

Manscaped

Manscaped is a modern grooming brand made for guys who care about looking good and feeling confident. It's all about offering high-quality tools and skincare products that help men take care of themselves without losing their sense of style. The brand uses a bold, clean look and wants to make grooming feel normal and empowering, not awkward. The website will be a one-stop shop where people can buy products, learn about grooming, and get to know the brand. It's made for men ages 18–45 who like products that work well and look cool too.

The layout will be easy to follow, with fast-loading pages, simple menus, and content that's helpful and interesting. Clear buttons and smooth navigation will help visitors quickly find what they need. The overall vibe will be smart, a little playful, and confident just like the people it's made for. Razor & Refined will also include how-to guides, product reviews, and customer stories to help users feel informed and comfortable while exploring the site.

Visual Identity

- **Color Scheme:**
 - Deep Charcoal Black (#1A1A1A) – strength & sophistication
 - Electric Blue (#007BFF) – energy, modernism
 - Cool Grey (#F2F2F2) – cleanliness, contrast
 - Gold Accent (#FFD700) – luxury & confidence
- **Typography:**
 - **Headers:** *Oswald* – bold, clean, masculine
 - **Body:** *Lato* – readable, modern sans-serif

Site Content Plan

- **Pages:**
 - Home
 - Shop (Tools, Skincare, Kits, Accessories)
 - How-To Guides (UX-rich, interactive)
 - About the Brand
 - Blog (Grooming tips, routines)
 - Contact

- FAQ
- **Number of Works / Products to Showcase:**
 - 8 total:
 - 4 Grooming Tools
 - 2 Skincare Products and 2 Bundled Kits