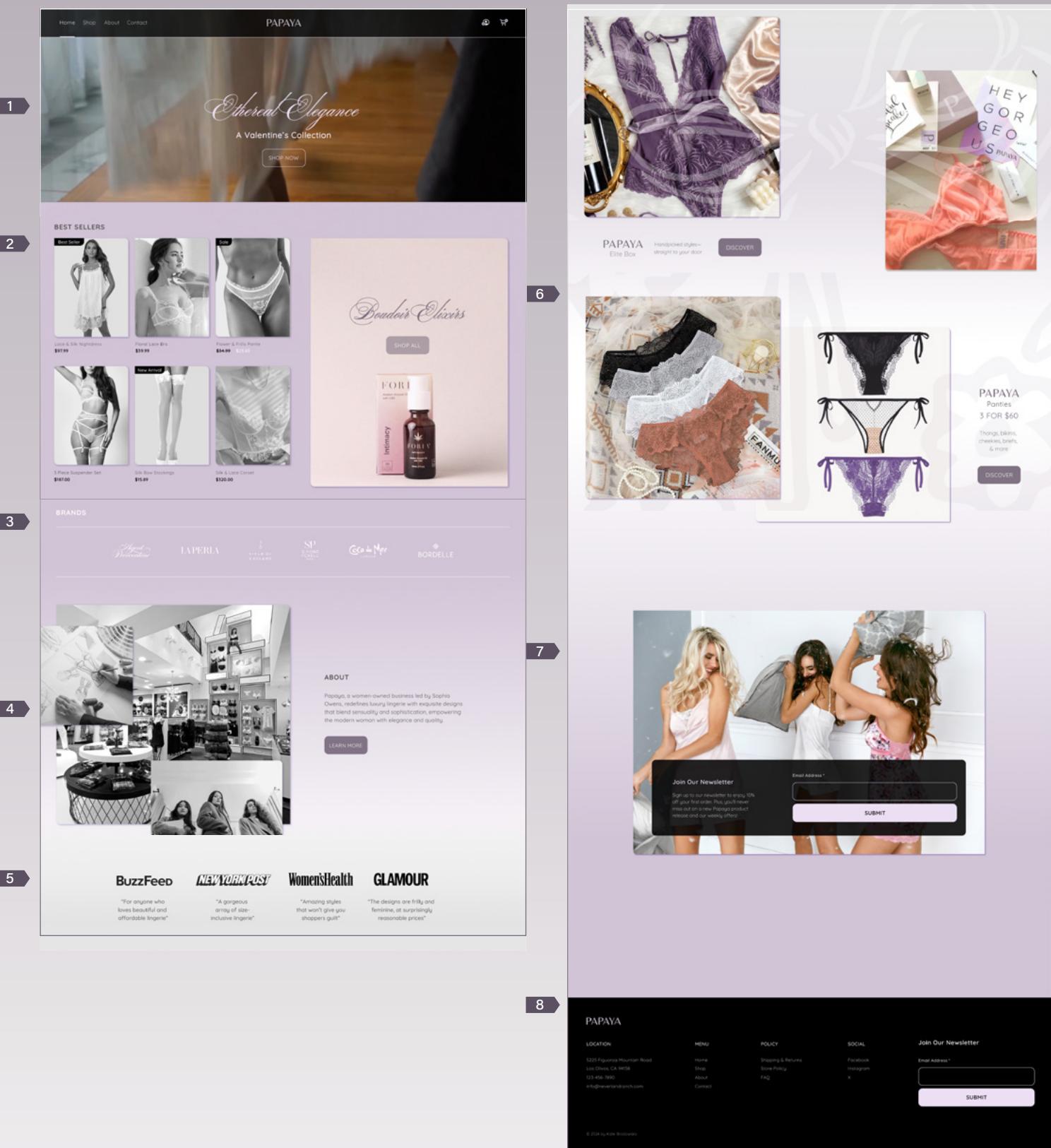
This is a quick about section showing a concept shop, drafting, and the owners. The black and white images change to color as the mouse enters.*

5. In the Press

An in the press section mentioning the brands attention to detail, inclusion and affordability.

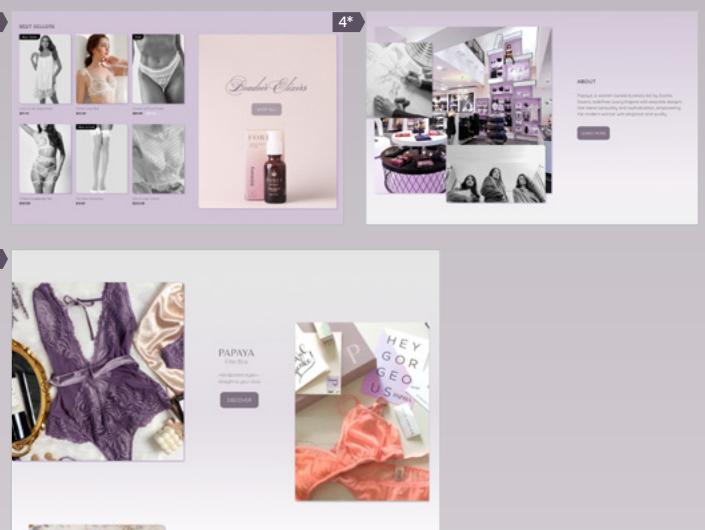
6. Deals & Offers

This section introduces the Papaya 'Elite Box'. A monthly subscription box with personalized lingerie. It also shows a deal for a three pair panty. The images and text slide up at different speeds and transform from black and white to color as they move in.*



7. Newsletter Pop-Up

A last chance to give the user and idea of the company's identity and target market (women in their late 20's - 40's). It also asks the user to interact with the website to sign up for exclusive deals, etc.



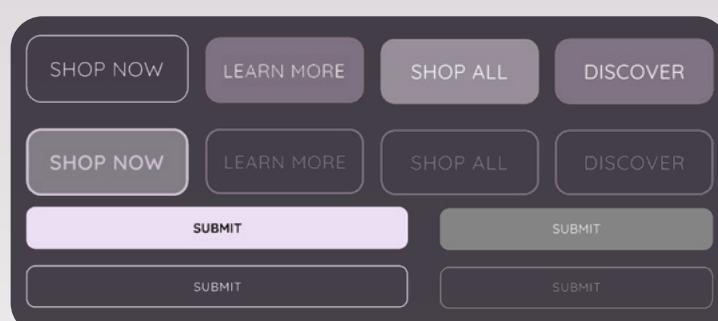
7. Footer

The footer offers a site-map with all possible menu items listed. It also mirrors the header in color and acts as a closing to the gradient background.

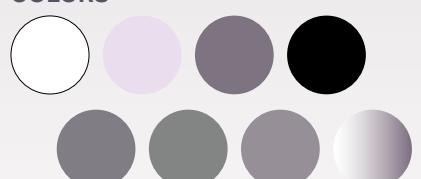
FONTS

Papaya (LOGO) - Belleza Regular
Titles (HEADING) - Quicksand Bold
Sub-title (MENU) - Quicksand Medium
Text (BODY) - Quicksand Regular | Light

BUTTONS



COLORS



Other Pages

ABOUT

CONTACT

Other Pages

Kept colors and styles consistent throughout the pages. Interactive objects tie the website together.

THANK YOU

R E S E A R C H L I N K