

■ OBIE RIFAI: PORTFOLIO



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OBIE
R I F A I



ABOUT ME

I've been in the design industry for over 5 years focusing mainly on e-commerce and digital sites, as well as branding. One of the reasons why I was drawn to design, specifically in digital, was because I love the process of creating something that's just an obscured image in my head and turning it into something others can interact with and experience. Another big part of why I love design is helping others achieve their goals whether it's for a small business or doing wedding cards for friends. Just the ability to create something out of nothing is something I'm blessed to be able to do everyday.

Being in the design industry for over 5 years, I've learned a lot about what to expect when designing interfaces that users will interact with. It's not just about making it look pretty, it's all about functionality and making the design seem simple and seamless. When a design is easy to use, and it looks good, that's when you found the right design, and that's where I come in. Not only do I take the time to map out the customer's journey before designing, but I also make sure that elements interact with each other seamlessly, while having the ability to make a call on whether having a feature would be beneficial to the user.

During my time at PinkCherry and LACE, I was in charge of their front end development and design. Spearheading new features and user experiences, I was tasked to design and develop functionality with a mobile-first design ethos in mind on the Shopify platform. I was tasked to make sure that the site was fully responsive on all platforms without sacrificing the user's experience so that the customers would get the same shopping experience no matter the platform they choose. Working closely with the CEO and the Director of Sales and Marketing, I was able to implement key features that led to tremendous growth and helped update their brand's online presence and make their shopping experience an industry leader.

■ LOGO DESIGN



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The Noteworthys

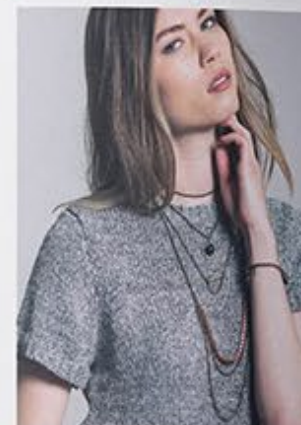


OUR STORY

The Noteworthys is a place where you will find a carefully curated collection of unique, high-quality, often hand-made items by emerging Canadian designers.

The passion and talent that we see from Canadian designers and their commitment to building unique brands excites us! We see that Canadian talent doesn't get the level of recognition it deserves. We see value in locally made goods and seek to educate others on it. We take you behind the scenes to learn about the inspiration and workmanship that goes into what you wear.

To us, being Noteworthy means following your passion in creating a life you love living. It means taking a leap to of faith to follow your dreams. What does Noteworthy mean to you?



OUR PRODUCTS



DRESSES



TOPS



BOTTOMS



ACCESSORIES



LINGERIE



BAGS



JEWELRY

OUR DESIGNERS

Heather Hird Design
Jewelust
Grandview beach designs
Tala Kamea
Designs by nature gems
Marmalade designs
Jennifer fukushima
RUzica
Vespertine
Handsome & Lace
Karoo
Seraghadaki
FoldIT Creations
Dolorous Jewelry
Epoche

WE ARE EXCITED ABOUT
WORKING WITH YOU!

General Inquiries
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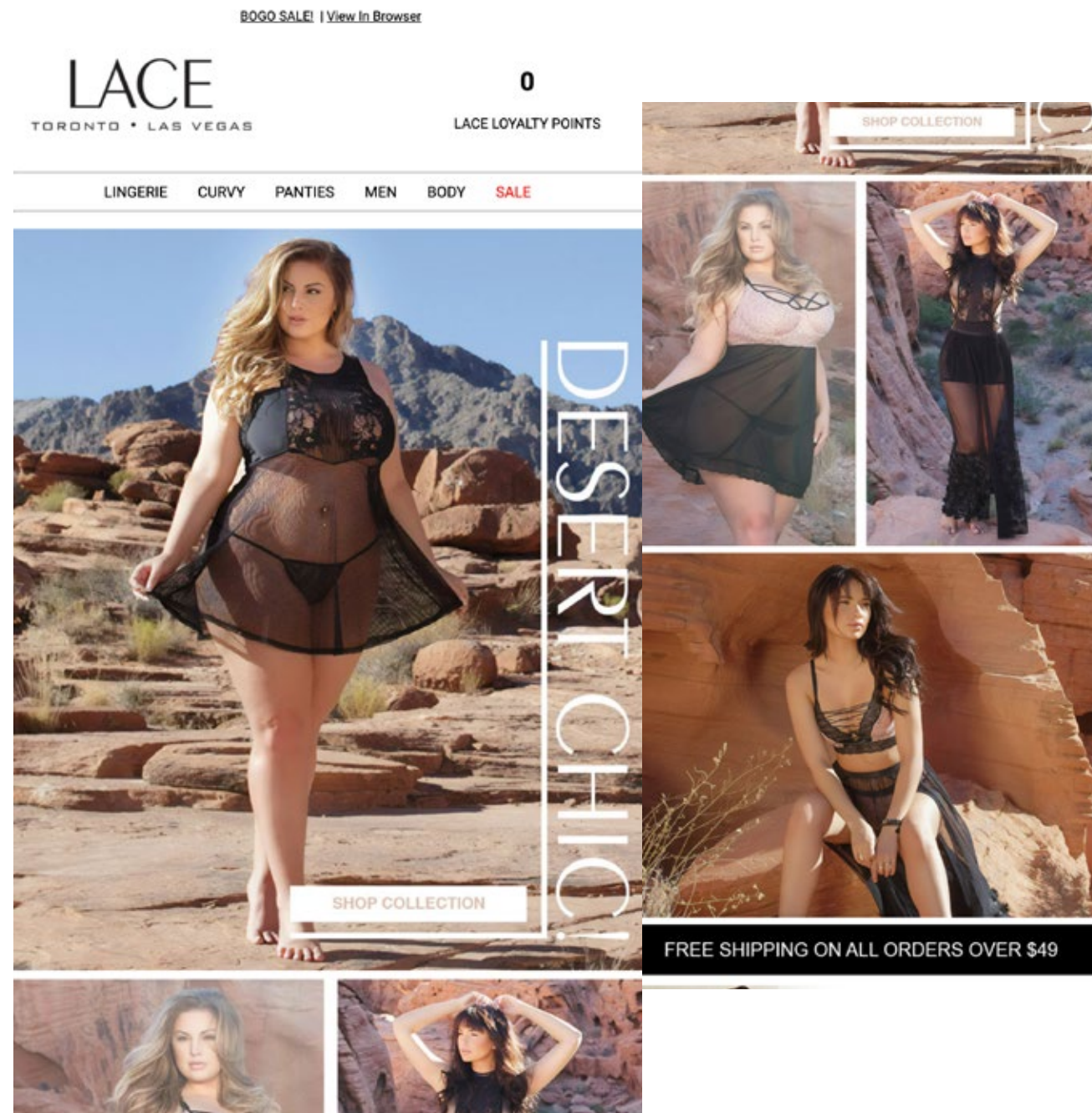
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EMAIL MARKETING



EMAIL MARKETING

[\\$3.33 Panties! | View In Browser](#)

LACE
TORONTO • LAS VEGAS

LINGERIE CURVY PANTIES MEN BODY SALE

Outerwear Chic!

- Shop The Possibilities -



@cindyrado

Lucette Edgy Desert Storm Teddy

A boldly gorgeous teddy in sand storm patterned stretch lace, this irresistible one-piece features a plunging neckline, a split back with delicate edging and silky satin banding.





Suzette Mesa Rose Lace Teddy

Preferring to be shown off, this textured lace teddy would also be a perfect piece to layer with. A slight amount of support is in the removable pads and a slightly stretchy underband



@chantellepaige

Josilyn Silver Pink Bralette

This soft, light pink bralette features floral lace which, let's be honest, never goes out of style. Claspings at the neck, a large keyhole cutout sits at the front, and with a slight stretch, you could wear this forever!





@christinaoem

Deep-V Dual Slit Black Jersey Maxi Dress

Create drama and romance without saying a word! This (very) revealing jersey maxi dress is soft and comfy with a deep plunging-v. Two high slits at the front leave the back flowing behind!



[\\$3.33 Panties! | View In Browser](#)

LACE
TORONTO • LAS VEGAS

LINGERIE CURVY PANTIES MEN BODY SALE

THE VERSATILITY OF LINGERIE

FIND YOUR INSPIRATION!



1



2



3



4



5



JOSILYN SILVER PINK BODYSUIT



SILVER PIXIE DUST STAR PASTIES



HEINOUS BODYTIE



TREAT YOSELF HEADBAND



BLACK MALICE STAR PASTIES



DAISY LITTLE THING BODYSUIT




BOTANICAL BOUDOIR MAXI SKIRT



SHEER BLACK THIGH HIGHS WITH BACKSEAM

EMAIL MARKETING




SWEET DEAL!

Help us celebrate National Candy Month by checking out our sweet deals. Save 25% on the entire line from

JO


[SHOP NOW](#)



CANDY SHOP FLAVORED LUBE 2OZ/60ML IN BUBBLEGUM

A sweet, ultra juicy lubricant straight from the Candy Shop, this crystal clear water based treat enhances sex, foreplay (oral, anyone?) AND toy pleasure with tons of long lasting slipperiness and a deliciously silky feel, not to mention a mouthwatering hit of bubblegum with no unpleasant aftertaste.


[SHOP NOW](#)



CANDY SHOP FLAVORED LUBE 2OZ/60ML IN COTTON CANDY

A sweet, ultra juicy lubricant straight from the Candy Shop, this crystal clear water based treat enhances sex, foreplay (oral, anyone?) AND toy pleasure with tons of long lasting slipperiness and a deliciously silky feel, not to mention a mouthwatering hit of cotton candy with no unpleasant aftertaste.

[SHOP NOW](#)




CANDY SHOP FLAVORED LUBE 2OZ/60ML IN BUTTERSCOTCH

A sweet, ultra juicy lubricant straight from the Candy Shop, this crystal clear water based treat enhances sex, foreplay (oral, anyone?) AND toy pleasure with tons of long lasting slipperiness and a deliciously silky feel, not to mention a mouthwatering hit of butterscotch with no unpleasant aftertaste.

[SHOP NOW](#)


20% OFF Select Brands! | [View Online](#)




DR. SHERRY ROSS IS IN THE HOUSE...

Perfectly timed with Sexual Health Month, **Save 20%** on these new wellness products from CalExotics!

[SHOP NOW](#)



DOCTOR RECOMMENDED PRODUCTS




she-ology 3 Piece Advanced Wearable Vaginal Dilator Set

9.95 (20%) **SALE: \$39.96**

Inside, you'll find three silky, body e dilators in ultra smooth silicone ging in both length and thickness n extra tiny to more filling.

[SHOP NOW](#)



they-ology Intimate Massager

\$59.50 (20%) SALE: \$47.60

Specifically created to be enjoyed by anyone and any body, the super-smooth intimate features a sleek, silky, 100% silicone shape complete with flexible neck and big swollen head.

EMAIL MARKETING

25% OFF Select Brands! | [View Online](#)

PinkCherryWholesale.ca

#FILTER

We've narrowed the search! We are always working on our site and adding tools to help our customers locate products more easily and precisely.

FILTER NOW

FILTER ANY TIME, ANYWHERE!

We made filtering and shopping easier by having these options available on all mobile devices.

SHOP NOW

MORE CATEGORIES TO FILTER THROUGH!

We've opened up filtering to more categories which includes

- Dildos
- Anal Sex Toys
- Male Masturbators
- Lubes and Lotions
- Lingerie

Filter Through!

We've opened up filtering to more categories which includes

- Dildos
- Anal Sex Toys
- Male Masturbators
- Lubes and Lotions
- Lingerie
- Menswear

Shop By Brand

- Shop By Brand
- Colour
- Girth
- Insertable Length
- Length
- Material
- Special Features
- Width

Shop By Brand

- Shop By Brand
- Colour
- Girth
- Insertable Length
- Length
- Material
- Special Features
- Width

Shop By Brand

- Shop By Brand
- Colour
- Girth
- Insertable Length
- Length
- Material
- Special Features
- Width

25% OFF Select Brands! | [View Online](#)

PinkCherryWholesale.ca

OH LE LE... WAND!

Le Wand embraces and champions intimacy for all, with powerful and versatile pleasure tools that insist on bringing users to the next level. A go-to for orgasms, again and again!

SHOP NOW

SMALL AND POWERFUL




Nice and firm, the gorgeous **Le Wand Petite** feels sexy in your hand, letting you focus entirely on targeting sweet spots, be they yours or a playmate's!

PLEASURE AND VERSATILITY

Of course, Le Wand wouldn't be Le Wand without tons of power, and the Petite is no exception! There are ten programmed vibration modes to choose from, ranging from slow and steady to intense pulsation.


"Best Sex Toy for Mind-Blowing Orgasms"
COSMOPOLITAN

"Le Wand are the Best Sex Toys Ever Invented"
REFINERY29



EMAIL MARKETING

Can't See This Email? [View In Browser](#)


 CannMart

[Cannabis](#) [Deals](#) [Hardware](#) [FAQs](#)

feelgood. Has Arrived!

feelgood. is a health and wellness brand dedicated to providing consumers with affordable, high-potency products while still maintaining the highest quality standards possible.

[SHOP NOW](#)



With safe and effective skin care and wellness products, feelgood's mission is to offer a variety of natural alternative options to help you find confidence in the products you're using while allowing you to achieve a feelgood. moment.

10% OFF SELECT GRINDERS

USE CODE: **GRIND10**


[SHOP NOW](#)

30% OFF

A Bhong For Your Buck

[SHOP NOW](#)

Can't See This Email? [View In Browser](#)

 CannMart


[Cannabis](#) [Deals](#) [Hardware](#) [FAQs](#)

THIS PAX A PUNCH


Expertly created by PAX Labs, the PAX 2 vape is now considered one of the industries best, go-to, dry herb vapes.

[SHOP NOW](#)

P A X



“ Easily vaporize your favourite flower on-the-go with a beautifully-crafted, low-profile, and battery efficient device ”




PAX 2 Vaporizer

\$129.00

With the newly anodized aluminum surface, the design is optimized through a more efficient battery and heating/cooling system, which is indicated through the LED indicator lights.

[SHOP NOW](#)

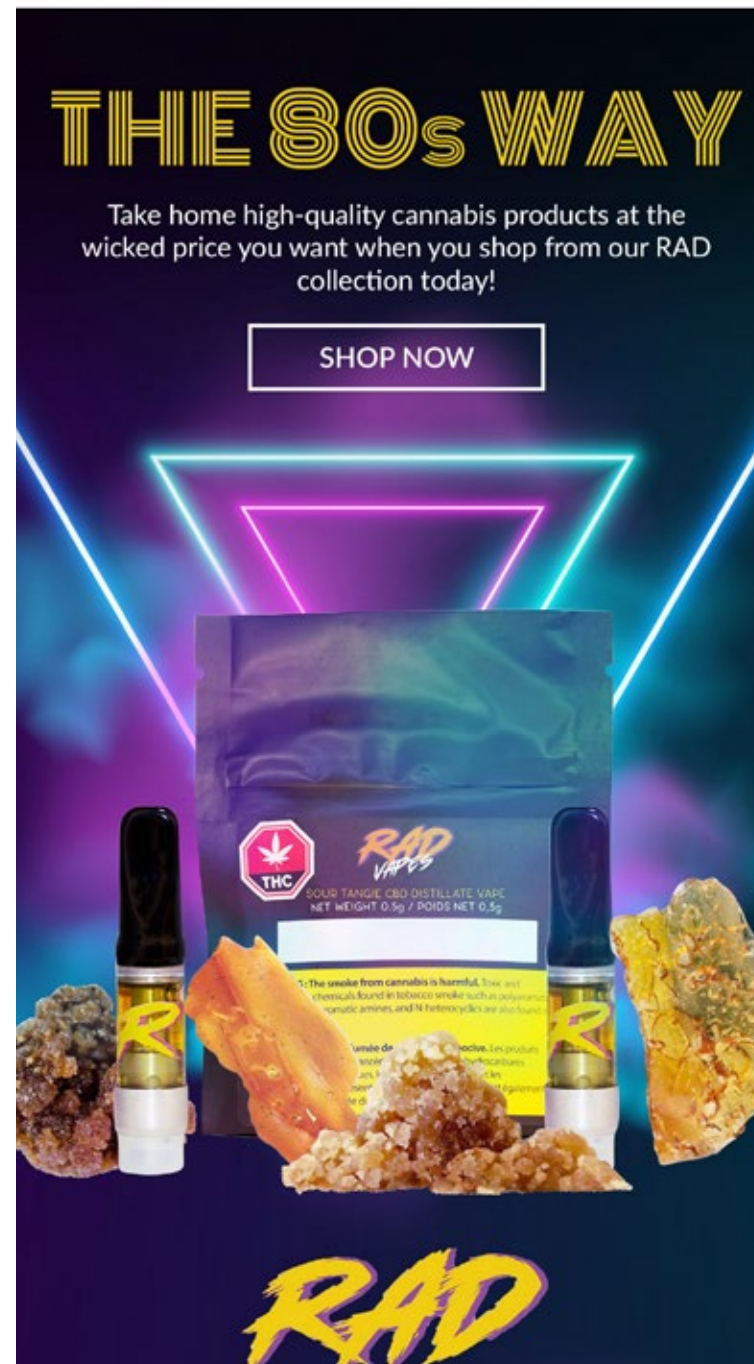


EMAIL MARKETING

THE 80s WAY

Take home high-quality cannabis products at the wicked price you want when you shop from our RAD collection today!

SHOP NOW



The image shows a collection of RAD VAPES products. In the center is a large bag of RAD VAPES SOUR TANGIE CBD DISTILLATE VAPE. To the left and right are two small vapes. In front of the bag are several pieces of cannabis flower and a small pile of hash. The background is dark with a neon triangle graphic.

RAD

BLUE SKITZ VAPE

\$24.99 /0.5g

SHOP NOW

Type: Indica
THC: 75-90%
CBD: 0-2%



The image shows a single Blue Skitz Vape pen next to a small cluster of blueberries. The background is dark with a blue and yellow lightning bolt graphic.

SOUR TANGIE CBD DISTILLATE VAPE

\$24.99 /0.5g

SHOP NOW

Type: Hybrid
THC: 2-5%
CBD: 70-80%



The image shows a single Sour Tangie CBD Distillate Vape pen next to a slice of orange. The background is dark with a blue and yellow lightning bolt graphic.

Cannabis Deals Hardware FAQs

Treat Yourself Like ROILTY

Where the new meets legacy, Roilty brings together both sides with their inspired collection!

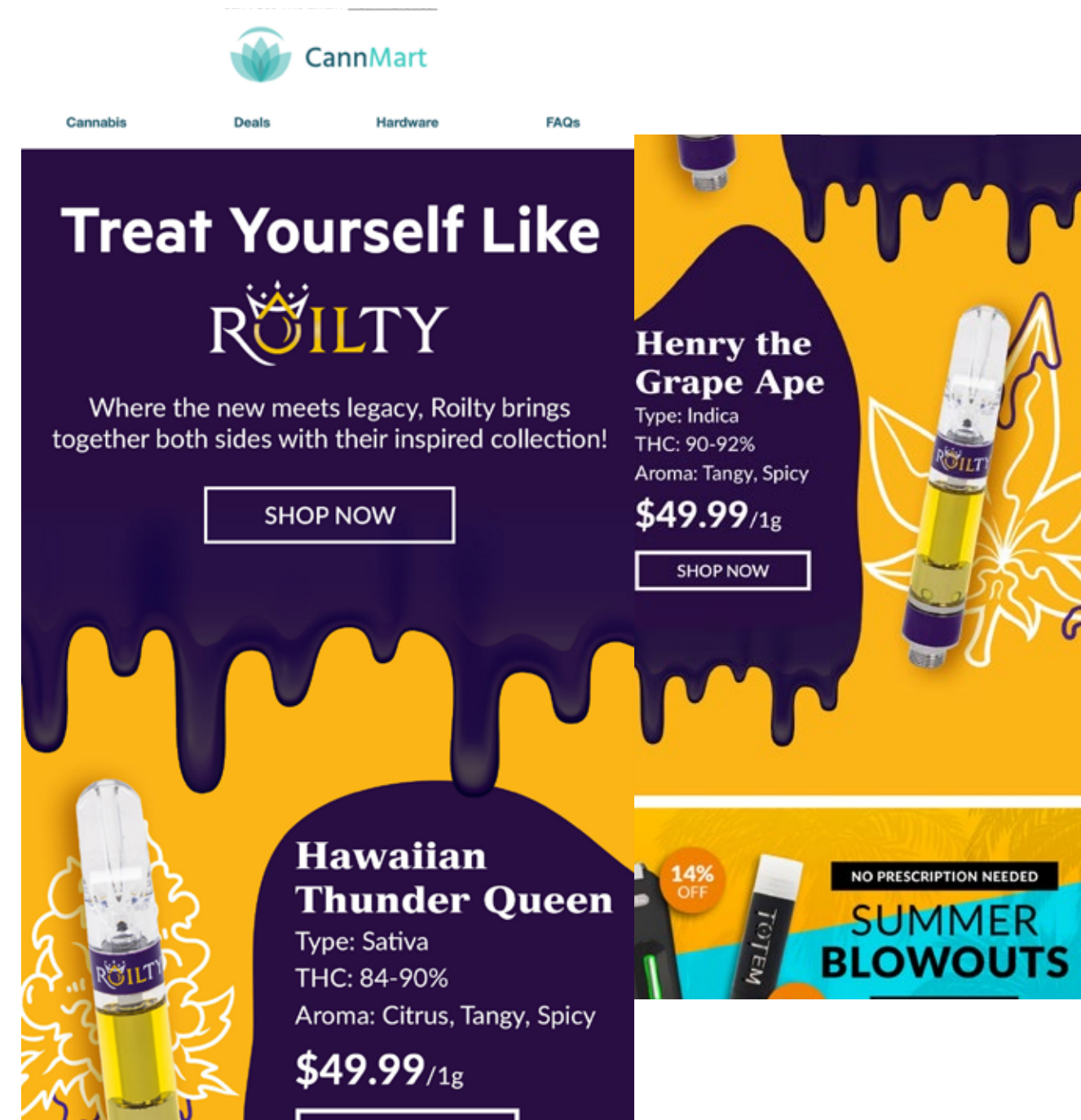
SHOP NOW

Henry the Grape Ape

Type: Indica
THC: 90-92%
Aroma: Tangy, Spicy

\$49.99 /1g

SHOP NOW

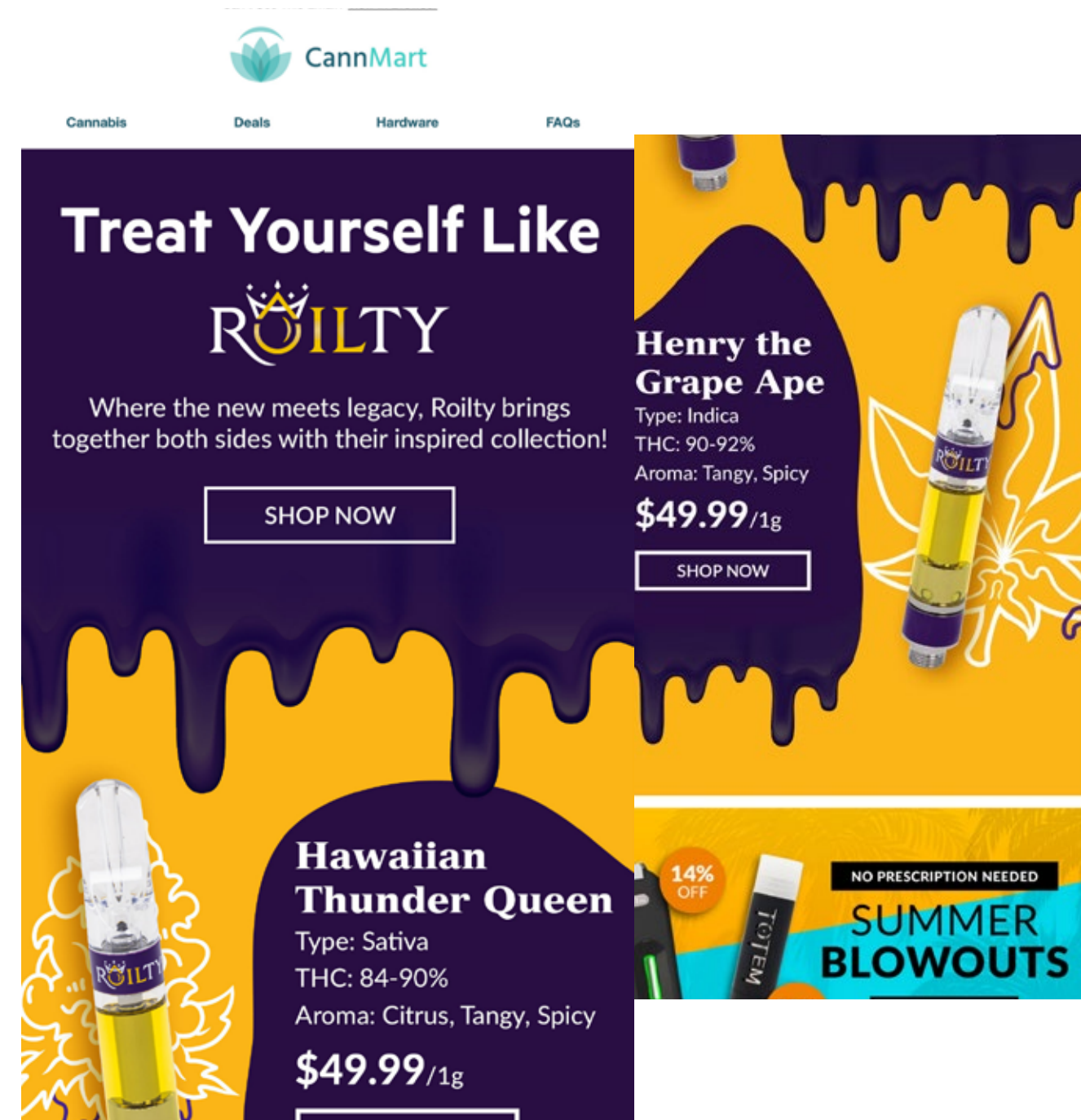


The image shows a single Henry the Grape Ape Vape pen next to a stylized drawing of a grape vine. The background is dark with a yellow and orange lightning bolt graphic.

Hawaiian Thunder Queen

Type: Sativa
THC: 84-90%
Aroma: Citrus, Tangy, Spicy

\$49.99 /1g



The image shows a single Hawaiian Thunder Queen Vape pen next to a stylized drawing of a volcano. The background is dark with a yellow and orange lightning bolt graphic.

14% OFF

NO PRESCRIPTION NEEDED

SUMMER BLOWOUTS

■ POSTER DESIGN

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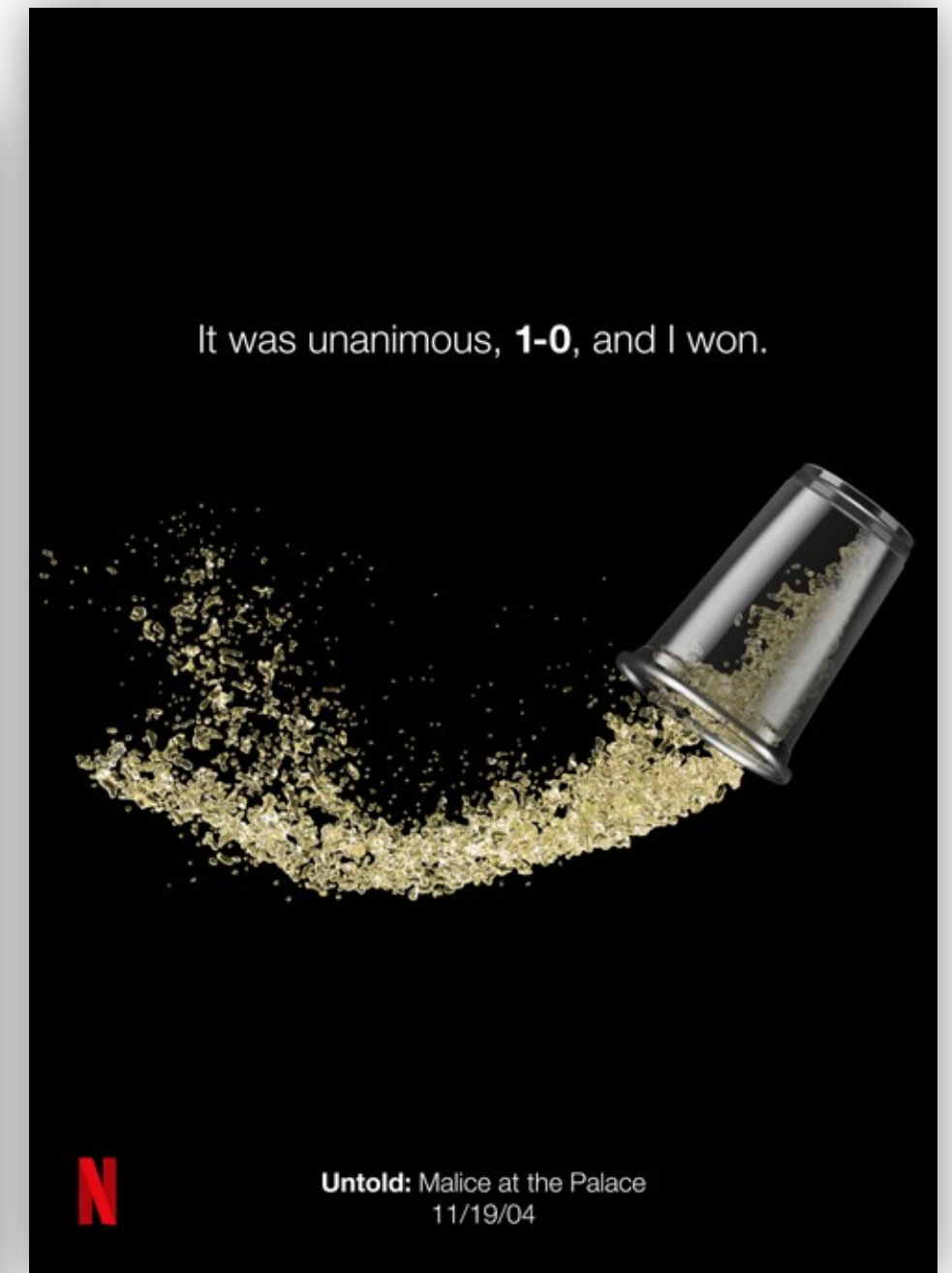
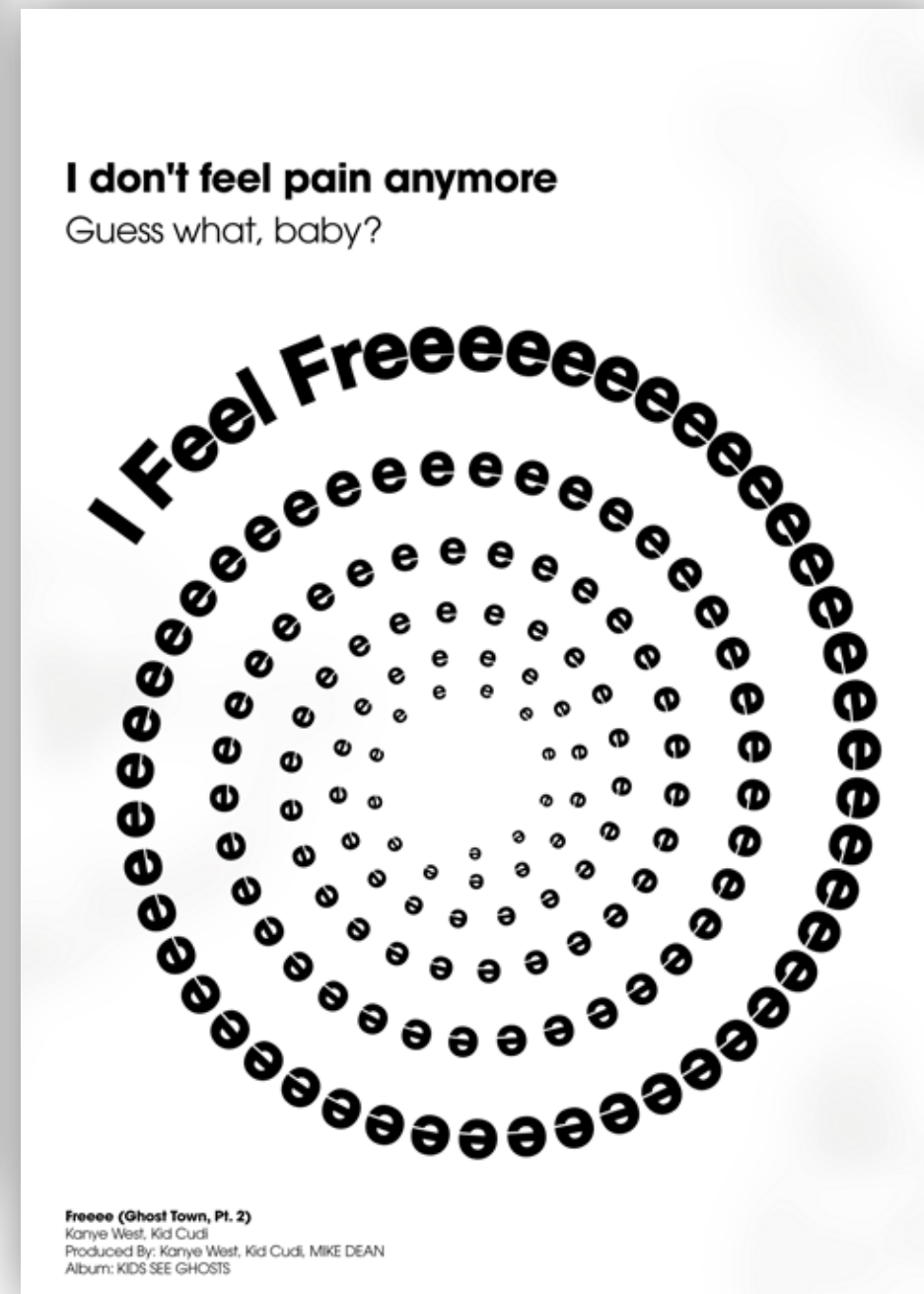
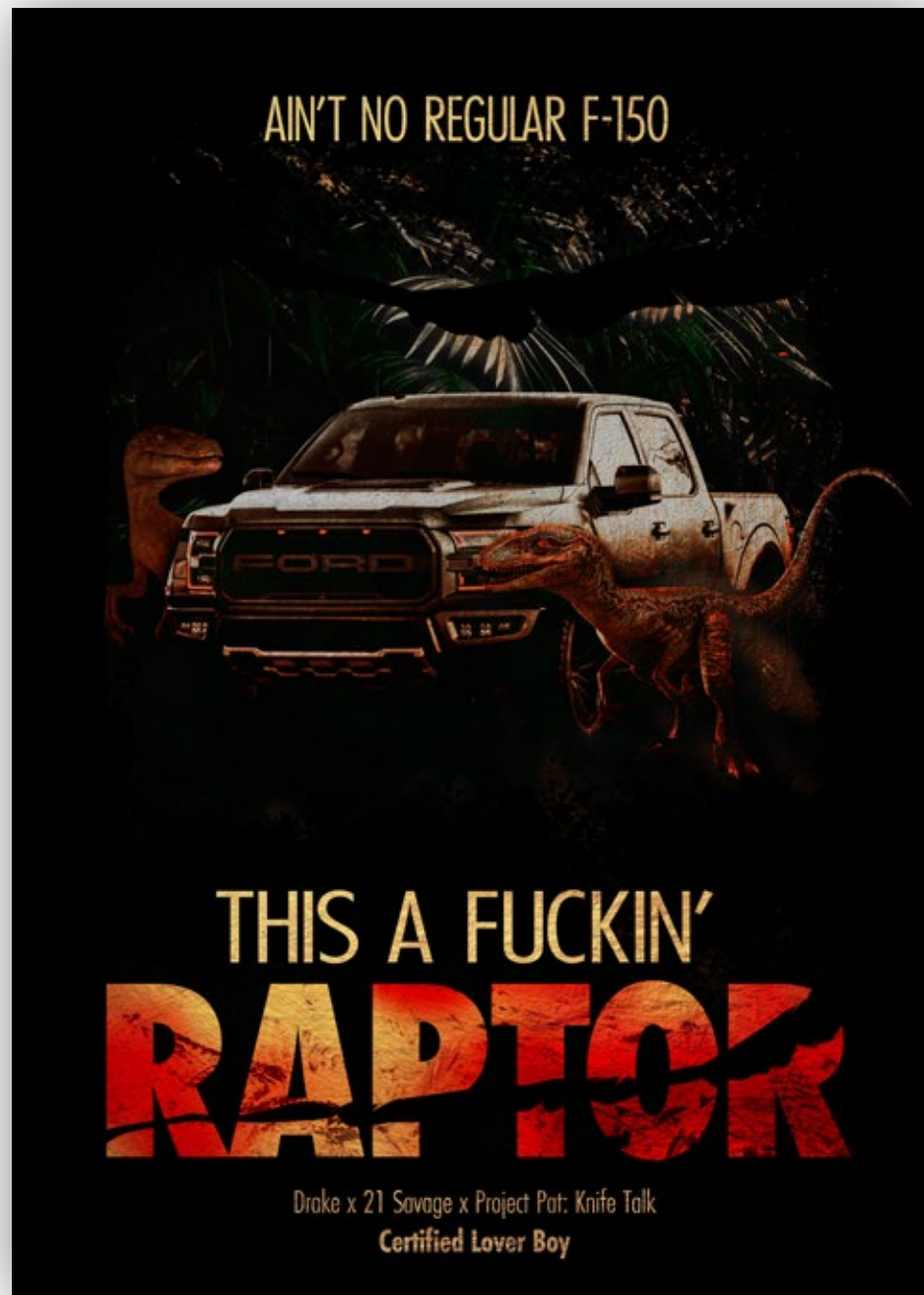
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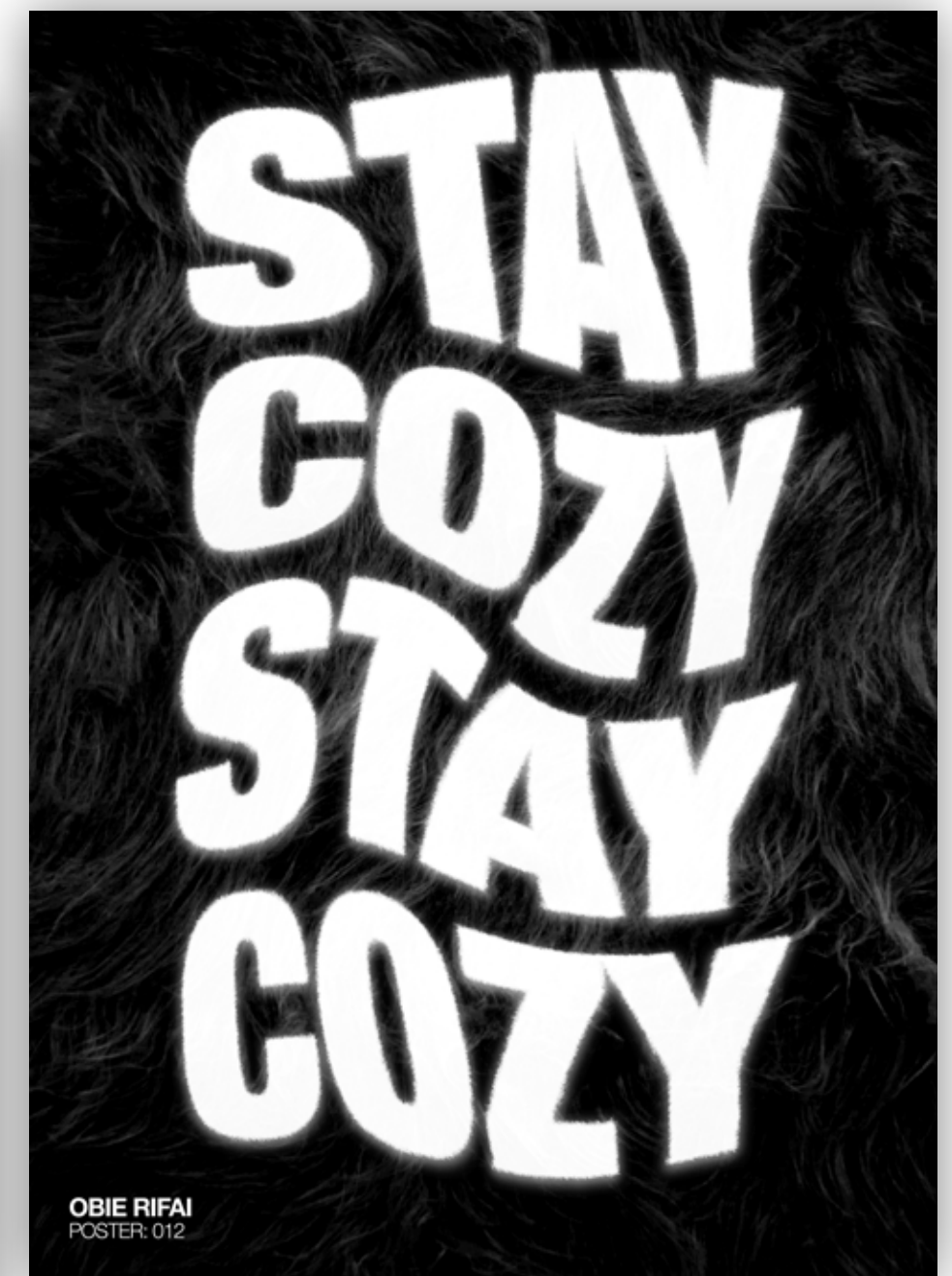
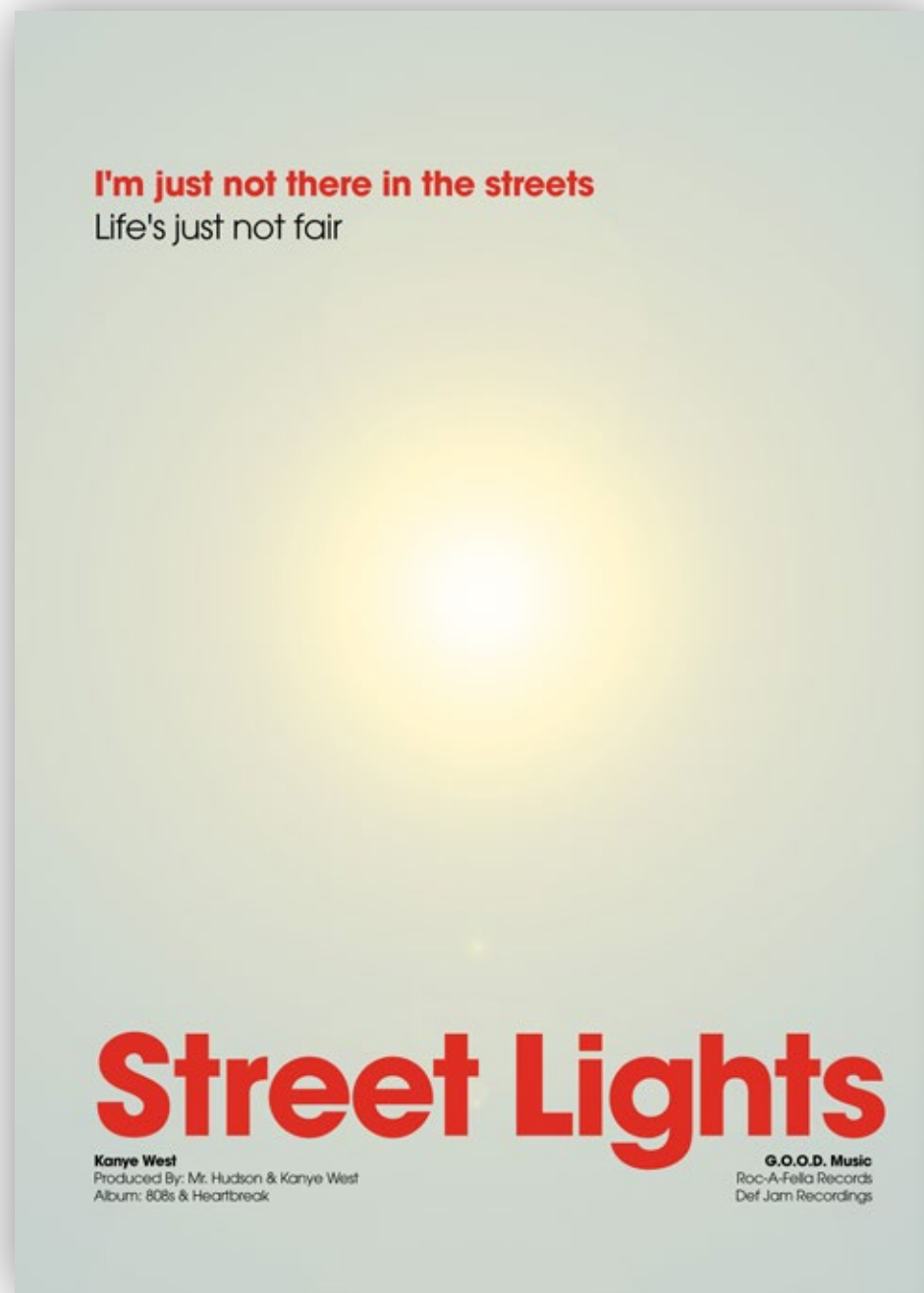
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POSTER DESIGNS



POSTER DESIGNS



■ CASE STUDIES



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■ CASE STUDIES

Here are the latest case studies for projects that I have completed for various brands. The different types of work varies from UI design, UX design, web design, web development, graphic design, as well as creating brand identities.

LACE LINGERIE

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ABOUT THE BRAND

LACE Canada - Canada's leading online retailer of sexy lingerie in all sizes. The goal for the brand is to rethink how people see and buy lingerie, as well as change the narrative to make lingerie be a more non-risque part of society. Along with this, LACE's message to spread a body-positive message by having a plus-sized section to include people of all sizes and not feel alienated when shopping for something as intimate as lingerie.

WHAT WAS DONE

- Establish a brand and style for LACE
- Launch of website
- Launch of email marketing
- Create a direct to mail booklet
- Create a yearly catalog of new products and collections to go out with orders
- Create Business cards, postcards to go into orders

OUTCOME

Overall, the outcome of this project was a success. We successfully launched LACE in November 2015 and established its own look and feel in a crowded industry. By having a curvy site within the main one, we made it a safe and body-positive place for plus sized customers to purchase lingerie while giving them options to see products that are more relatable to them.

Role: Art Direction, Design, Front-End Development, Shopify Development, Social Media Marketing, Email Marketing, Graphic Design, Web Design, UX Design

[Link To Project](#)

THE PERFECT CLASSIC!

SHOP NOW



FREE SHIPPING ON ALL ORDERS OVER \$49



GET THE LATEST

SHOP NOW

GET THE EXCLUSIVES

SIGN UP FOR OUR NEWSLETTER AND
RECEIVE EXCLUSIVE OFFERS STRAIGHT TO
YOUR INBOX!

SIGN UP

YOU CAN OPT OUT AT ANY TIME

SALE

SAVE UP TO 94% OFF OUR SALE SECTION!
NO CODE REQUIRED!

SHOP NOW



SHOP CURVY LINGERIE

SHOP NOW

THE IT LIST



WEBSITE

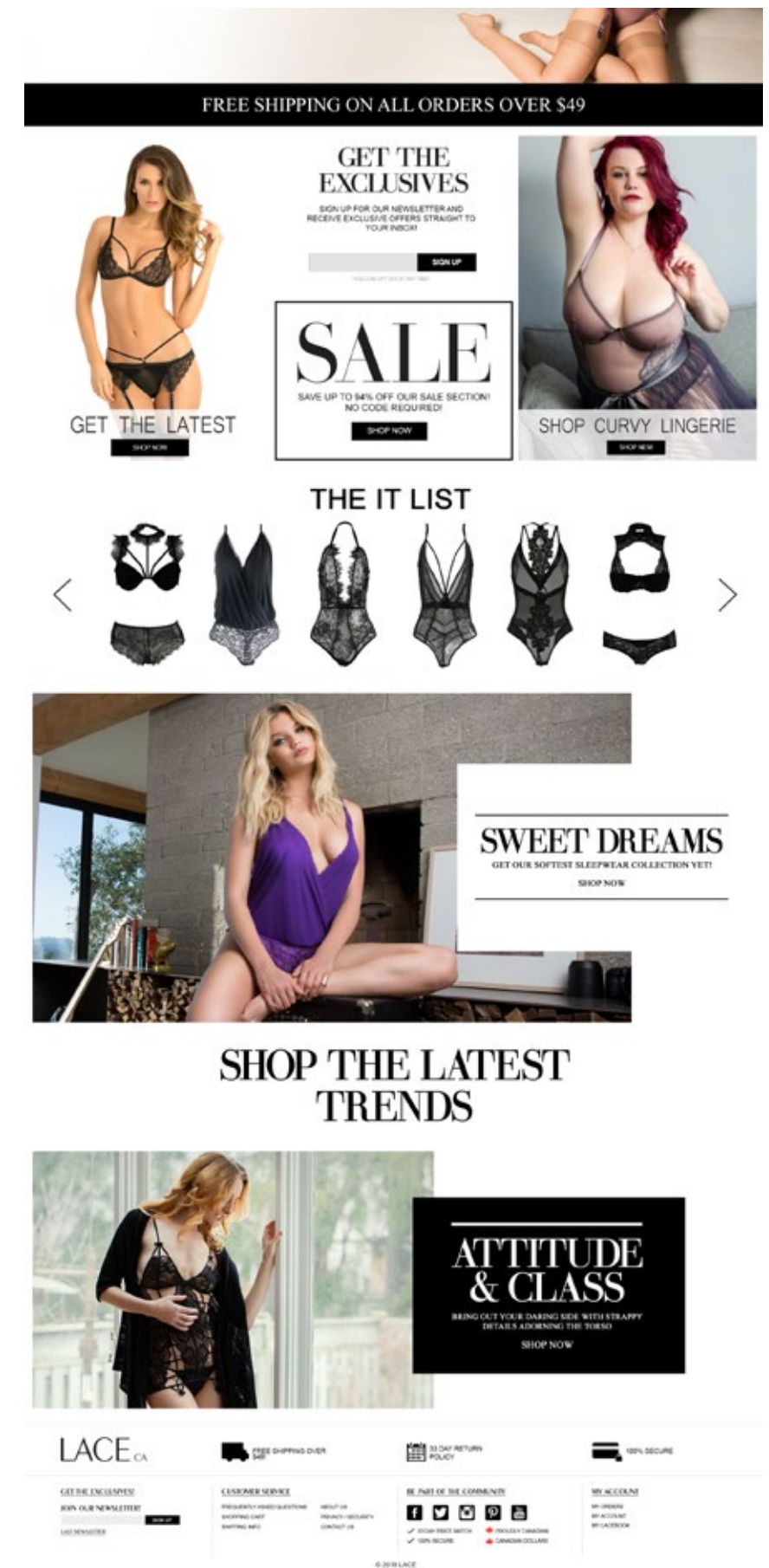
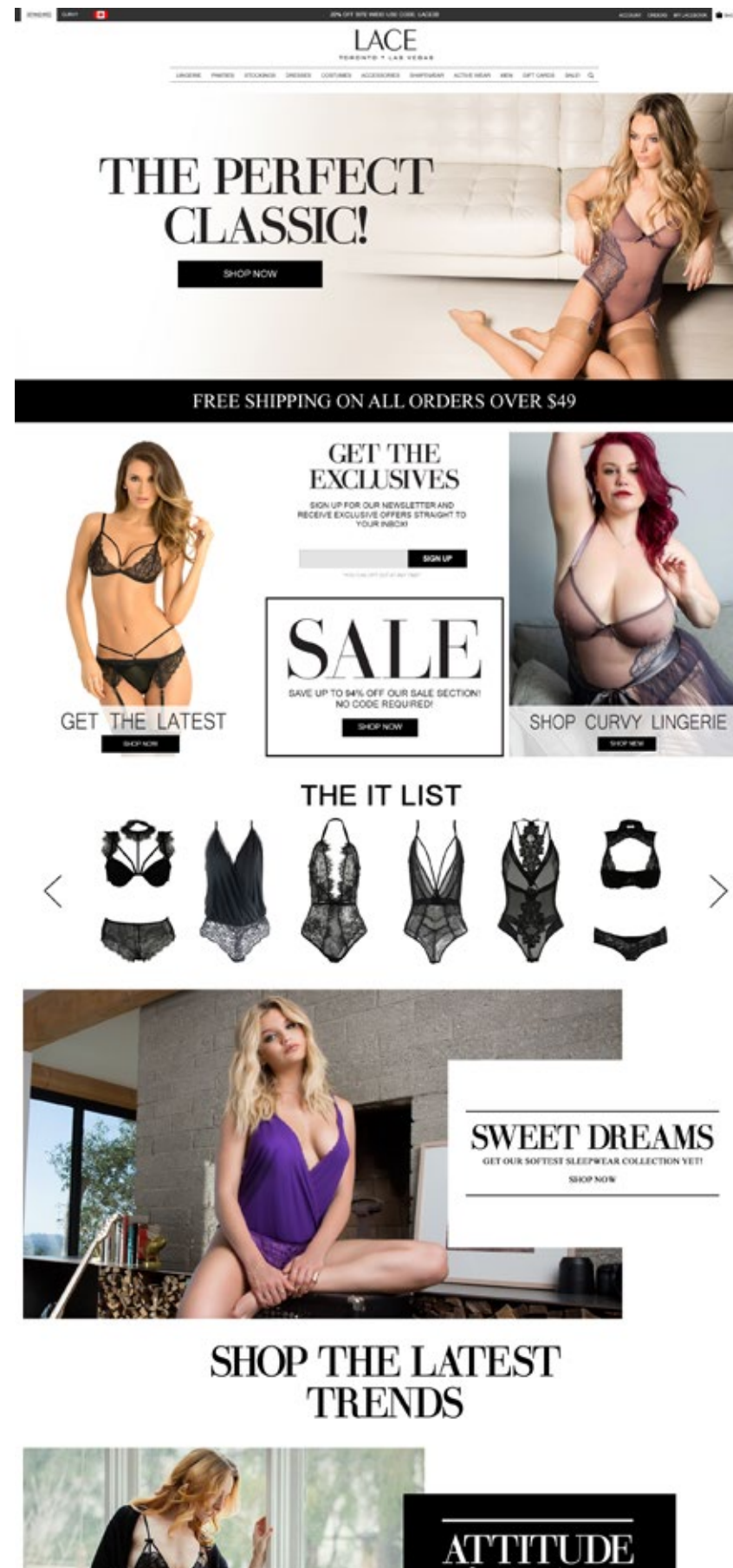
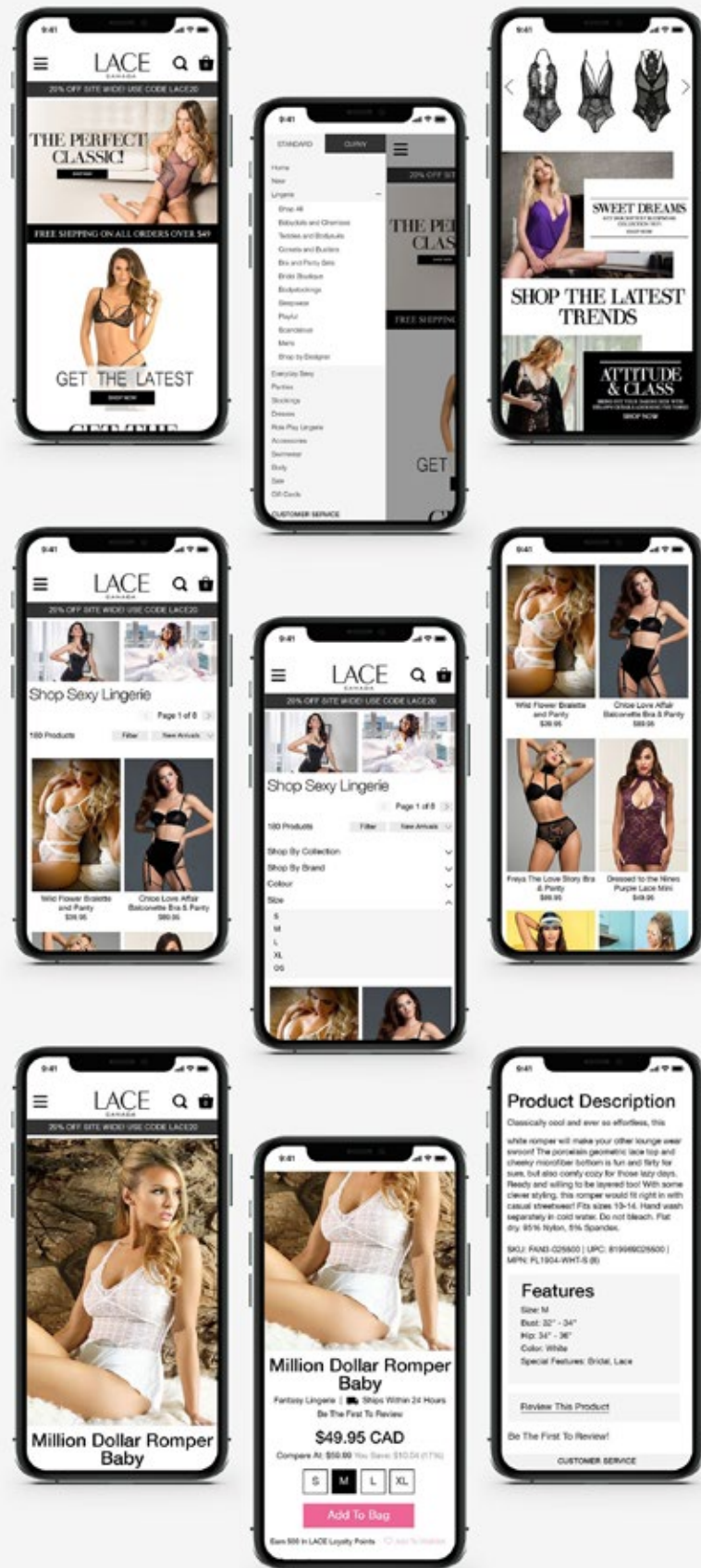
I started looking at the mobile version of the site. I analyzed the most important aspects of the page - the header, navigation, and footer. The goal was to create a simple yet intuitive way to use these elements without going against the customer's default behaviour. Having the side nav on the left, logo in the middle with the search cart and search on the right gives a balance and a familiar placement one would see on a desktop site.

For our main navigation, we wanted to separate standard lingerie and curvy lingerie. The main objective was to have a place where regardless of your size, you can feel comfortable shopping and have products that you could relate to. By having a curvy section, plus sized customers are able to not only see the selection that would be available in their size easier, but they would also be shown using plus sized models so they would be able to see the products on a body type similar to their own, making it more inclusive.

For the overall site design, I wanted to have a major emphasis on imagery since lingerie, and shopping for clothing in general, is a very visual activity. Having strong banner images as well as showing a variety of models helped with the overall design of the site, as well as helping the brand establish their own identity in the crowded market. I wanted the direction to have more of a higher class fashion site as opposed to a bargain bin look so that it would help customers trust the brand more as well as help see the product in more of a premium light, but at affordable prices.

DEVELOPMENT

In Mid 2018, we switched our ecommerce platform from Magento to Shopify. I was responsible for re-coding the site to fit Shopify's platform using HTML, CSS, JS and Shopify's scripting language Liquid. By doing this we needed a lot of additional information for our products like specifications, whether it was discontinued or not, if there were videos associated with the product, complete this look for products that weren't sold in sets, and more. By using all the tools that we had at our disposal with minimal use of 3rd party apps, we successfully launched on Shopify with little problems and made it a seamless transition for our customers.





Shop Sexy Lingerie

Categories

- Babydolls and Chemises
- Teddies
- Bra and Panty Sets
- Panties
- Stockings
- Accessories
- Corsets and Bustiers
- Role Play Lingerie
- Dresses
- Bodystockings
- Sleepwear
- Bridal
- Bridal Accessories
- Resort and Swimwear
- Sale**
- Men's
- Special Sizing
- Curvy Lingerie

Shop By Brand

- ☐ Allure
- ☐ Baci
- ☐ CallExotics
- ☐ Coquette
- ☐ Elegant Moments
- ☐ Eye Candy
- ☐ Fantasy Lingerie
- ☐ Hasty
- ☐ Hollywood Curves

Shop By Size

- ☐ S
- ☐ M
- ☐ L
- ☐ XL
- ☐ 1X
- ☐ 2X
- ☐ 3X
- ☐ 4X

Colour

- ☒ Black
- ☐ White

180 Products

Sort By:

New Arrivals

Page 1 of 8



Wild Flower Bralette and Panty \$39.95

Chise Love Affair Balconette Bra & Panty \$69.95

Freya The Love Story Bra & Panty \$69.95

Dressed to the Nines Purple Lace Mini \$49.95

Rainbow Romance Peeping Top & Panty **Sale: \$49.95**

Blue Daiquiri Gartered Teddy \$39.95



Big Time Blush Tie Top & Flutter Panty \$44.95

Make Mint Happen Babydoll & Panty \$49.95

Pink Lady Bra, Garter Skirt & Panty \$39.95

Million Dollar Romper Baby \$49.95

Cold Shoulder the Top Romper \$34.95

Hot Off the Dress Black Mini \$34.95



Silver Peony Enchanting Embroidered Teddy **Sale: \$59.95**

Drop Dead Gorgeous White Teddy \$29.95

White Me Up! Teddy \$49.95

Angel Of Love Lace Teddy \$29.95

Emerald Twilight Teddy with Harness \$29.95

Set the Mood Black Bodysuit \$18.99



Wild Flower Bralette and Panty \$39.95

Chise Love Affair Balconette Bra & Panty \$69.95

Freya The Love Story Bra & Panty \$69.95

Dressed to the Nines Purple Lace Mini \$49.95

Rainbow Romance Peeping Top & Panty **Sale: \$49.95**

Blue Daiquiri Gartered Teddy \$39.95



Million Dollar Romper Baby

Fantasy Lingerie | Ships Within 24 Hours | Be The First To Review

\$49.95 CAD

Compare At: \$59.99 You Save: \$10.04 (17%)

S M L XL

Add To Bag

Earn 500 In LACE Loyalty Points Add To Wishlist

Size Chart

Click To Enlarge Image

Product Description

Classically cool and ever so effortless, this white romper will make your other lounge wear swoon! The porcelain geometric lace top and cheeky microfiber bottom is fun and flirty for sure, but also comfy cozy for those lazy days. Ready and willing to be layered too! With some clever styling, this romper would fit right in with casual streetwear! Fits sizes 10-14. Hand wash separately in cold water. Do not bleach. Flat dry. 95% Nylon, 5% Spandex.

SKU: FAN3-025500 | UPC: 819969025500 | MPN: FL1904-WHT-S (8)

Review This Product

Be The First To Review!

Features

Size: S
Bust: 32" - 34"
Hip: 34" - 36"
Color: White
Special Features: Bridal, Lace

GET THE EXCLUSIVES!

JOIN OUR NEWSLETTER!

LAST NEWSLETTER

CUSTOMER SERVICE

FREQUENTLY ASKED QUESTIONS
SHOPPING CART
SHIPPING INFO

ABOUT US
PRIVACY / SECURITY
CONTACT US

BE PART OF THE COMMUNITY

✓ 33 DAY PRICE MATCH
✓ 100% SECURE

PROUDLY CANADIAN
 CANADIAN DOLLARS

MY ACCOUNT

MY ORDERS
MY ACCOUNT
MY LACEBOOK



MARKETING

For our LACE Catalogues, the objective was to create a fashion magazine style catalogue to showcase new and existing collections to either go direct to mail or in orders that were placed on the website. We wanted the catalogues to more resemble fashion magazines with more of an emphasis on editorial images while incorporating the sales aspects of a normal sales catalogue. We also wanted to have theme pages such as great gift ideas, bridal sections, and influencer pages to give our customers other ways of looking at our products from a non-intimate way.

■ EVERYDAY BASICS



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ABOUT THE BRAND

Everyday Basics is a clothing brand focused on providing men with the essential clothing for their wardrobe. Providing high end shirts, sweatshirts, hoodies and pants, Everyday Basics aims to be the go to brand for the 9-5 office male with professional, yet comfortable long lasting pieces.

WHAT WAS DONE

- Create a new brand identity for Everyday Basics
- Create a new logo
- Design a hang tag for their clothing line
- Design a web experience for the brand including desktop and mobile

OUTCOME

Overall, the outcome of this project was a success. I feel that with the competitor analysis and the overall brand position that was taken by Everyday Basics will successfully help them break into a crowded market and establish themselves as a go to for men looking for clothing basics of high quality and great prices. Their web experience has been optimized to be mobile first so that their site will be usable on all platforms scaling up and down when needed while providing the same experience for added consistency

Role: Art Direction, Graphic Design, Branding, Logo Design, Web Design, UX Design

[Link To Project](#)

EVERYDAY BASICS

EVERYDAY BASICS

TAKE 10% OFF YOUR NEXT ORDER
USE CODE: EB10



WWW.EVERYDAYBASICS.CA



| | |
|--|---|
| <div><div>Kith</div><div><div>Overview</div><ul style="list-style-type: none">Price range - \$90 - \$1000Ships worldwideLocations in the US</div><div><div>Brand Positioning</div><ul style="list-style-type: none">High-end focused streetwearCarries other brands but focuses on Private label collections and collabsOffers a wide range of clothing options as well as footwear and other accessoriesA major player in the space with brand recognition and collabs with top brands like Nike, BMW, AsicsHas a women's and kids sectionHas brick and mortar locations as well as an online store - Private label is DTC</div><div><div>Selection Overview</div><ul style="list-style-type: none">Offers hoodies, sweaters, pants, jackets - private labelOffers an everyday collection - the palette is muted and limited branding</div></div> | <div><div>Livestock</div><div><div>Overview</div><ul style="list-style-type: none">Price range - \$50 - \$1000Ships worldwideLocations in Canada</div><div><div>Brand Positioning</div><ul style="list-style-type: none">High-end streetwear as well as high fashion brandsMainly focused on other brands and has a limited private label collectionFocus mainly on apparel and footwearKnown as a boutique brand in the market, not as well known in the broader marketFocused mainly towards menHas brick and mortar locations as well as an online store</div><div><div>Selection Overview</div><ul style="list-style-type: none">Offers hoodies, sweaters, pants, jacketsOffers limited release shoes from Jordan, Nike, and Adidas</div></div> |
| <div><div>Reigning Champ</div><div><div>Overview</div><ul style="list-style-type: none">Price range - \$50 - \$650Ships worldwideLocations in Canada</div><div><div>Brand Positioning</div><ul style="list-style-type: none">Offers everyday basics at a premium price - gearing a bit towards athletic leisureOnly carries their own in house brandOffers a wide range of clothing optionsBoutique shopHas a women's sectionHas brick and mortar locations as well as an online store</div><div><div>Selection Overview</div><ul style="list-style-type: none">Offers hoodies, sweaters, pantsOffers all clothing staples - the palette is muted / greyscale and limited branding</div></div> | <div><div>Bait</div><div><div>Overview</div><ul style="list-style-type: none">Price range - \$90 - \$4000Ships worldwideLocations in the US and Japan</div><div><div>Brand Positioning</div><ul style="list-style-type: none">High-end focused skatewear and collectiblesCarries other brands and limited collabsOffers a wide range of clothing options as well as footwear and other accessoriesA major player in the space with brand recognition and collabsHas a women's and kids sectionHas brick and mortar locations as well as an online store</div><div><div>Selection Overview</div><ul style="list-style-type: none">Offers hoodies, sweaters, pants, jackets - no private label basicsMain focus on collabs and limited edition collectibles</div></div> |
| <div><div>Everlane</div><div><div>Overview</div><ul style="list-style-type: none">Price range - \$70 - \$150Ships worldwide</div><div><div>Brand Positioning</div><ul style="list-style-type: none">Offers everyday basics at a good priceOnly carries their own in house brandOffers a wide range of clothing optionsBoutique shopHas a women's sectionHas a variety of different collections for the type of clothing you're looking for</div><div><div>Selection Overview</div><ul style="list-style-type: none">Offers hoodies, sweaters, pants etc.Offers all clothing staples - the palette is muted / greyscale and limited to no branding</div></div> | <div><div>Hudson's Bay</div><div><div>Overview</div><ul style="list-style-type: none">Price range - \$50 - \$250Ships worldwideLocations mainly in Canada</div><div><div>Brand Positioning</div><ul style="list-style-type: none">Offers everyday basics at a premium price - gearing a bit towards athletic leisureOnly carries their own in house brand, as well as other brandsOffers a wide range of products outside of the industryAppeals to a wide market rangeHas brick and mortar locations as well as an online store</div><div><div>Selection Overview</div><ul style="list-style-type: none">Offers hoodies, sweaters, pants, dresses, electronics, shoes, appliances etc.Offers all clothing you would find at a department store</div></div> |

COMPETITION ANALYSIS

I started the exploration process with a competition analysis of the current clothing market geared towards men. I wanted the brand to have a higher end look but not geared towards the athletic leisure market where I feel is overly saturated and locked in by the top competitors like Nike and Adidas. I also looked into brands that are a bit more affordable in pricing so that it's more accessible to a broader market but also wanted to have a clear emphasis on materials and longevity. The brands that I decided to focus on were Kith, Livestock, Reigning Champ, Bait, Everlane, and Hudson's Bay. I chose these brands because they have a focus on the higher end clothing market for men but also focus on the quality of clothing as well as the streetwear and modern appeal to apparel and less on the athletic leisure appeal.

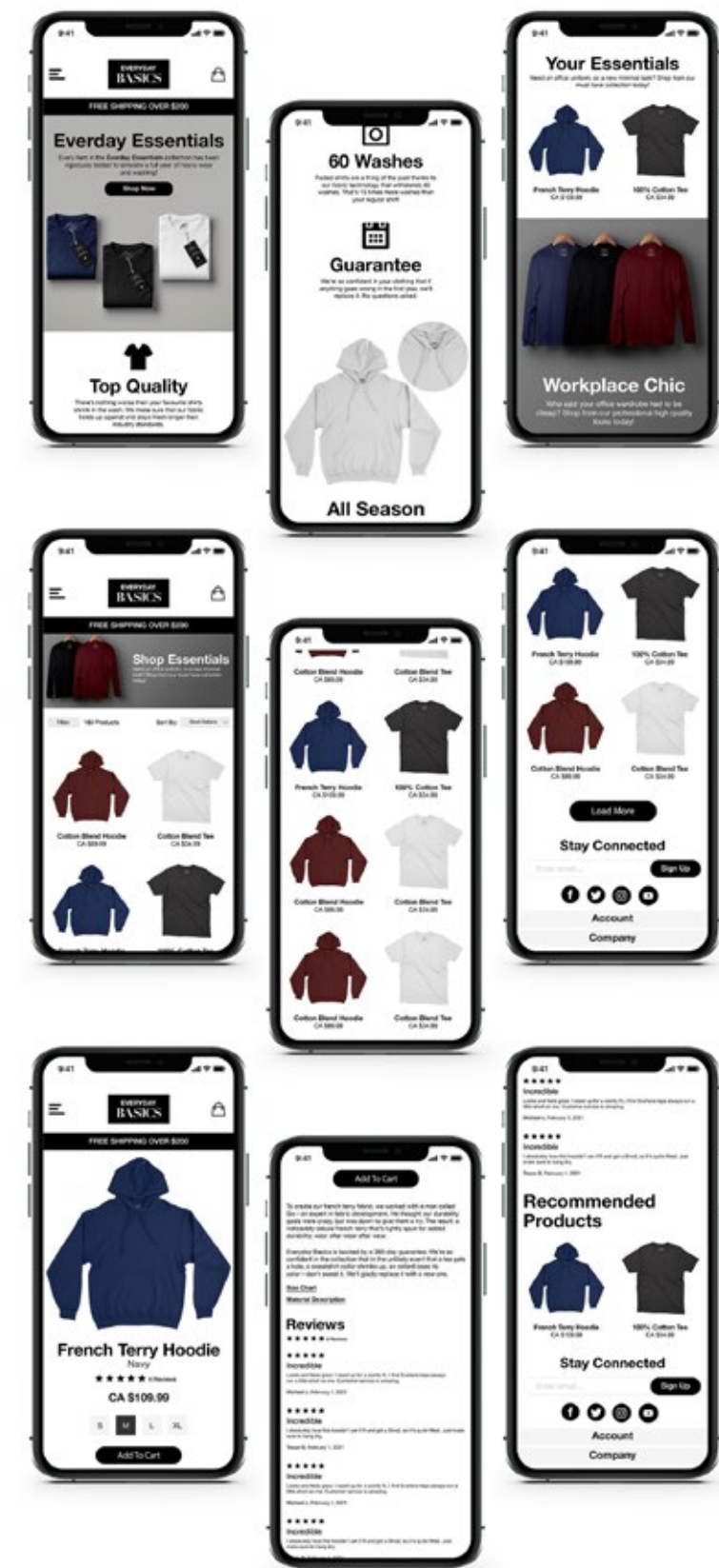
LOGO

For the logo, I wanted to keep it clean and minimal to match the brand’s philosophy. I opted to go with a wordmark for the logo and not use an image or icon. I chose to split the wordmark into two lines and use a sans-serif and a serif font to add a bit more appeal to the logo. For “Everyday“ I chose to use Helvetica Bold as it stood out more and I wanted that to be an anchor to the logo. For “Basics“ I chose to use Didot as it matched nicely with “Everyday“ and gave it the more upscale look that I was looking to achieve. An alternative for the logo was the wordmark placed in a box as I felt that it gave the logo more flexibility when being used across different mediums. For the colour scheme, I kept it in a classic black and white as it gave the minimal, clean look that the brand was looking for.



WEBSITE




Here are the final deliverables for the website. I kept the colour palette muted as that was more inline with the brand and kept the product images and banner as clean as possible. I went with the minimal look as that gave off the feeling of a higher end brand and since the clothing itself had a minimal appeal, it matched with the overall brand image.



FREE SHIPPING OVER \$200

SIGN UP | LOG IN


EVERYDAY
BASICS



Everyday Essentials


Every item in the **Everyday Essentials** collection has been rigorously tested to simulate a full year of heavy wear and washing!

[Shop Now](#)




Top Quality

There's nothing worse than your favourite shirts shrink in the wash. We make sure that our fabric holds up against and stays fresh longer than industry standards.





60 Washes

Faded shirts are a thing of the past thanks to our fabric technology that withstands 60 washes. That's 13 times more washes than your regular shirt.



Guarantee

We're so confident in your clothing that if anything goes wrong in the first year, we'll replace it. No questions asked.




All Season

Coming in a noticeably deluxe french terry that's tightly spun for added durability, wear after wear after wear!

[Shop Now](#)

Your Essentials


Need an office uniform, or a new minimal look? Shop from our must have collection today!




French Terry Hoodie
CA \$109.99






100% Cotton Tee
CA \$34.99



Cotton Blend Hoodie
CA \$89.99



Cotton Blend Tee
CA \$34.99



Workplace Chic

Who said your office wardrobe had to be cheap? Shop from our professional high quality looks today!

[Shop Now](#)

Account

Manage Account
Saved Items
Orders & Returns
Redeem a Gift card

Company





About
Factories
Careers
Contact & FAQ
International
Accessibility

Connect

Instagram
Twitter
Affiliates
Bulk Orders

Stay Connected

Enter email...[Sign Up](#)





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FREE SHIPPING OVER \$200

SIGN UP | LOG IN

EVERYDAY
BASICS



Shop Essentials

Need an office uniform, or a new minimal look? Shop from our must have collection today!

Filter

100 Products Sort By: **Best Sellers**



French Terry Hoodie
CA \$109.99



100% Cotton Tee
CA \$34.99



Cotton Blend Hoodie
CA \$89.99



Cotton Blend Tee
CA \$34.99



Cotton Blend Hoodie
CA \$89.99



Cotton Blend Tee
CA \$34.99



French Terry Hoodie
CA \$109.99



100% Cotton Tee
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Cotton Blend Hoodie
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French Terry Hoodie
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CA \$89.99



Cotton Blend Tee
CA \$34.99



Cotton Blend Hoodie
CA \$89.99



Cotton Blend Tee
CA \$34.99

[Load More](#)

Account

Manage Account
Saved Items
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Company





About
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Connect

Instagram
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Bulk Orders

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Enter email...[Sign Up](#)




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FREE SHIPPING OVER \$200

SIGN UP | LOG IN

EVERYDAY
BASICS



French Terry Hoodie

Navy

★★★★★ 4 Reviews

CA \$109.99

S

M

L

XL

[Add To Cart](#)

To create our french terry fabric, we worked with a man called Six—an expert in fabric development. He thought our durability goals were crazy, but was down to give them a try. The result: a noticeably deluxe french terry that's tightly spun for added durability, wear after wear after wear.

Everyday Basics is backed by a 365-day guarantee. We're so confident in the collection that in the unlikely event that a tee gets a hole, a sweatshirt collar shrinks up, an oxford loses its color—don't sweat it. We'll gladly replace it with a new one.

[Size Chart](#)
[Material Description](#)

Reviews

★★★★★ 4 Reviews

★★★★★
Incredible
Looks and feels great. I sized up for a comfy fit, I find Everlane tops always run a little short on me. Customer service is amazing.

Michael c, February 1, 2021

★★★★★
Incredible
I absolutely love this hoodie! I am 5'9 and got a Small, so it's quite fitted. Just make sure to hang dry.

Trevor B, February 1, 2021

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Incredible
I absolutely love this hoodie! I am 5'9 and got a Small, so it's quite fitted. Just make sure to hang dry.

Trevor B, February 1, 2021

Recommended Products



French Terry Hoodie
CA \$109.99



100% Cotton Tee
CA \$34.99



Cotton Blend Hoodie
CA \$89.99



Cotton Blend Tee
CA \$34.99

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Manage Account
Saved Items
Orders & Returns
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About
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Accessibility

Connect

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THE NOTEWORTHYS



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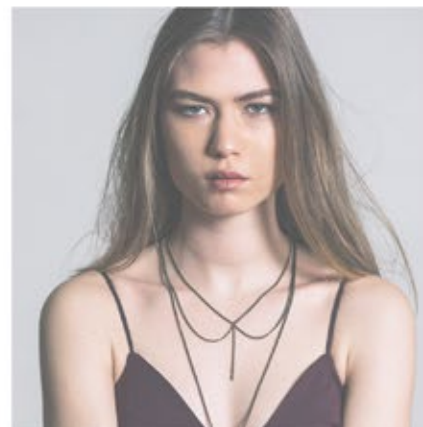
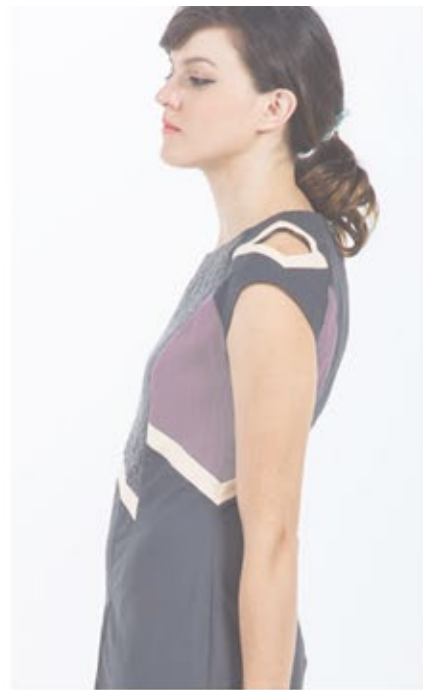


www.behance.net/obie-rifai



https://dribbble.com/ObieRifai

OBIE
R I F A I



ABOUT THE BRAND

The Noteworthys is a place where you will find a carefully curated collection of unique, high-quality, often hand-made items by emerging Canadian designers.

Their mission statement: The passion and talent that we see from Canadian designers and their commitment to building unique brands excites us! Canadian talent doesn't get the level of recognition it deserves and our purpose is to get Canadian talent recognized. We see value in locally made goods and seek to educate others on it. We take you behind the scenes to learn about the inspiration and workmanship that goes into what you wear.

WHAT WAS DONE

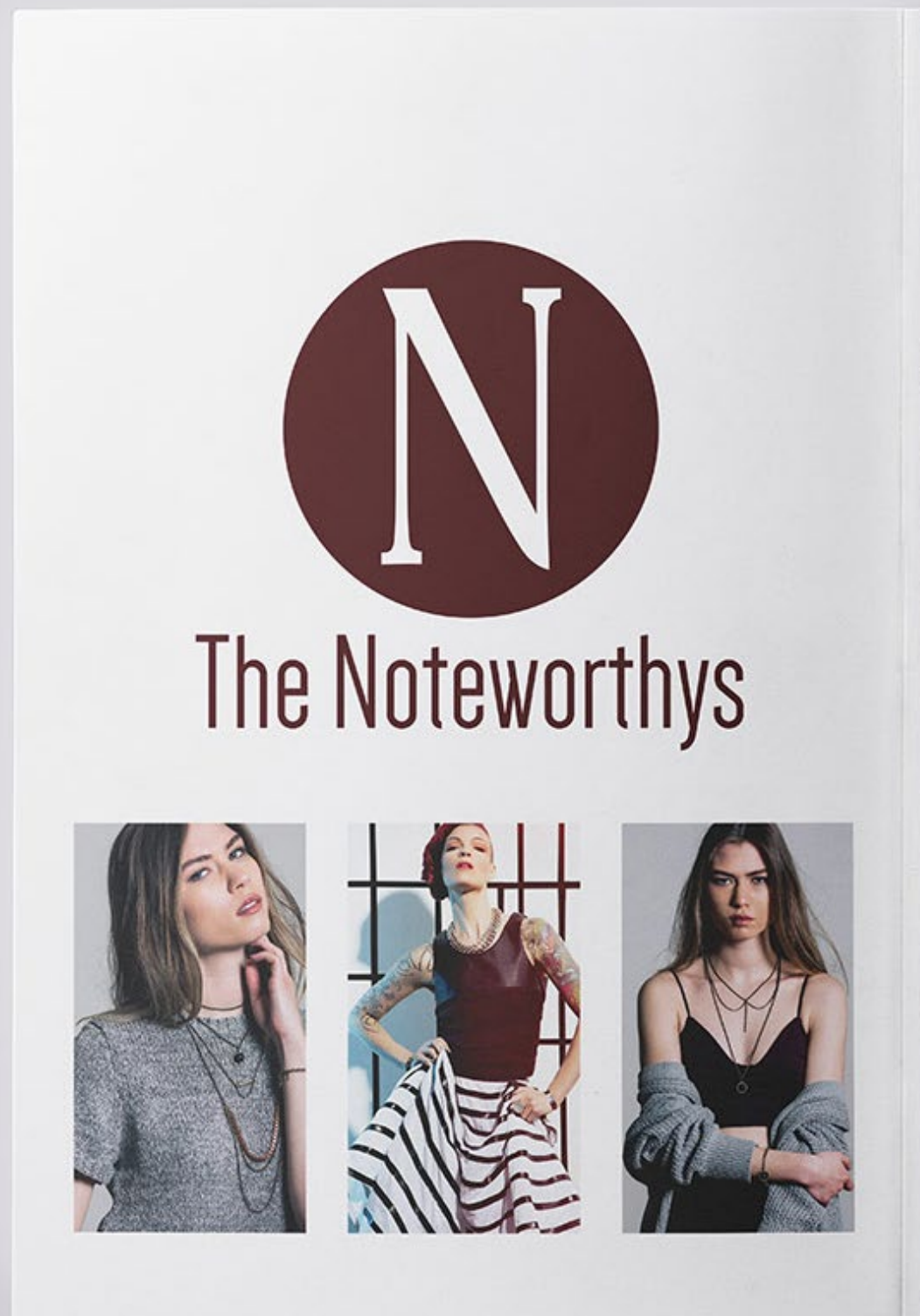
- Create a media kit to give out to potential designers
- Create a business card to go out with orders

OUTCOME

Overall, the outcome of this project was a success. The media kit was created and was inline with the client's branding and vision of their site. It also gave a glimpse of potential designers a look into what kind of company The Noteworthys are and if their views align with one another. As far as the business cards go, they were a good addition to the people's orders as they incentivized for repeat business while further promoting The Noteworthys brand and messaging.

Role: Art Direction, Graphic Design

[Link To Project](#)



DESIGN

One of the main points that were emphasised in the client brief was the use of images. The Noteworthys wanted the images to be the focal point of the design of the media kit. For the cover page, the goal was to make it as visually appealing but minimal as possible. I chose 3 of their strongest images and used those as a drawing point for the cover. I placed their logo at the top half of the page and the product images at the bottom to give a symmetrical look and occupy the space evenly.

For the second page, the client wanted an about us section, the types of products that they sell, as well as a list of designers they currently carry. It was important for the client to let potential designers know about them as well as their focus, goals, and visions for the company to help others know if their brands will align with one another. I included another product image to keep the balance to the text as well as have that section visually appealing as they are trying to convince potential brands to sell their products to them. For the second section, The Noteworthys wanted to display the types of products they sell. I wanted to use images as well as text for this because having just a standard list wasn't visually appealing and by including images, it also helps push their brand aesthetic towards potential designers. The last part of the page was a standard list of designers that The Noteworthys currently carry. Originally, I had put pictures of the designers that they currently carry instead of just an ordinary list to keep it consistent with the products as well as make it more visually appealing, but the clients just wanted a standard list as it wasn't as important as the other elements on the page.

For the last page, the client wanted it to be really straightforward. All that was required was a simple message letting potential designers know that they are excited to work with them, contact info for the person in charge, and the website social media accounts as well as a link to the site.

For the business cards that were meant to go into every order, they wanted it to be minimal yet consistent with their site and branding. The main focus for these cards was to push their brand message of being unique as well as offer an incentive to come back to the site. On one side, it was decided to include a message asking customers to sign up to their newsletters and get 10% off. On the other side was their message of being noteworthy. I prioritized the text and the brand colours without getting too complex and straying away from the message.



The Noteworthys



OUR STORY

The Noteworthys is a place where you will find a carefully curated collection of unique, high-quality, often hand-made items by emerging Canadian designers.

The passion and talent that we see from Canadian designers and their commitment to building unique brands excites us! We see that Canadian talent doesn't get the level of recognition it deserves. We see value in locally made goods and seek to educate others on it. We take you behind the scenes to learn about the inspiration and workmanship that goes into what you wear.

To us, being Noteworthy means following your passion in creating a life you love living. It means taking a leap to of faith to follow your dreams. What does Noteworthy mean to you?



OUR PRODUCTS



DRESSES



TOPS



BOTTOMS



ACCESSORIES



LINGERIE



BAGS



JEWELRY

OUR DESIGNERS

Heather Hird Design
Jewelust
Grandview beach designs
Tala Kamea
Designs by nature gems
Marmalade designs
Jennifer fukushima
RUzica
Vespertine
Handsome & Lace
Karoo
Seraghadaki
FoldIT Creations
Dolorous Jewelry
Epoche

WE ARE EXCITED ABOUT
WORKING WITH YOU!

General Inquiries
Nandini Krishnan | nandini@thenoteworthys.co | 647-986-4544

   @TheNoteworthys

www.thenoteworthys.co



The Noteworthys



DON'T FORGET TO SIGN UP FOR
OUR NEWSLETTER TO RECEIVE
10% OFF YOUR NEXT PURCHASE!

TAG US AND WE'LL SHARE YOUR POST

   @TheNoteworthys
info@thenoteworthys.co



LET THIS ITEM BE A
REMINDER THAT YOU ARE
NOTEWORTHY

/ˈnōt.wərT_Hē/ | (adj.)
Interesting, Significant, Unique.

■ ASTRAL COSMETICS



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www.behance.net/obie-rifai



https://dribbble.com/ObieRifai

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ABOUT THE BRAND

Astral Cosmetics is a premium cosmetics brand focused on delivering the highest quality of products to their consumers. Ranging from shampoos to rejuvenation creams, Astral Cosmetics puts a focus on ethically sourced ingredients that are cruelty free and vegan friendly. The main focus of the brand is to give their consumers the best option when it comes to choosing cosmetics while being aware of their carbon footprint and effect that they have on this planet.

WHAT WAS DONE

- Create a logo and brand identity for Astral Cosmetics
- Create various packaging designs for their different collections
- Create a landing page to showcase their brand and products

OUTCOME

Overall, I believe this project was a success. By creating a new logo for Astral Cosmetics by keeping true to their brand beliefs and vision, it helps position them as a higher end brand in a crowded market. By having a logo mark and a word mark, it makes their logo more versatile, which helps with their packaging design as well. By creating new packaging design, this helps Astral Cosmetics by having a unique look to their package across multiple collections, and gives them the high-end premium look that they wanted. By creating unique packaging and designs, this will help Astral Cosmetics stand out on the shelves and puts them in a great position to be purchased by prospective consumers. For the landing page, by having a big emphasis on strong imagery and a clean, modern, minimal approach to the design, it positions Astral Cosmetics as a more luxury brand while maintaining their brand story and pushing their collections.

Role: Art Direction, Design, Graphic Design, Web Design, Brand Strategy, Brand Design

[Link To Project](#)



PACKAGING

For the packaging, I wanted to keep this as minimal and clean as possible. Since Astral Cosmetics wanted to position themselves as a premium brand, I figured that having a clean look to the package was the right direction. For their premiere collection, I wanted that collection to have the cosmic theme seen throughout the brand. I chose to use the darker purple colour with a subtle space background to give it a more interesting design then going for a straight black or white as most brands tend to go with. I felt that it would set it apart on the shelves and people will tend to gravitate towards it as it is different. For the title of the product I went with the same sans-serif font used in the logo to give the design consistency, but rotated the title 90 degrees to give it a different, more interesting look. I felt that by doing this, it made the packaging look cleaner and differentiates itself from the competition. For Astral Cosmetic's other collections, I kept the title and logo positioning consistent but swapped the backgrounds. I wanted the backgrounds to be clean and elegant, and depending on the type of collection, if it was for an evening type product, I wanted darker backgrounds, and if it was more of an everyday daytime type product, I wanted to use a brighter background.



OUTCOME

For the landing page, I wanted to keep this minimal and really showcase the strong editorials of the products Astral Cosmetics sells. I wanted to have the hero banner be a main focus as that's the first thing a user will see on the site. I decided not to separate the header and the hero banner and made them one element as I felt it was stronger and more cohesive. By not splitting the header and hero banner, it allows for the main image to have more focus and that was a big focus for Astral Cosmetics. For the second banner, I wanted to highlight the different collections that Astral Cosmetics has. I did this by showing a strong editorial of their products from various collections in one product shot, while having a call to action on the left side. I used a blob shape as opposed to a square or circle as I felt it gave it more of a fluid and free look and felt it was consistent with their brand. For the third section I wanted to have a brief description and mission statement for Astral Cosmetics. I felt this was important to include because it allows the consumers to get to know the company more and let the consumers relate with Astral Cosmetics.



Cosmic Bliss

Shop from our premiere collection today!

[Shop Now](#)

Designed For Every Body

Astral Cosmetics is proud to offer a wide selection of products for every skin type!

[Shop Now](#)

Why Astral Cosmetics

Made with naturally sourced, vegan friendly, cruelty free ingredients and resources, we prides itself on delivering our customers the highest quality cosmetics available to the market today.

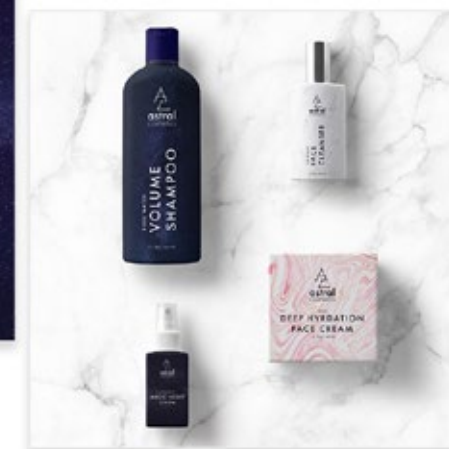
Pamper Yourself

With Astral Cosmetics, we have something for every situation that your body needs. Whether it's a night time rejuvenation cream or nourishing shampoo, our collections keep in mind the multitude of ways to care for your body.



Beauty Reimagined

With the help of our collection, we can help shape your outer beauty to match how you truly feel on the inside!

[Shop Now](#)

NABIDH WINES

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 www.behance.net/obie-rifai

 <https://dribbble.com/ObieRifai>

OBIE
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ABOUT THE BRAND

Nabidh Wines is a new wine company that specializes in creating wine from all around the world. Based in the mediterranean part of the world, Nabidh is Arabic-based and wanted to break into the wine market. By having a arab-based company and product, this gives them an edge in the market as not many wine companies are occupying this space and they see it as a way to push their brand and become a staple in this region as well as have a global impact on how others see wine.

WHAT WAS DONE

- Create a logo and brand identity for Nabidh Wines
- Create custom bottle labels and designs for the various types of wine that are sold by Nabidh
- Create a website design including a landing page, collection page, and product page.

OUTCOME

Overall, this project was a success. Having designed a logo that not only will stand apart from the competition but also uses a different language so that it add a uniqueness to the design. For the bottle designs, by having the logo as the main draw of the bottle designs, it will set itself apart from competitors and will be recognizable by the consumers. Also by keeping a minimalist approach to the label, the bottles will all have a consistent look and will make that section retailer shelves look like it's dedicated like the Apple section in electronic stores. For the site, I wanted to be a bit more informational for the new wine drinkers, but also accessible for the seasoned connoisseurs. I felt that with the design, there is a good balance for both as it educates those looking for information about wine, but also has more advanced filters for those who are looking for that specific wine.

Role: Art Direction, Graphic Design, Web Design, UX Design, Brand Design

[Link To Project](#)



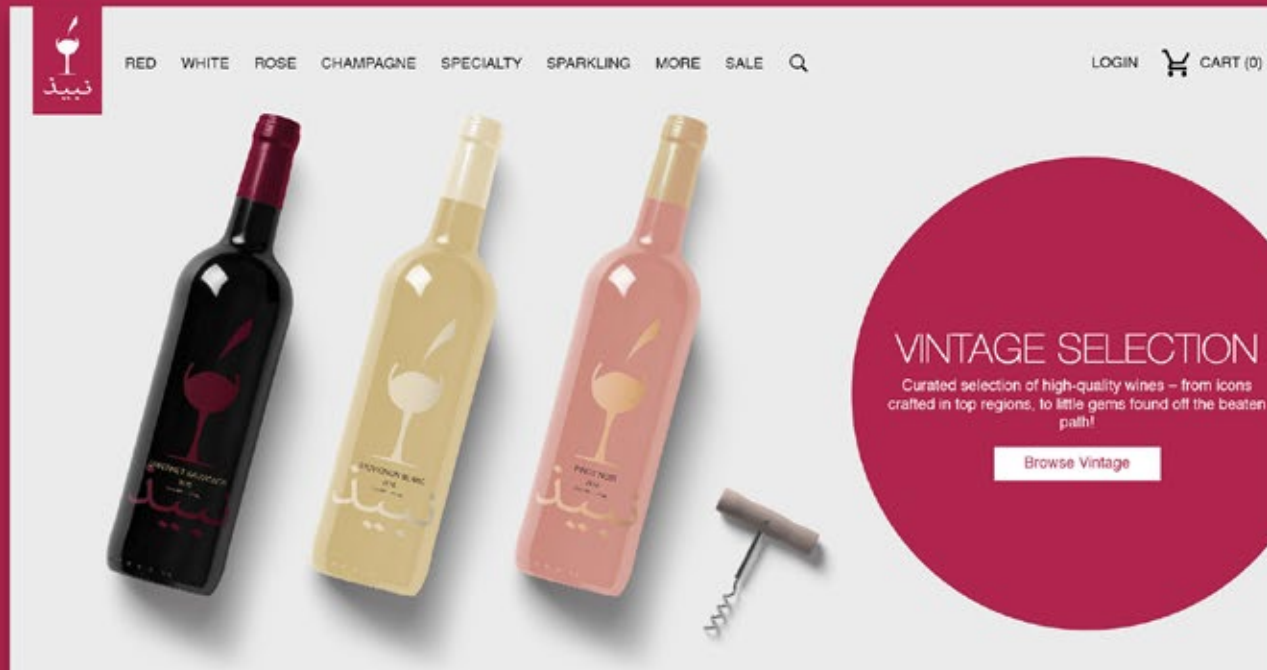


LOGO DESIGN

For the logo, I started by experimenting with different shapes that are synonymous with the wine industry. I found that wine grapes, wine bottles, and wine glasses were usually used but also other competitors tend to just use a wordmark as their logo to keep things clean. For the wording, I opted to using arabic writing instead of english. The reason I chose this was because Nabidh is an arab-based company and by incorporating that into their brand would definitely set it apart from others. Also since arabic writing is script-based, I feel that it matched perfectly with wine since it's very fluid and customers would be reminded of flowing wine. For the colour scheme, I went with three different choices: merlot red, silver, and gold. I went with these colours to help with defining the quality of wines customers can choose from based off these colours, with Merlot Red being an average wine and gold being the premium.

BOTTLE DESIGN

For the wine bottle, I wanted to capitalize on pushing the brand. I placed the Nabidh Wine glass logo at a large background element for each bottle, one to set it apart from the standard wine label that the competitors are doing, and two to let customers know that this bottle is from Nabidh's and it won't be mistaken by others. I added the type of wine and the name of the wine in a serif font because it added a sense of luxury that I wanted to portray and it paired nicely with the logo. Since the design is already different from the standard wine bottle labels, this will Nabidh's Wine apart from the competitors, which is what they were hoping to accomplish, but will also give it a more minimalist approach to the label.



Red Wines

There is a vast amount of red wine varietals that are used to produce red wines, and its those grapes that usually determine the flavours and attributes of red wine



Nabidh Merlot
\$28.99

Nabidh Cabernet Franc
\$99.99

Nabidh Pinot Noir
\$35.99

Nabidh Sauvignon
\$86.99

Shop Red Wines

White Wines

Aromatic, crisp, refreshing, and stunning in a glass, white wines have been around for centuries, pleasing the palates of wine drinkers around the world.



Nabidh Sauvignon Blanc
\$28.99

Nabidh Chardonnay
\$109.99

Nabidh Pinot Grigio
\$69.99

Nabidh Riesling
\$56.99

Shop White Wines

HOMEPAGE

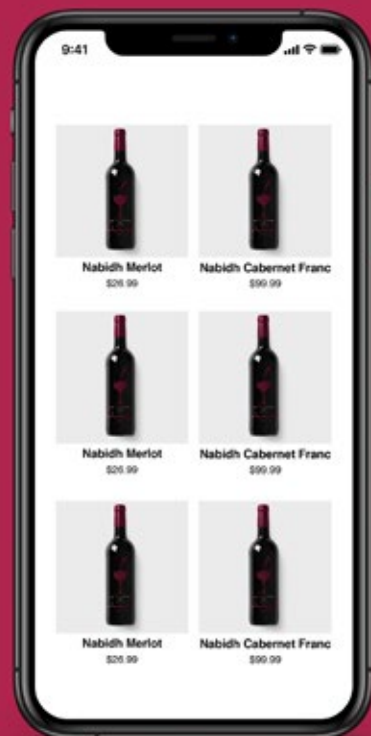
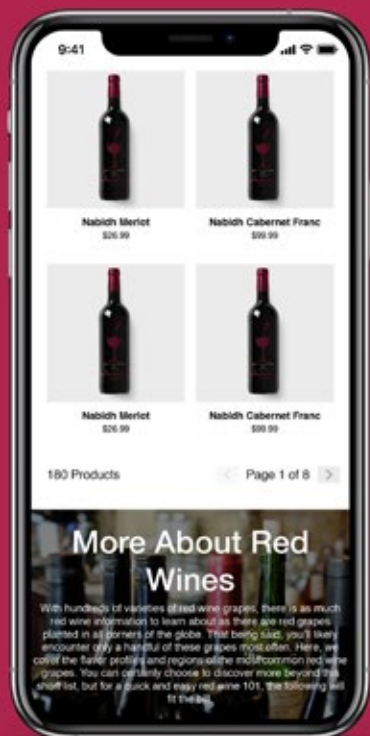
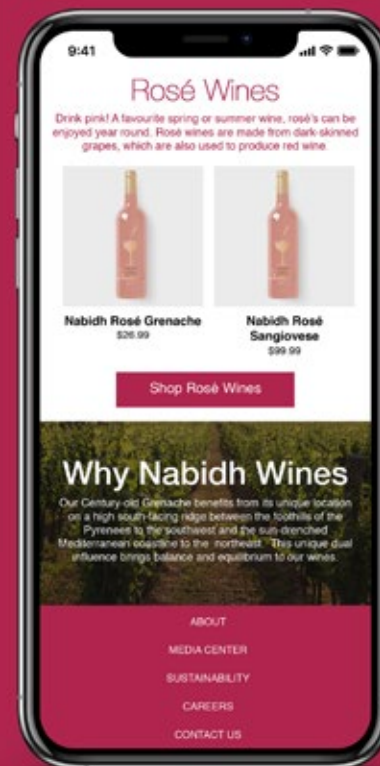
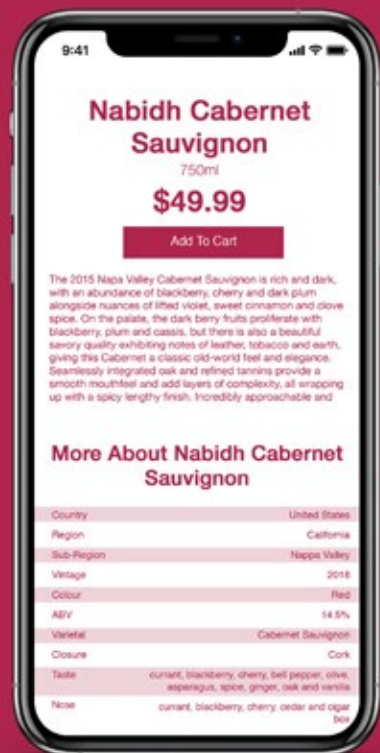
For the homepage, my focus was to get customers to products as quickly as possible. I started the page with one hero banner that displays the 3 types of wine that Nabidh carries. I then added 3 different product sections to highlight the best sellers for those 3 types. I wanted to include little write up for each type for those customers that may be new to wines and not know what the difference between the types are. At the bottom of the page, I included a writeup about Nabidh and what makes them stand out from the competitions. I felt that by having this on the homepage instead of an About Us page, makes it more transparent and easy for customers to really find out about the brand and what makes them special.

COLLECTION PAGE

For this page, I have a sidebar filter navigation as well as having all of the products displayed in a uniform way. For the sidebar, I felt this was an important aspect of the page because with such a wide variety of products, customers need to be able to narrow down the initial results to find the wine they are looking for. For the filter menu, I opted to include Country, Region, Sub-Region, Style, Type and by Price. Since most wine connoisseurs have particular tastes in wines, these options should be able to better narrow down the selection to their tastes, and for those who may be newer to wine, it will allow them to pick broad filters without feeling overwhelmed.

PRODUCT PAGE

For this product page, I wanted to go a more informational route than a traditional e-commerce site, since wine is a complex product to sell. For the first half of the page, I put the product image, title, price and description of the wine and the add to cart button. These are important aspects to any site selling wine online as they are key pieces of information that consumers look for. For the second half of the page, I wanted this to be more information heavy. It is important to have the specifications of the wine, including the Alcohol level, Country, Region, Taste, and more. I also included a visual guide to the wine profile so that customers can know where a particular wine lines up on a scale of boldness, to see if that wine fits their taste. Lastly, I included a section of food pairing as wine can be an important aspect of a meal and if customers are buying a specific wine for a certain occasion, this will be able to help them make that decision.



RED

WHITE

ROSE

CHAMPAGNE

SPECIALTY

SPARKLING

MORE

SALE

LOGIN

CART (0)

Red Wines

There is a vast amount of red wine varietals that are used to produce red wines, and its those grapes that usually determine the flavours and attributes of red wine

Refine Your Selection

Country

Italy

France

Spain

Lebanon

Region

Sub-region

Style

Type

Price

180 Products

Sort By:

Best Sellers

Page 1 of 8

Nabidh Merlot

\$25.99

Nabidh Cabernet Franc

\$89.99

Nabidh Pinot Noir

\$35.99

Nabidh Sauvignon

\$86.99

Nabidh Merlot

\$25.99

Nabidh Cabernet Franc

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\$86.99

180 Products

Page 1 of 8

More About Red Wines

With hundreds of varieties of red wine grapes, there is as much red wine information to learn about as there are red grapes planted in all corners of the globe. That being said, you'll likely encounter only a handful of these grapes most often. Here, we cover the flavor profiles and regions of the most common red wine grapes. You can certainly choose to discover more beyond this short list, but for a quick and easy red wine 101, the following will fit the bill.

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CART (0)

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\$25.99

Nabidh Cabernet Franc

\$89.99

Nabidh Pinot Noir

\$35.99

Nabidh Sauvignon

\$86.99

VINTAGE SELECTION

Curated selection of high-quality wines – from icons crafted in top regions, to little gems found off the beaten path.

Browse Vintage

Red Wines

There is a vast amount of red wine varietals that are used to produce red wines, and its those grapes that usually determine the flavours and attributes of red wine

Nabidh Merlot

\$25.99

Nabidh Cabernet Franc

\$89.99

Nabidh Pinot Noir

\$35.99

Nabidh Sauvignon

\$86.99

Shop Red Wines

White Wines

Aromatic, crisp, refreshing, and stunning in a glass, white wines have been around for centuries, pleasing the palates of wine drinkers around the world.

Nabidh Sauvignon Blanc

\$26.99

Nabidh Chardonnay

\$100.99

Nabidh Pinot Grigio

\$60.99

Nabidh Riesling

\$56.99

Shop White Wines

Rosé Wines

Drink pink! A favourite spring or summer wine, rosé's can be enjoyed year round. Rosé wines are made from dark-skinned grapes, which are also used to produce red wine.

Nabidh Rosé Grenache

\$26.99

Nabidh Rosé Sangiovese

\$89.99

Nabidh Rosé Pinot Noir

\$35.99

Nabidh Rosé Merlot

\$86.99

Shop Rosé Wines

Why Nabidh Wines

Our Century-old Grenache benefits from its unique location on a high south-facing ridge between the foothills of the Pyrenees to the southwest and the sun-drenched Mediterranean coastline to the northeast. This unique dual influence brings balance and equilibrium to our wines.

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RED

WHITE

ROSE

CHAMPAGNE

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SPARKLING

MORE

SALE

LOGIN

CART (0)

Nabidh Cabernet Sauvignon

750ml

\$49.99

Add To Cart

The 2015 Napa Valley Cabernet Sauvignon is rich and dark, with an abundance of blackberry, cherry and dark plum alongside nuances of lifted violet, sweet cinnamon and clove spice. On the palate, the dark berry fruits proliferate with blackberry, plum and cassis, but there is also a beautiful savory quality exhibiting notes of leather, tobacco and earth, giving this Cabernet a classic old-world feel and elegance. Seamlessly integrated oak and refined tannins provide a smooth mouthfeel and add layers of complexity, all wrapping up with a spicy lengthy finish. Incredibly approachable and pleasing upon release, this wine is sure to dazzle and pair well alongside many culinary treats.

More About Nabidh Cabernet Sauvignon

| | |
|------------|--|
| Country | United States |
| Region | California |
| Sub-Region | Nappa Valley |
| Vintage | 2018 |
| Colour | Red |
| ABV | 14.5% |
| Varietal | Cabernet Sauvignon |
| Closure | Cork |
| Taste | currant, blackberry, cherry, bell pepper, olive, asparagus, spice, ginger, oak and vanilla |
| Nose | currant, blackberry, cherry, cedar and cigar box |

Nabidh Cabernet Sauvignon Profile

Nabidh Cabernet Sauvignon

Lighter

Dark

Nabidh Cabernet Sauvignon Food Pairing

Meat & Poultry

Because of its complexity and high tannin structure, Cabernet Sauvignon is a great choice with any poultry or meat dish. The rugged spiciness of the wine combined with its dark fruit and earth will easily balance out a piece of filet mignon, lamb or braised pork ribs perfectly. Lamb, Steak, Poultry (Grilled), Pork (Grilled), Duck, Venison

Medium - Sharp Cheese

Aged Cheddar, Apple-Smoked Gouda, Asiago, Gruyère, Goat Cheese, Stilton, Blue Cheese

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■ MIDTOWN BREAD & BUTTER

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Behance www.behance.net/obie-rifai

🏀 <https://dribbble.com/ObieRifai>

OBIE
R I F A I



ABOUT THE BRAND

Midtown Bread and Butter is a bakery based out of New York that specializes in freshly baked breads and goods at affordable prices. They value their craftsmanship by only using the finest ingredients, freshly sourced, to create a wide variety of bakery staples as well as the finer delicacies. By having gourmet products baked fresh daily, this gives Midtown an added service that other bakeries may not have while having a unique experience that has a small town vibes in a big city.

WHAT WAS DONE

- Create a logo and brand identity for Midtown Bread and Butter
- Create a landing page

OUTCOME

Overall, this project was a success. By having creating a logo that gives customers a healthy, natural vibe while still being recognizable were key aspects for Midtown’s brand identity. Having a website that give off vibrant images of freshly baked goods gives the perception that Midtown is a fresh bakery and that customers will feel more inclined to check out what Midtown sells. By including key functionality like the best sellers product row, and the instagram feed, it gives customers not only a sense of products that they should aim to get, but also which products Midtown specializes in and the care they take when baking these goods. Also by having Midtown’s story right on the homepage, it lets customers know who they are buying their products from and adds a sense of familiarity that some customers tend to appreciate as it gives the perception of a small business and not a large factory entity.

Role: Art Direction, Graphic Design, Web Design, UX Design, Brand Design

[Link To Project](#)

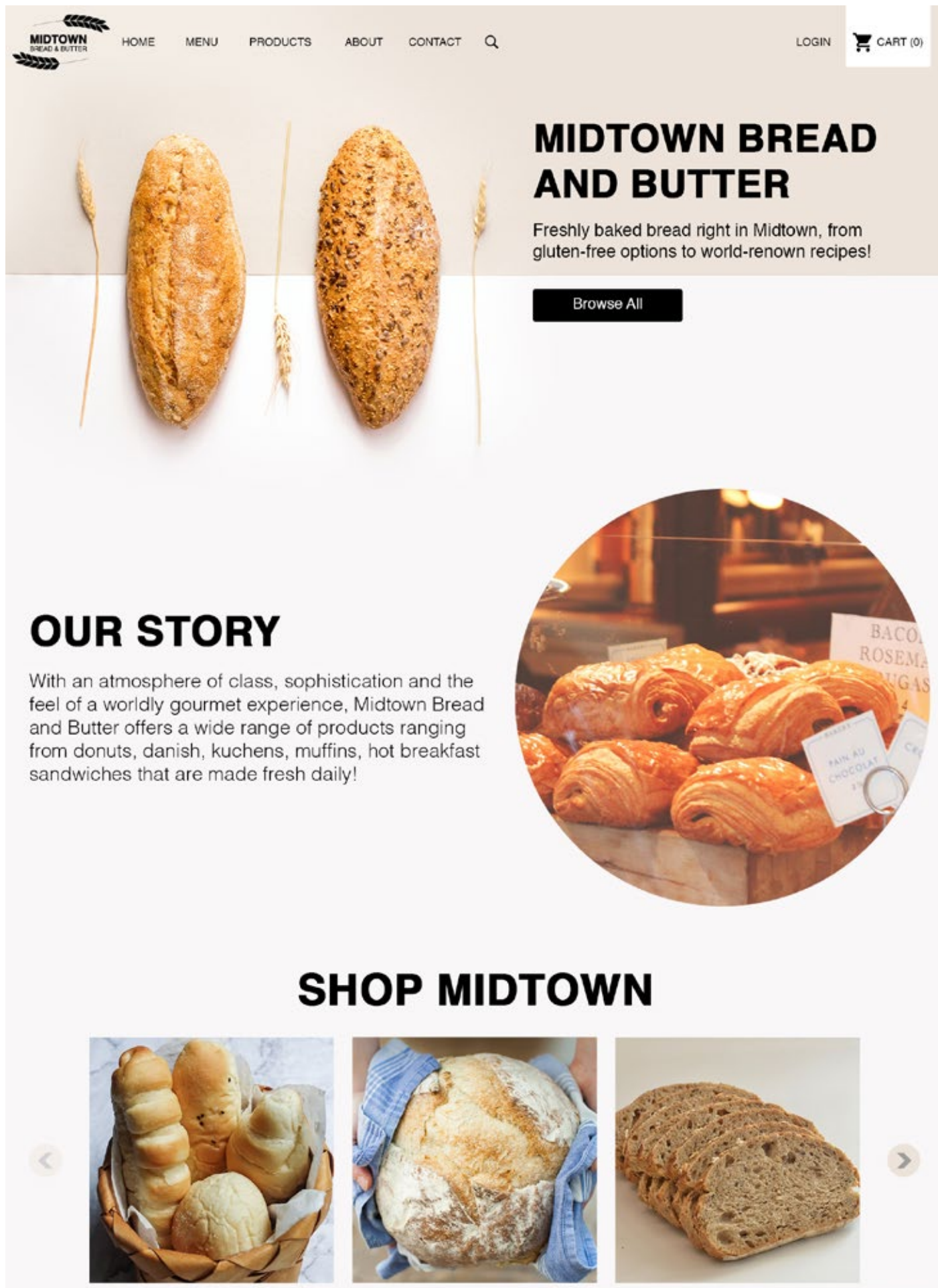


MIDTOWN
BREAD & BUTTER

OUR STORY

With an atmosphere of class, sophistication and the feel of a worldly gourmet experience, Midtown Bread and Butter offers a wide range of products ranging from donuts, danish, kuchen, muffins, hot breakfast sandwiches that are made fresh daily!







LANDING PAGE


For the homepage, the main message I wanted to pass on to customers was the healthy aspect that Midtown Bread and Butter has. By creating their own bread with the best ingredients and no preservatives, having a healthy-focused homepage in critical for the brand. For the main image, I wanted to show 2 loaves of bread next to wheat to not only portray a freshly baked feel, but also to let customers know that this is a bread company and to get them to product as quickly as possible. The next section of the homepage, I wanted a dedicated space for the story of Midtown Bread and Butter. I felt this was an important aspect as it gives customers an inside look into the company and humanizes the brand. By having this upfront and center, it adds transparency and give the brand a backstory.

For the next part, I wanted to display the best selling products that Midtown provides. By having these easily accessible on the homepage lets customers know which products people are interested in and doing the best, so that they could be convinced to purchase them. For the next section, I wanted to include a benefits section to let customers know why they should buy from Midtown. By having points like Gluten Free options, Freshly Baked, Wide Range, and Order Online Pickup In Store are good selling points as they are what customers are looking for, and should answer the most asked questions customers would have. Lastly, I wanted to include an Instagram feed because social media is such a huge part of marketing in the digital space and not including that in the site would be negligent. By having the feed of the newest posts adds relevancy to the site as well as lets customers know the type of content we post and why they should follow Midtown.


[HOME](#)
[MENU](#)
[PRODUCTS](#)
[ABOUT](#)
[CONTACT](#)
[Q](#)

[LOGIN](#)


CART (0)




MIDTOWN BREAD AND BUTTER

Freshly baked bread right in Midtown, from gluten-free options to world-renown recipes!




[Browse All](#)


OUR STORY

With an atmosphere of class, sophistication and the feel of a worldly gourmet experience, Midtown Bread and Butter offers a wide range of products ranging from donuts, danish, kuchens, muffins, hot breakfast sandwiches that are made fresh daily!



SHOP MIDTOWN




Assorted Bread Basket

\$6.99

★★★★★

[Add To Cart](#)




White Bread Loaf

\$4.99

★★★★★

[Add To Cart](#)




Whole Wheat Loaf (Sliced)

\$5.99


★★★★★

[Add To Cart](#)


WHY MIDTOWN




Freshly Baked Goods




Gluten Free Options



Wide Selection Of Products




**Order Online
Pick Up In-Store**



@midtownbreadbutter

Connect with us on social media with the hashtag **#MidtownBreadButter**










@midtownbreadbutter

Nothing like a powdered croissant to start the day

#bread #midtown #bake #bakery #sweet #newyork #MidtownBreadButter



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