

Idea:

3RTH4nG=L

What is 3RTH4nG=L:

3RTH4nG=L or EarthAngel is a Jewelry Upcycling Brand that strives to find beauty in old or broken accessories. Its mission is to make unique statement pieces you can't find anywhere else and fosters a do it yourself attitude to fashion and alternative dress. Born from a love of fashion and despair of losing pieces to accidental destruction, this brand breathes new life into all time favorite staples of a Girliepop's dream closet.

I basically want the website to look like Myspace puked on a girls-games-esque site and made it a fashion brand. The aesthetic will feel very Y2K or Japanese Cyber style, and will have a huge emphasis on the cute and gaudy. Encapsulating weird and cute into one as well. One thing I do not want to sacrifice is efficiency and ease of user experience. The goal is a sense of normal while also being odd.

How to apply user experience design to a website:

Splash Page

Homepage + sale

Shopping Page

Cart Page

Donation Drop Box page

Commission Page