

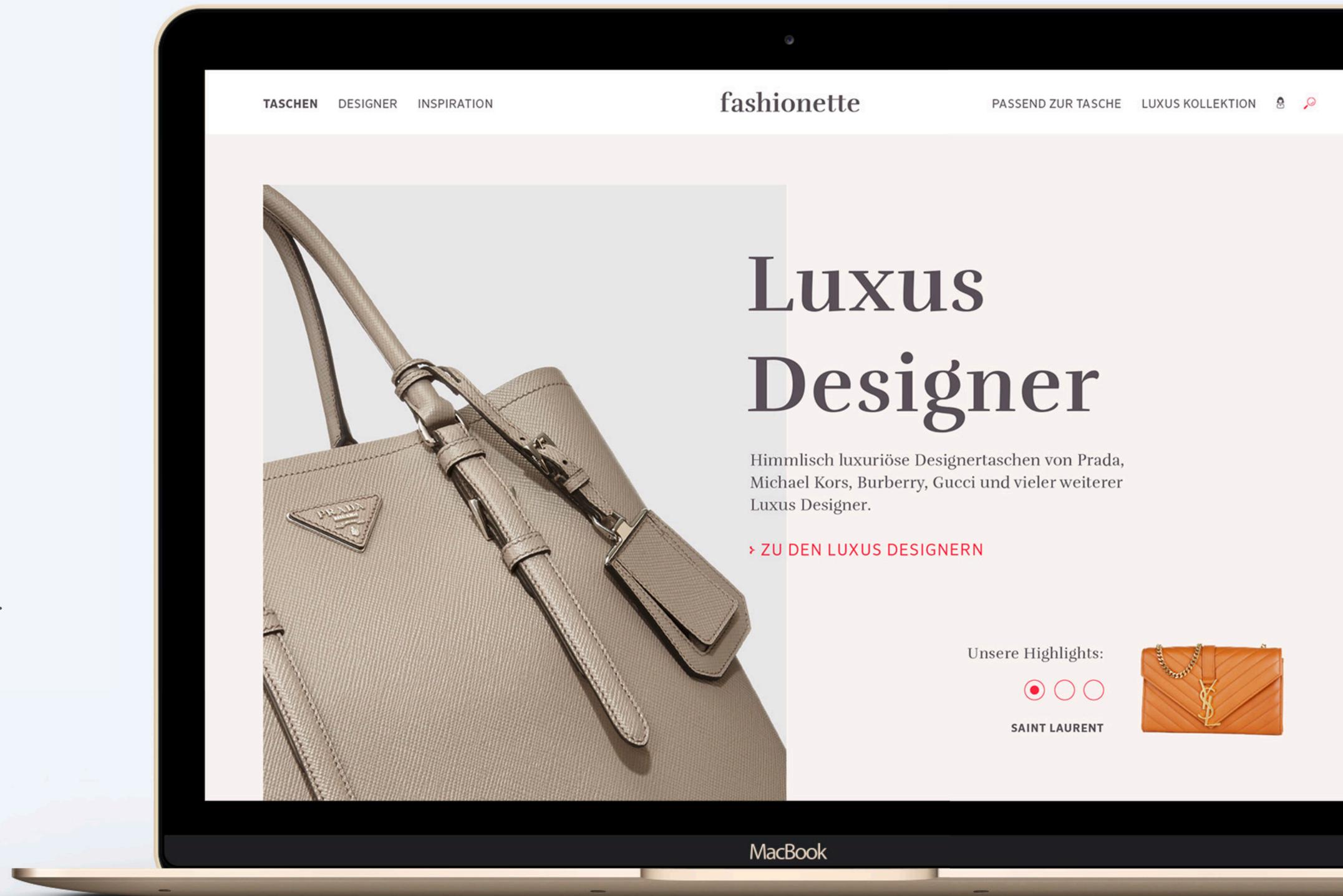


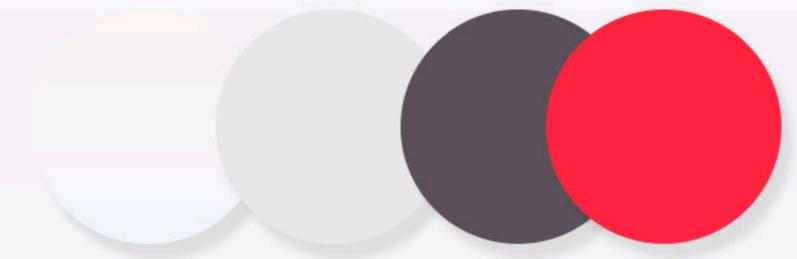
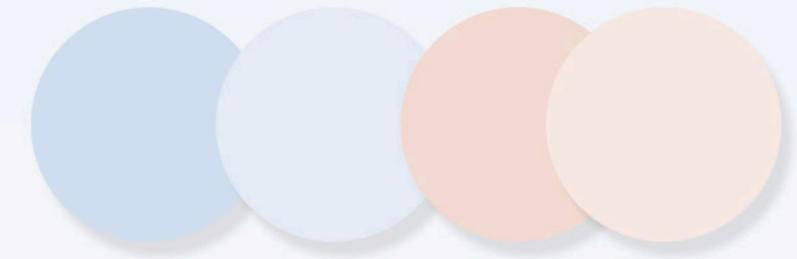
fashionette

INDIGO DESIGN AWARD 2018

WEBSITE DESIGN - DIGITAL DESIGN / UX AND UI

The online shop fashionette offers fashion enthusiasts a selection of more than 100 different bag labels and more than 5,000 products altogether. In doing so, it acts as an advisor for its customers in all matters related to the latest trends and continually provides them with new inspiration in the form of styling tips. Within the scope of a relaunch of the existing appearance, the digital presence of fashionette was also optimized.





A color gradient from „Nude light“ to „Pastel Blue light“ in the background is derived from the sky, a central motif of fashionette’s corporate design. In the foreground it is supplemented by a dark Purple Grey and bright Neon Red. The spectrum was also complemented with a secondary color palette.

The look of fashionette takes accessibility into account and is characterized by a modern, feminine touch.

Luxus Designer

Himmlisch luxuriöse Designertaschen von Prada, Michael Kors, Burberry, Gucci und vieler weiterer Luxus Designer.

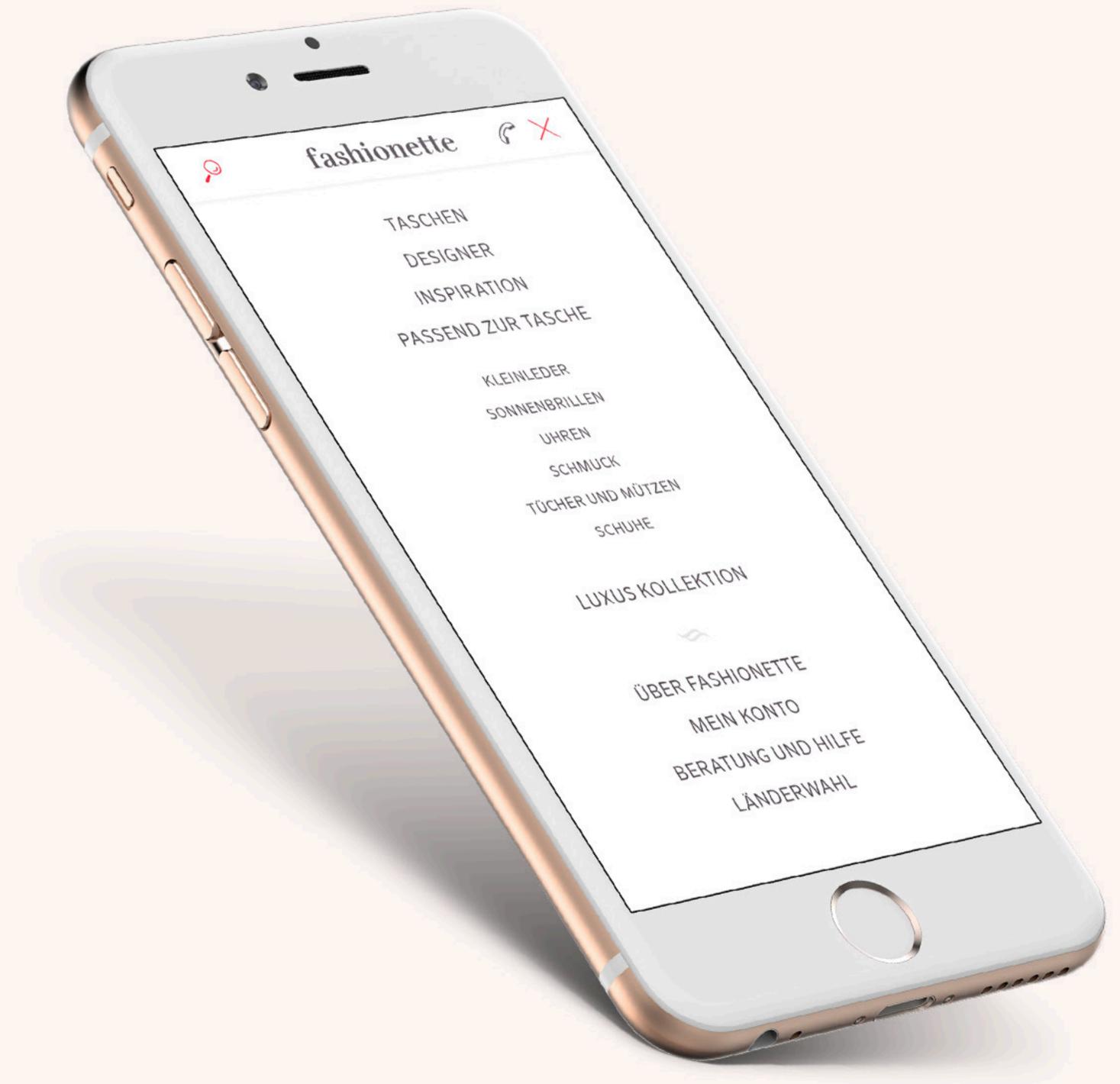
[ZU DEN LUXUS DESIGNERN](#)

A typography mix consisting of the serif typeface „Rufina“ and sans-serif typeface „FF Sero“, which are available in various font faces, ensures elegance and straightforwardness. Rufina is used in headlines and copy text, while the simple FF Sero is used for technical contents such as the navigation, contact data or prices.

— Rufina bold

— Rufina regular

— Sero regular





The corporate typeface „Rufina“ has decorative elements that serve as adornments and separating elements.



Immer die neusten Trends & Angebote

Melde Dich jetzt an!

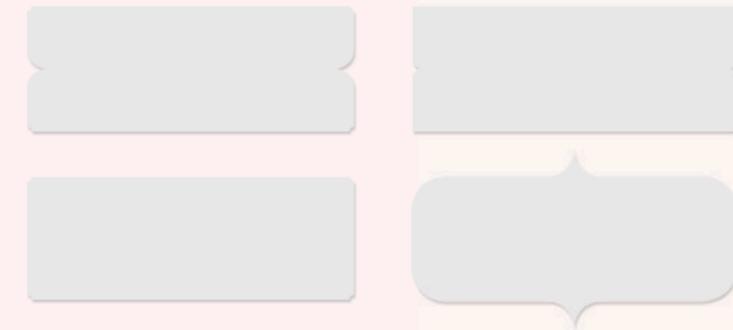
DEINE E-MAIL ADRESSE

KOSTENLOS ABONNIEREN

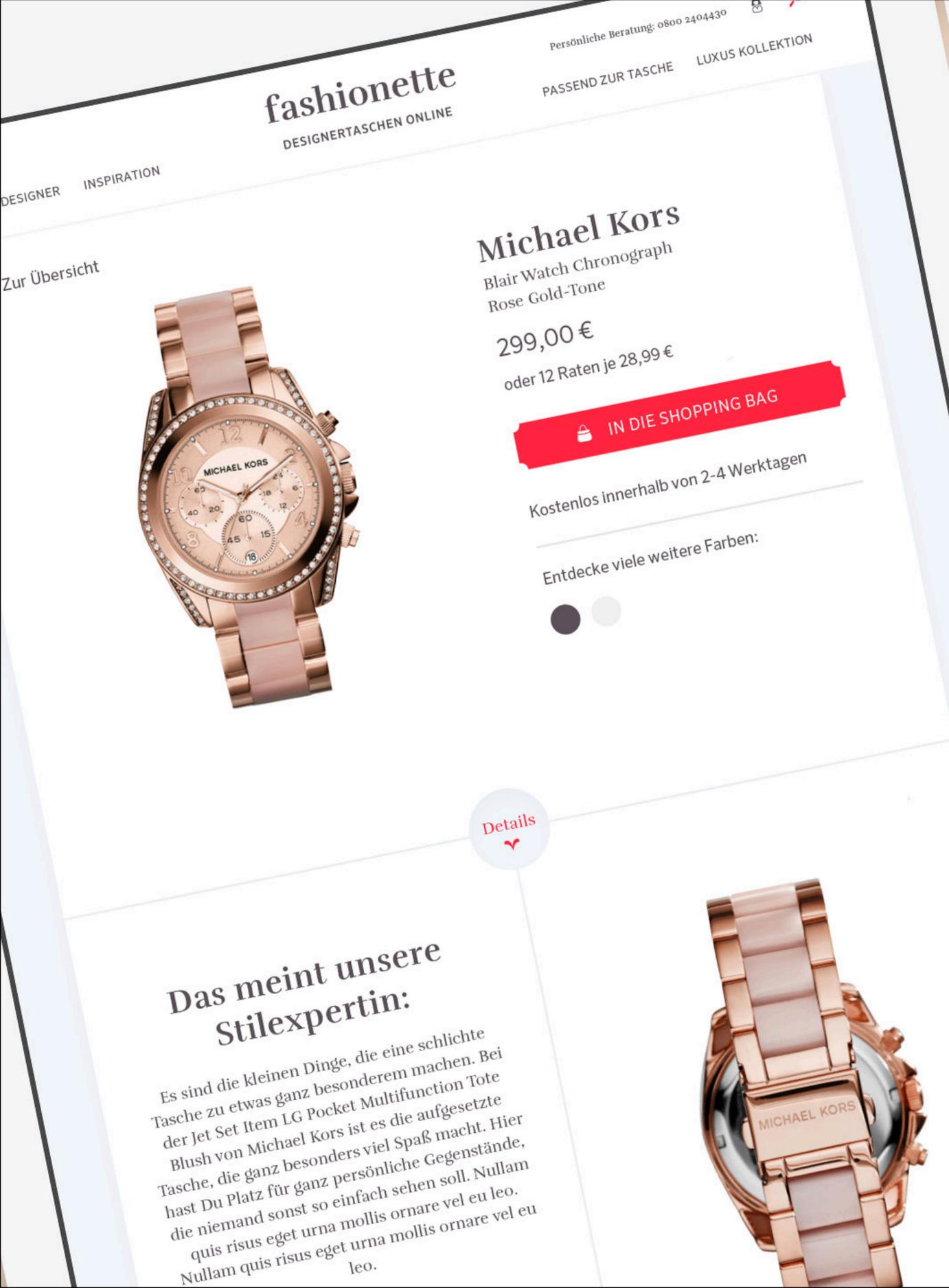
Ich stimme zu, dass die Luxury Fashion Trade GmbH meine pers. Daten (inkl. E-Mail-Adresse) gemäß den Datenschutzbestimmungen zum Zwecke der Werbung verwenden, sowie Erinnerung über nicht bestellte Waren im Warenkorb per E-Mail zusenden darf. Ich kann diese Einwilligung jederzeit widerrufen.

20€

**Gutschein für
Deine Tasche**



The contours of the decorative elements were derived for the corporate design and serve digitally as background forms.



4
Wir haben 4 passende Accessoires gefunden!
[Jetzt ansehen](#)

ZU DEINEN LIEBLINGSDESIGNERN

20 €
Gutschein für Deine Tasche

ÜBERWEISUNG
Du überweist uns die monatlichen Raten.

SCHUHGRÖSSE WÄHLEN

IN DIE SHOPPING BAG

Iban oder Kontonummer
123 465 789

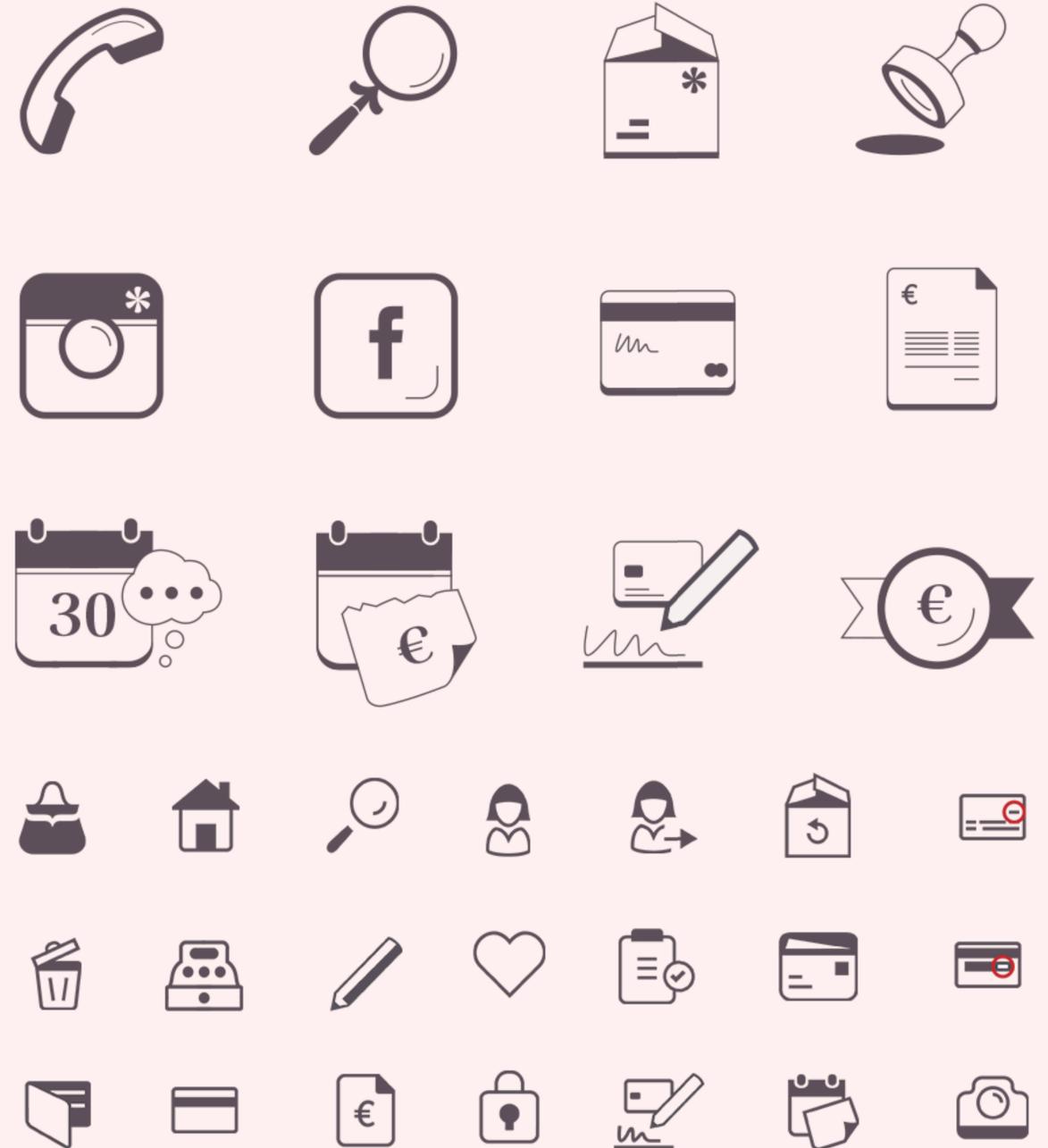


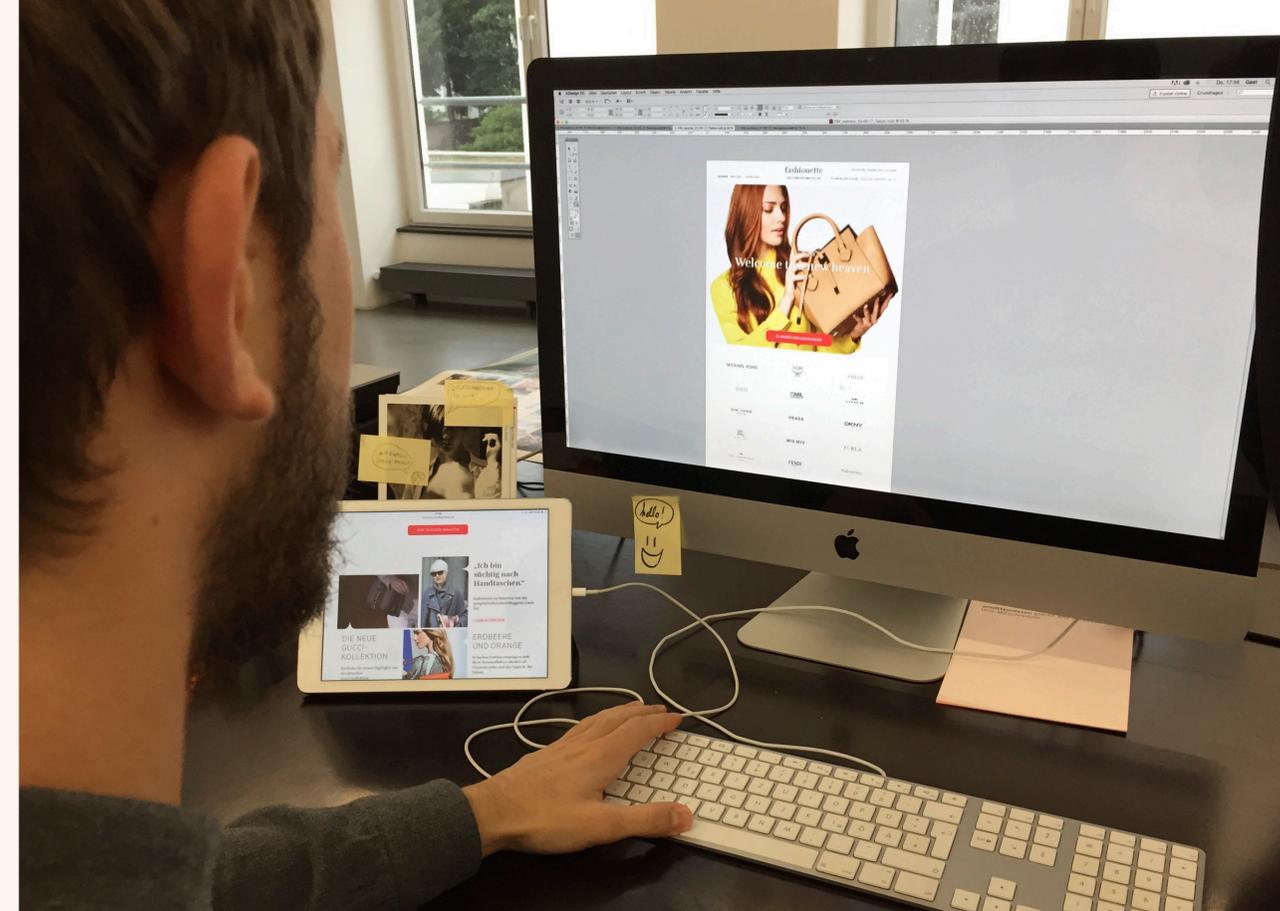
The colors, the typography and the decorative elements of the corporate design joined to form an individual user interface kit.

fashionette

DESIGNERTASCHEN ONLINE

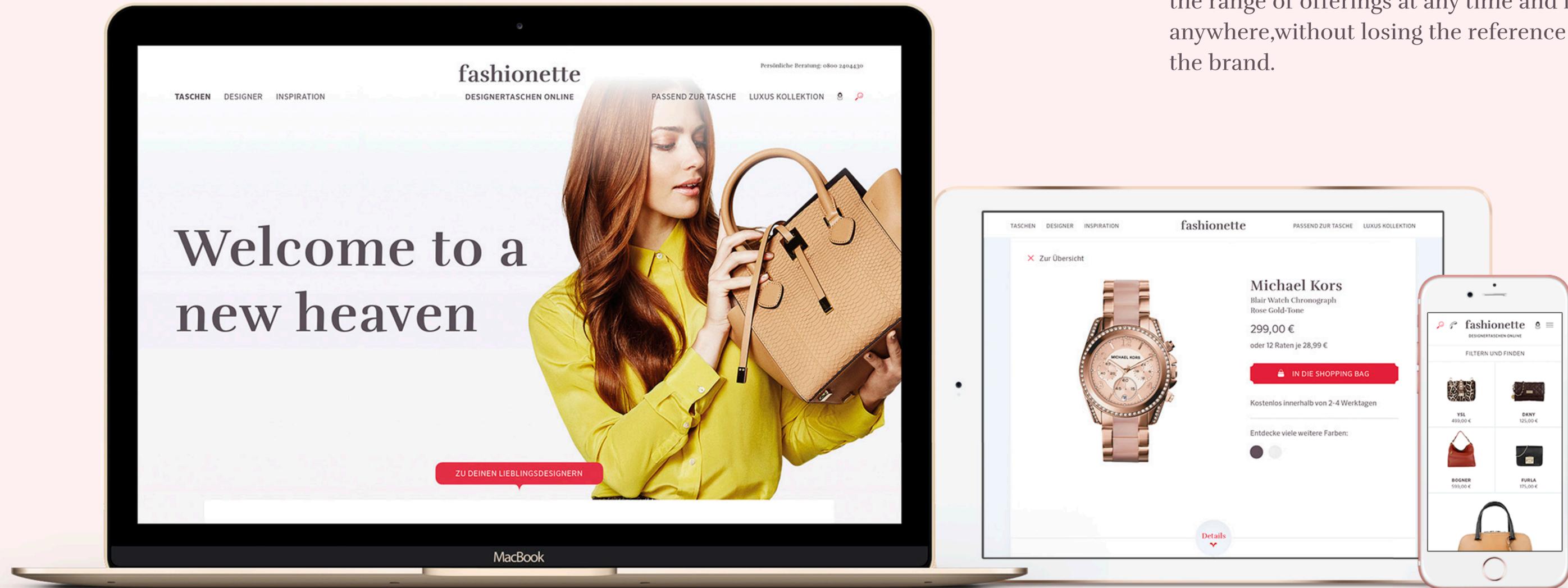
The word mark is supplemented by a figurative mark in the form of a purse. It incorporates the curved sections of the Rufina decorative elements in its style, thereby forming the basis for an individual, detail-rich set of fashionette icons. The amount of detail was reduced for smaller images in order to guarantee maximum recognition.





Developing the corporate design and website in parallel made it possible to retain a holistic view of the fashionette project. This meant that every last detail could be taken into account and meticulously fine-tuned.

As fashionette only sells its products online, the website was optimized for all mobile devices. This means customers can browse the range of offerings at any time and from anywhere, without losing the reference to the brand.



FARBE

DESIGNER

KATEGORIE

SORTIERUNG



PRADA
1.849,00 €
1.479,20 €



YSL
499,00 €



DKNY
125,00 €



BOGNER
599,00 €



FURLA
175,00 €



FARBE

DESIGNER

KATEGORIE

SORTIERUNG

Mar



- Blu**MAR**ine
- MAR**c by **MAR**c Jacobs
- MAR**c Jacobs
- MAR**c O'Polo
- MAR**jana Von Berlepsch
- MAR**ni
- La**MAR**the
- Max **MAR**a
- MAR**ie-Laure Chamorel
- MAR**ks&Angels

Wir schlagen dir folgende Produkte vor:

 MARC BY MARC JACOBS 499,00 €	 MARC BY MARC JACOBS 499,00 €	 MARC BY MARC JACOBS 695,00 € 556,00 €	 MARC BY MARC JACOBS 599,00 €
--	--	---	--

YSL
499,00 €

DKNY
125,00 €

BOGNER
599,00 €

FURLA
175,00 €

HENKELTASCHEN

- Totes
- Satchel Bags
- Bowling Bags

UMHÄNGETASCHEN

- Rucksäcke
- Bucket Bags
- Hobo Bags
- Crossbody Bags
- Shopper

ABENDTASCHEN

- Clutches
- Pochettes

WEITERE TASCHEN

- Business Taschen
- Taschen für Männer
- Laptop Taschen
- Reisetaschen

ALLE TASCHEN ANZEIGEN



ZU DEINEN LIEBLINGSDESIGNERN



GUCCI

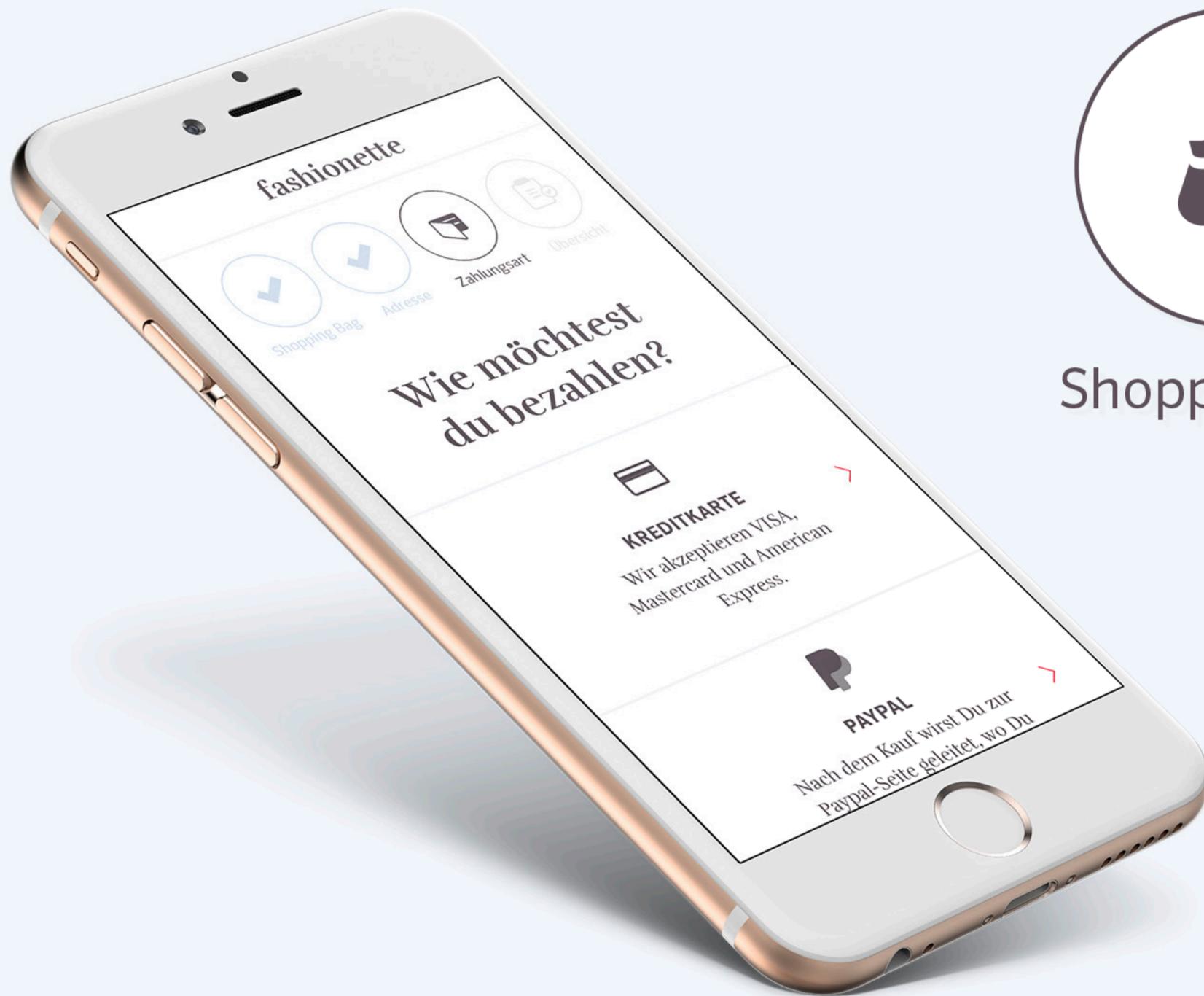
Es sind die kleinen Dinge, die eine schlichte Tasche zu etwas ganz besonderem machen. Bei der Jet Set Item LG Pocket Multifunction Tote Blush von Michael Kors ist es die aufgesetzte Tasche, die ganz besonders viel Spaß macht.

[➤ MEHR GUCCI TASCHEN](#)



GUCCI
1599,00 €





Shopping Bag

Well thought-out design and usability help customers to navigate and they are led easily through the site. As a result, customers have an outstanding user experience with fashionette - from the first contact on the homepage all the way to the checkout.



The free arrangement of images and texts on the screen generates a magazine-like feeling and thus underscores fashionette's service attitude: With us, bag lovers get a unique purchase experience that is characterized by high-quality products, good advice and uncomplicated processing.



Die aktuelle
Sendung A072552
wurde in das
Zustellfahrzeug
geladen.



Deine Tasche ist voraussichtlich am Freitag
dem 02. März bei dir.

SENDUNG VERFOLGEN