CONCEPT PROJECT 03 · LACENOIR · 00

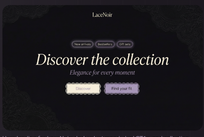
Intimate, refined. Not generic.

Premium women's lingerie e-commerce with a dark, editorial feel—luxurious and delicate without cliché.

New arrivals · Bestsellers · Gift sets

Discover the collection · Find your fit

Sustainable materials · Discreet packaging · Easy returns

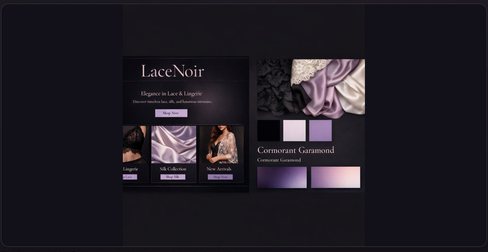


Hero landing for LaceNoir: dark velvet mood, dual CTAs, and collection chips.

VISUAL SYSTEM · 01

Site layout & moodboard

Left: the LaceNoir landing concept. Right: Velvet Noir moodboard—palette, materials, and type.



Site left, moodboard right. Dark background, soft lavender accents, lace-inspired details.

THE BRAND · 02

About LaceNoir

LaceNoir is a premium lingerie and sleepwear brand for women who want an intimate, non-generic shopping experience—refined, private, and safe.

Curated collections by mood: everyday, lace, silk, and limited editions. Dark editorial layout, soft gradients, and subtle lace-inspired patterns support a premium feel without cliché.

- **Curated lingerie & sleepwear** — For everyday confidence and special moments.
- **Dark editorial layout** — Refined and private, avoiding cliché.
- **Soft gradients & lace texture** — Background texture that feels premium.
- **Size guide & fit tips** — Integrated into product flows.
- **Collections by mood** — Everyday, lace, silk, limited editions.
- **Trust and care** — Sustainable materials, discreet packaging, easy returns.

SCOPE · 03

Task & goals

Business goals

- Create an intimate, non-generic shopping experience that feels premium and safe.
- Guide from discovery to size selection and checkout with minimal friction.
- Use dark tones and delicate typography to differentiate from typical lingerie sites.
- Support gifting and wishlist flows for occasion-based purchases.

Deliverables

- Single-page landing with hero, collections preview, and trust strip.
- Hero block with evocative headline, dual CTAs, and mood chips.
- Collection grid with category cards (everyday, lace, silk, gifts).
- Product preview with size-guide callout and quick-add states.
- Design Direction block with principles and size/fitter mini component.
- Social proof or editorial quote; discreet packaging and returns copy.
- Footer with fit help, shipping, and contact.

Constraints: HTML/CSS only, no JS. Local assets only in `assets/`. Print-friendly single page.

Landing sections we designed

- **Hero** — evocative headline, dual CTAs, and collection chips.
- **Collection grid** — category cards for everyday, lace, silk, gifts.
- **Size guide** — integrated into product flows.
- **Social proof** — editorial quote and discreet packaging note.
- **Checkout** — trust copy and primary CTA.

DIRECTION · 04

Design direction

04.A Editorial space
Generous whitespace and restrained accents so the page breathes.

04.B Lace-inspired borders
Soft gradients and delicate borders only where they add, not distract.

04.C Clear hierarchy
Product and CTAs lead; decorative elements support.

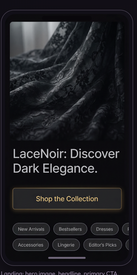
CSS-only size guide / filter strip

Pills (All, Bralettes, Sets, Sleepwear) with soft selected state (border + subtle glow). Hover and focus states; respects prefers-reduced-motion.

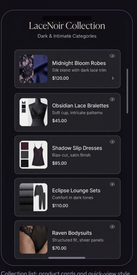
All · Bralettes · Sets · Sleepwear

RESPONSIVE · 05

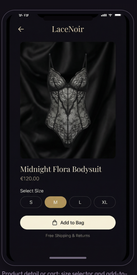
Mobile experience



Landing: hero image, headline, primary CTA, collection chips below.



Collection list: product cards and quick-view style preview.



Product detail or cart: size selector and add-to-bag CTA.

Mobile checklist:

- Thumb-friendly CTAs and filter pills.
- Collection cards stack into readable list.
- Size guide and add-to-bag stay visible above the fold.

SYSTEM · 06

Typography & palette

Discover the collection.

Dark, intimate, delicate—Velvet Noir.

Cormorant Garamond for headings and Outfit for body keep the page refined and readable.

LACENOIR · COLLECTIONS · SIZE GUIDE · GIFTS

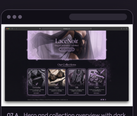
- **Background** #0A080C
- **Surface** #121018
- **Text** #F7F0F8
- **Muted** #9B8BA8
- **Accent 1** #E8D5F0
- **Accent 2** #C9A8D9
- **Accent 3** #B895C8

Design tokens

Grid: 12 columns, max 1120px. Baseline: 8px. Radius: 12px large, 999px circular. Spacing: 8, 12, 16, 24, 32, 48, 64.

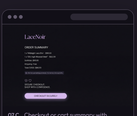
DELIVERABLES · 07

Key mockups



07.A Hero and collection overview with dark background and category cards.

07.B Category page with product grid, filters, and size-guide link.



07.C Checkout or cart summary with discreet packaging note and primary CTA.

GET IN TOUCH · 08

Work with Lewux

Interested in an intimate, conversion-ready experience like LaceNoir?

Contact Lewux