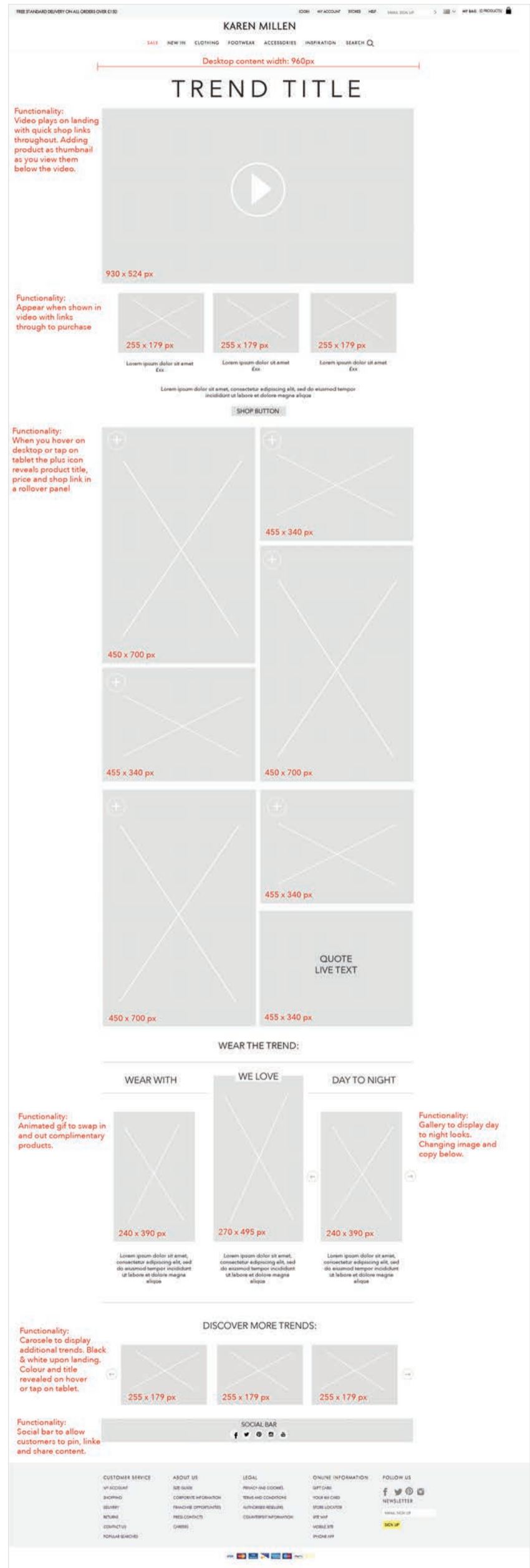


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Trend Page Design

By Sophie Paul

Desktop Wireframe



Brief Considerations



The design must be responsive to desktop and tablet devices and easily stackable for mobile and app view. Live text will benefit search and SEO purposes. Shoppable video has been included to engage and inspire customers. The design remains slick and clean

Revealing individual product info and prices upon rollover or tap. Category shop link are always visible. The text is concise and digestible whilst offering style tips and outfit guidance. Animated gifs and gallery functionality help to bring a little fun and energy to the page whilst adding extra content and avoiding clutter.

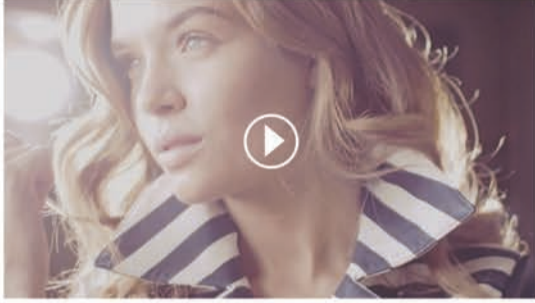
Desktop Design

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SALE NEW IN CLOTHING FOOTWEAR ACCESSORIES INSPIRATION SEARCH Q

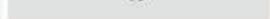



THE NEW RULES: STRIPES



It seems like walking the line is the big thing to do for next spring, with designers galore showing stripes. Thick or skinny, horizontal or vertical, it's a trend to watch.

SHOP THE EDIT






STYLE TIP: TEAM PENCIL SKIRTS WITH CHUNKY FOOTWEAR FOR A COOL CASUAL LOOK.


WEAR THE TREND:

WEAR WITH




It seems like walking the line is the big thing to do for next spring, with designers galore showing stripes.

WE LOVE




If your outerwear needs something of a lift, ditch your coat in favour of the no-dress style. Take your cue from the stars and wear it dressed up or down, day or night.

DAY TO NIGHT



The Breton stripe has become an everyday style staple. A striped T-shirt is now a recognisably stylish, yet easy-to-wear daytime uniform perfect for the day.

DISCOVER MORE TRENDS:



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ABOUT US: SIZE GUIDE, CORPORATE INFORMATION, FRANCHISE OPPORTUNITIES, PRESS CONTACTS, CAREERS

LEGAL: PRIVACY AND COOKIES, TERMS AND CONDITIONS, AUTHORIZED RESELLERS, COUNTERFEIT INFORMATION

ONLINE INFORMATION: GET OURS, YOUR BY CARD, STORE LOCATOR, SITE MAP, MOBILE SITE, WHOLE APP

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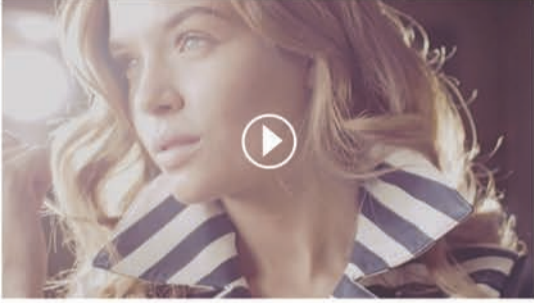


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Mobile Design

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SEARCH


THE NEW RULES: STRIPES

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WEAR THE TREND:




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WE LOVE






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DISCOVER MORE TRENDS:



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