1. Logo and name of store to be featured more prominently. Possibly in the middle of the header, larger and on a black backdrop
2. Mobile site version of designs needed as its a priority for us
3. Seeking a more **clean/chic/upmarket/posh** look as exhibited by the following stores:

* **David Yurman:** <http://global.davidyurman.com/world-of-yurman/holiday-2017.html>
* **Chanel:** <https://www.chanel.com/en_HK/watches-jewellery>
* **DeBeers:** <http://www.debeers.com>
* **Bulgari:** <https://www.bulgari.com/en-hk/?utm_source=google&utm_medium=cpc&utm_campaign=GOO_HK_ENG_CRO_BRA_S_D&gclid=EAIaIQobChMIv5Opsbef2AIVih0rCh3etwCLEAAYASAAEgJOj_D_BwE>

We specifically like the way David Yurman makes use of the menus and would like to incorporate it in our website too. The features we like about these stores and would like to incorporate:

* Upmarket look
* Clean, uncluttered design with no visual obstruction
* Very limited or no use of models – more focus on the product. Large images of products on complementary backgrounds describing a collection, product category or a particular message
* Asymmetrical look, not sterile and too organized. Less ***search and purchase***, more ***discover and purchase***
* Appeals to both women and men

1. The worlds/feel which we associate with Romanza as a brand in our head are

* Romance/ love
* Poised
* Classy
* Warm
* Graceful
* Charming
* Yet Strong and intense
* Passionate
* Chic
* Tasteful
* Exquisite
* And our jewellery is only natural precious and semi-precious stones in only precious metals like gold and silver

1. The design should reflect a shopping experience that is pleasant, intriguing and engaging, not too monotonous. It should make the user feel relaxed, interested and fascinated rather than have the feeling they just need to shop and leave
2. Ours is a very new brand so we will definitely need promotional banners but we want to do it in a way that it merges well with the clean look we have in mind. So we want small, clean and sleek banners which will not disrupt the free flowing feel we want to achieve. Let us know if you want more clarity on this point as we can talk to you on skype in that case
3. Replace photos of models (especially models showcasing jewellery we don’t even sell!) with images of either products we are selling or something to reflect the philosophy of the business. Images of just loose natural gem stones and diamonds can also be considered as an example. We will try to send you some images of our products and you can see if they can be used well. We will also try to send you a few images from the internet (which can be bought) as examples.
4. Colours: We are looking at black, gold , grey and white and the main colours which can have 1-2 accent colours like Red (or something which goes well with the primary theme colours)
5. Colour of gold tone can be changed to be a bit more bright and sharper, I am attaching some examples. Agree that our logo has a very yellow and dull gold tone but for our website we want proper gold tone. See attached images of the gold tone we’re looking for.

A design that supports conversions is important and we want to sell but for our store, we would like to build, project and portray our brand ‘Romanza’ such that people would understand our value and direction (of a boutique sourcing and curating quality classy and chic Jewellery for them from all across the globe) We also plan to launch our own range in near future and want to set the stage for that too. A brand that is posh, classic, chic, stylish and artistic and we hope that our website can give a strong feelings of our visions and philosophy.

Here are some quotes written by me

1. All I want is your love, your romance and your promise.

2. Every piece of jewelry tells a story

3. Promise me with a promising ring

4.  jewelry create memory in life

5. A piece of art, a piece of jewelry

6. Be real be yourself, carry a piece of natural and real jewelry

7. He took my heart but leaving me a ring.

I will keep searching and think about that.

Some free images for homepage

  
















