

ABOUT US

AETHEREAL is a fashion brand inspired by the fashion on the 2000s. Our goal is to create extremely unique fashion pieces in edgy styles and special fabrics that can be worn anywhere and are also at a price that people can afford.

A lot of pretty cool fashion influence for our brand comes from some of the symbols of early childhood pop culture.

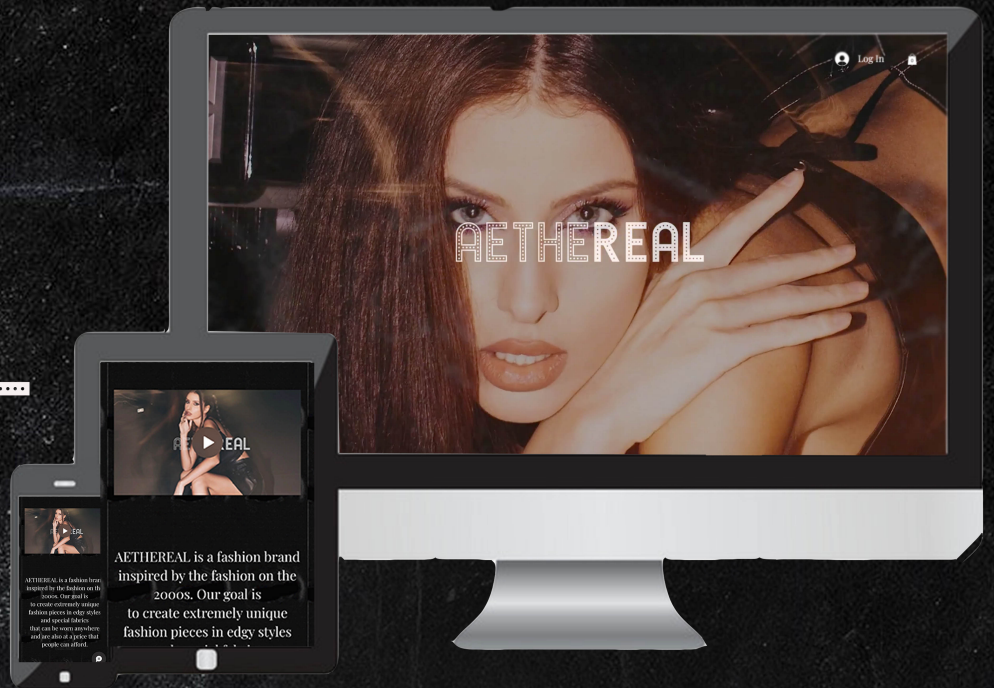
<https://id2267.wixsite.com/aethereal>



OVERVIEW



AETHEREAL



LOGOS AND FONTS



AE

AE

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AE

FONT: NEON LIGHT

AETHEREAL

AETHEREAL

AE

FONT: JULLIETA

COLOUR PALETTE

C:75
M:68
Y:67
K:88



#040404

C:2
M:2
Y:2
K:0



#f8f5f3

C:13
M:33
Y:38
K:0



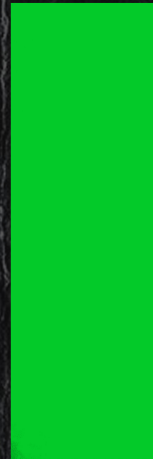
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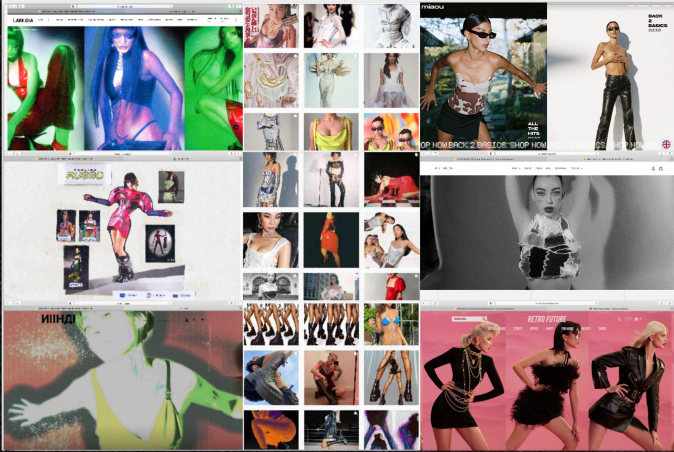
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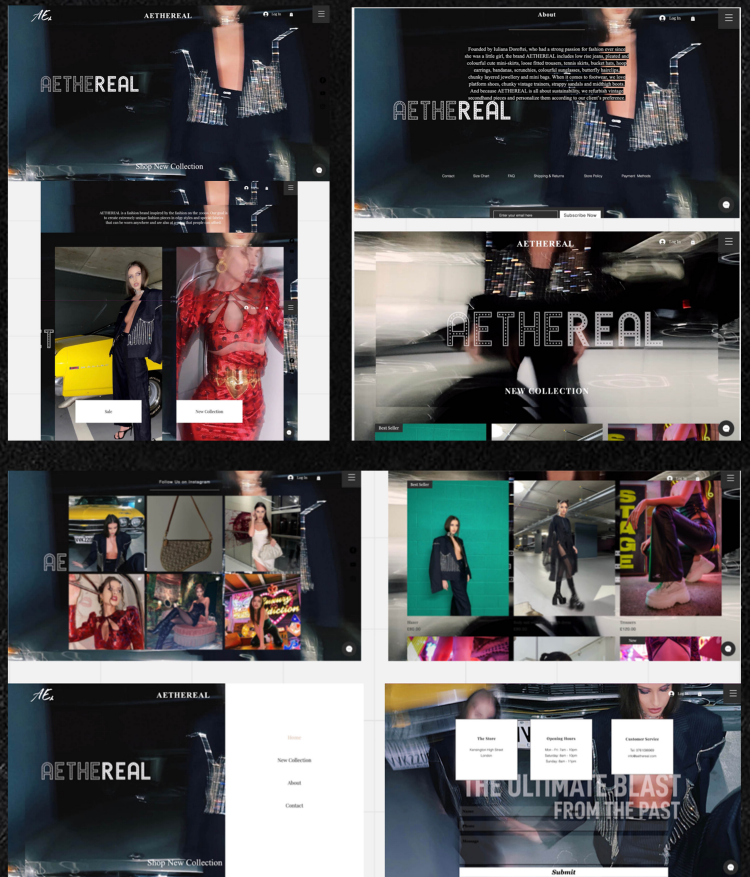
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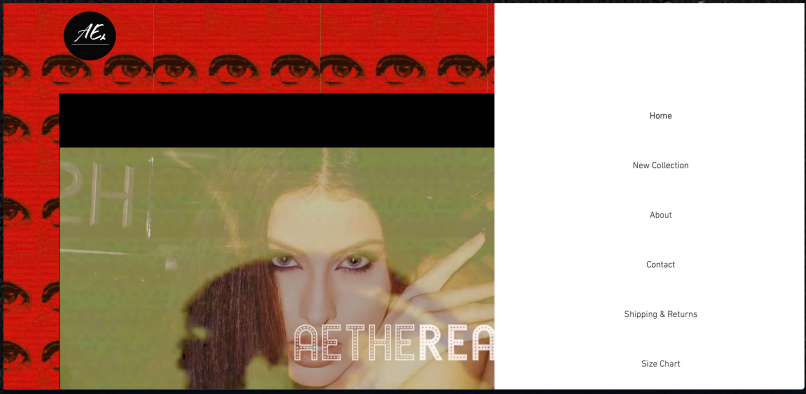
AETHEREAL

INSPIRATION FOR THE BRAND



INITIAL LOOK FOR THE SITE



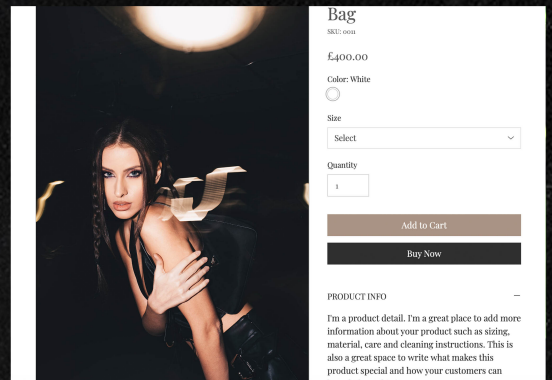


HOME PAGE





The new collection page features the products along with their prices. The page is very user friendly and easy to be accessed



ABOUT PAGE

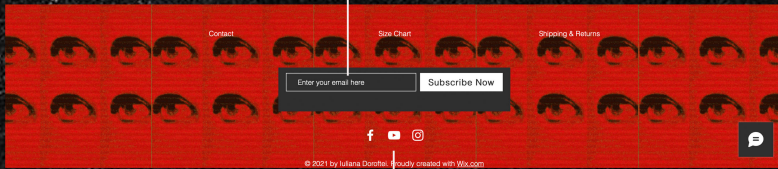


About AETHEREAL

Founded by Iuliana Doroftei, who had a strong passion for fashion ever since she was a little girl, the brand AETHEREAL includes low rise jeans, pleated and colourful cute mini-skirts, loose fitted trousers, tennis skirts, bucket hats, hoop earrings, bandanas, scrunchies, colourful sunglasses, butterfly hairclips, chunky layered jewellery and mini bags.

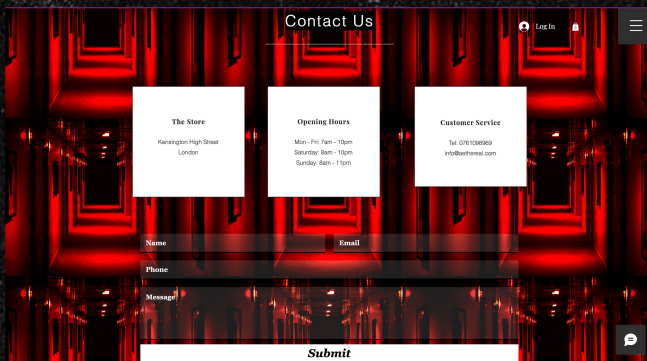
When it comes to footwear, we love platform shoes, chunky vintage trainers, strappy sandals and midhigh boots. And because AETHEREAL is all about sustainability, we refurbish vintage, secondhand pieces and personalize them according to our client's preference.

Customer can subscribe to our newsletter



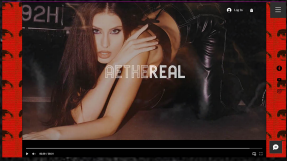
Live chat with Customer Service

Social Media



Contact page featuring store address, opening hours and phone number/e-mail

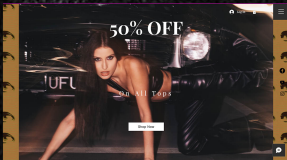
HOME



SALE & NEW COLLECTION



SALE

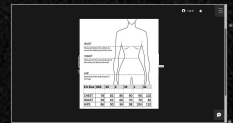
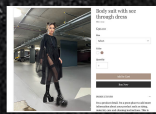
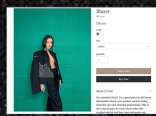
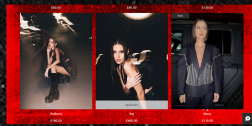
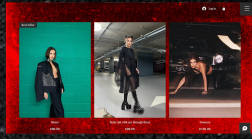


INSTAGRAM



MAIN NAVIGATION

HOME — NEW COLLECTION — ABOUT — CONTACT — SHIPPING AND RETURNS — SIZE CHART



USER EXPERIENCE

EMBEDDED CONTENT

I chose to integrate the brand's social media (Instagram) at the bottom of the home page so the users can interact visually more with the brand and build a customer-brand relationship. We can also get user generated content by featuring the customers on our Instagram page wearing the brand.





SOCIAL MEDIA INSTAGRAM

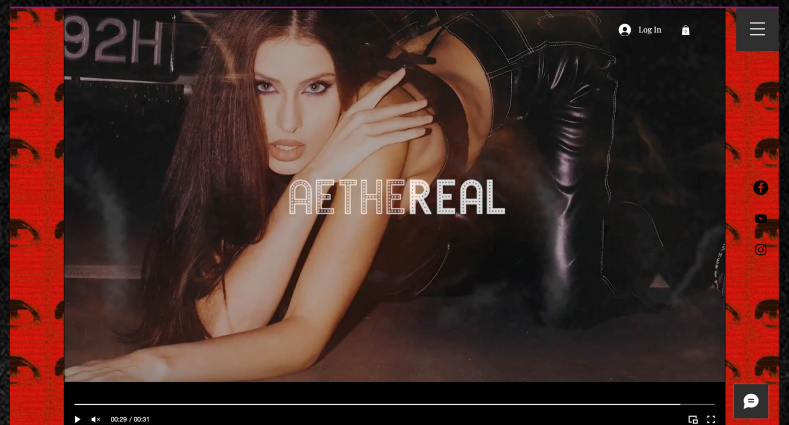
AETHEREAL's Instagram is all about vibrant colours and neon lights. The posts are showcasing images from the photoshoots featuring products but also eye-catching inspiration for the brand,



MOVING IMAGE CONTENT

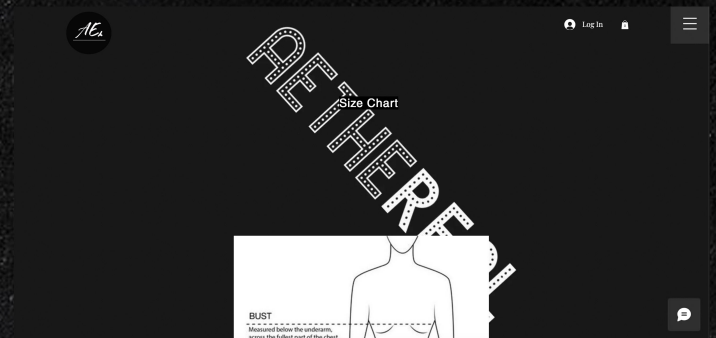
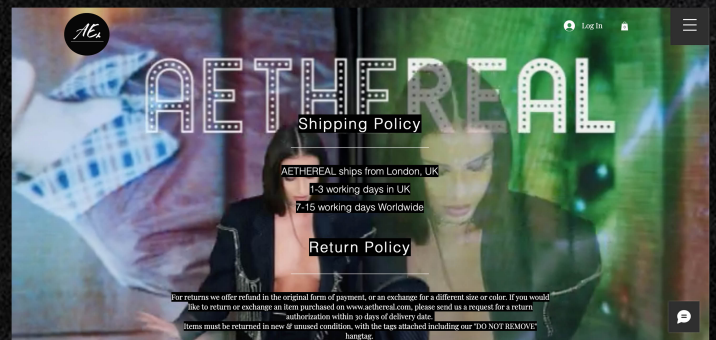
I chose to produce a short mood film featuring clothes from the brand, which I edited in Premiere Pro.

I integrated it on the home landing page for a full impact. The video also has sound so the user can get a full experience and get the vibe of the brand.

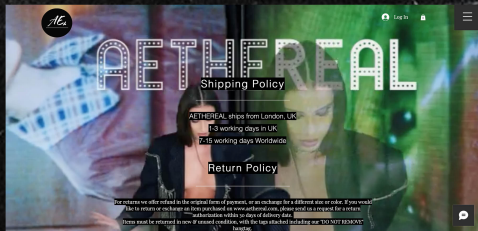
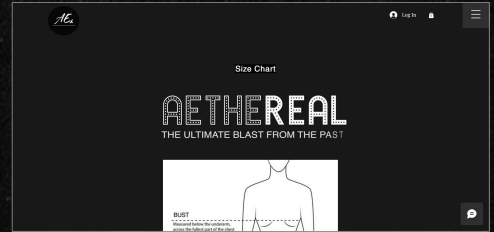
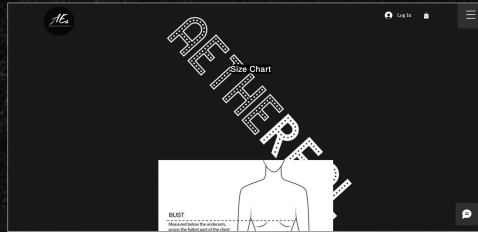
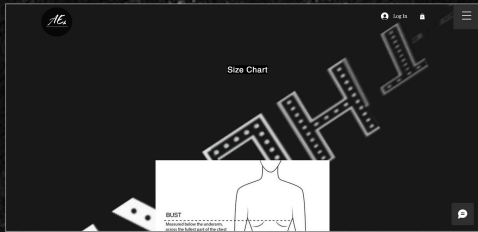


MOVING IMAGE

I chose to integrate two of the moving images I made in After Effects on the 'Shipping and Returns' and 'Size Chart' pages.



MOVING IMAGE CONTENT





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