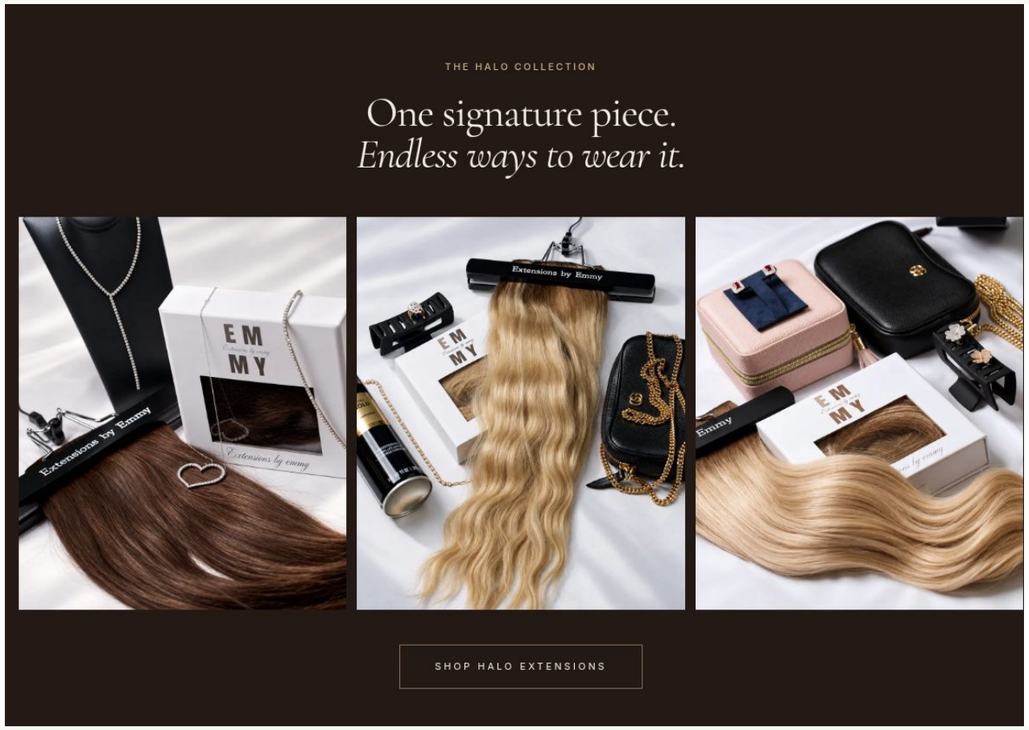
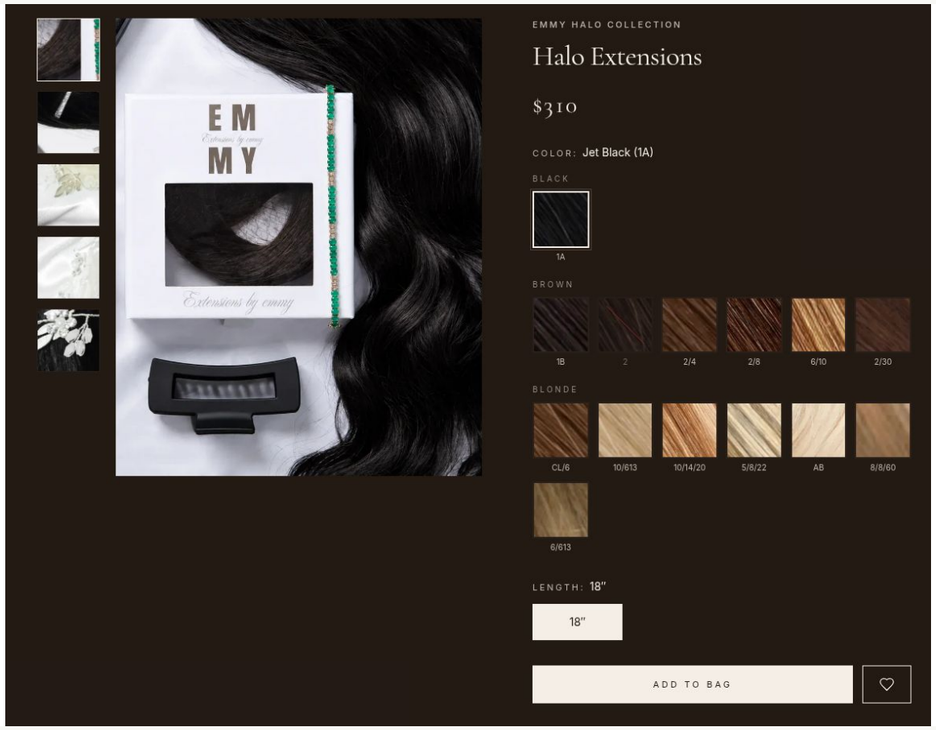
01 / Direction and mood board

Give collection browsing and product selection a coherent hierarchy while making the visual brand feel consistent across the shopping journey.





Editorial / tactile / easy to choose

Website and digital brand-experience design by Ori Yehuda Vega. Supplied photography and physical packaging are separate contributions.

#251D19

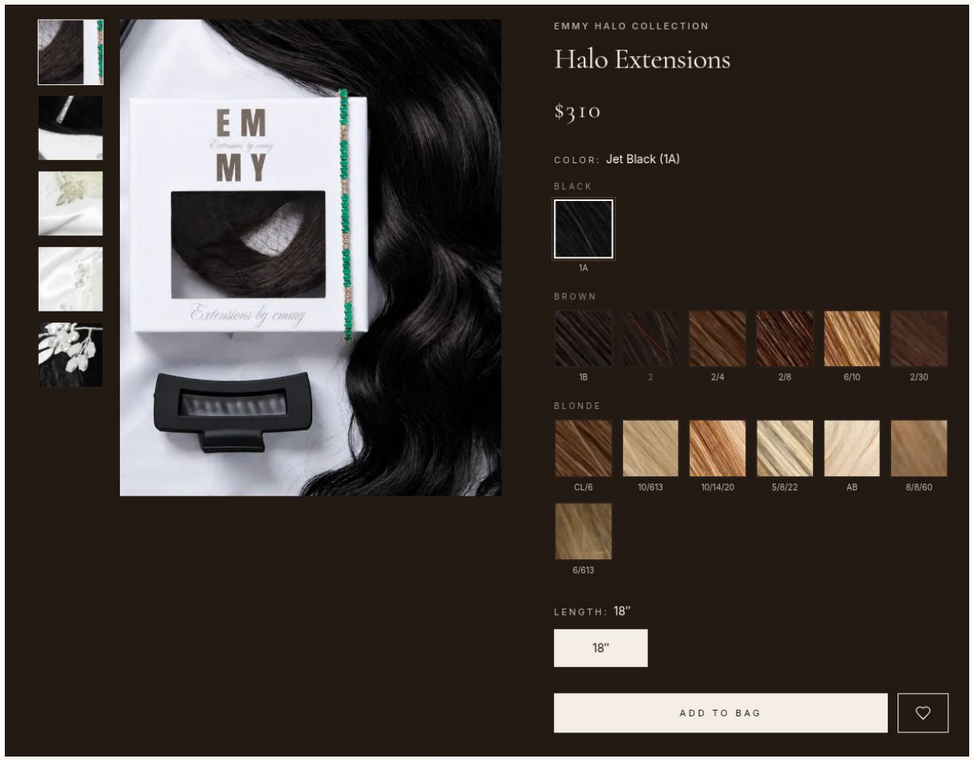
#D5C0A2

#FAF8F2

#746458

02 / Applications and decisions

Archived work and current visual analysis. Captions distinguish source artwork from later presentation studies.



Archived Halo product-page layout

COLLECTION

Large imagery and a short headline establish the visual world before the shopping action.

PRODUCT SELECTION

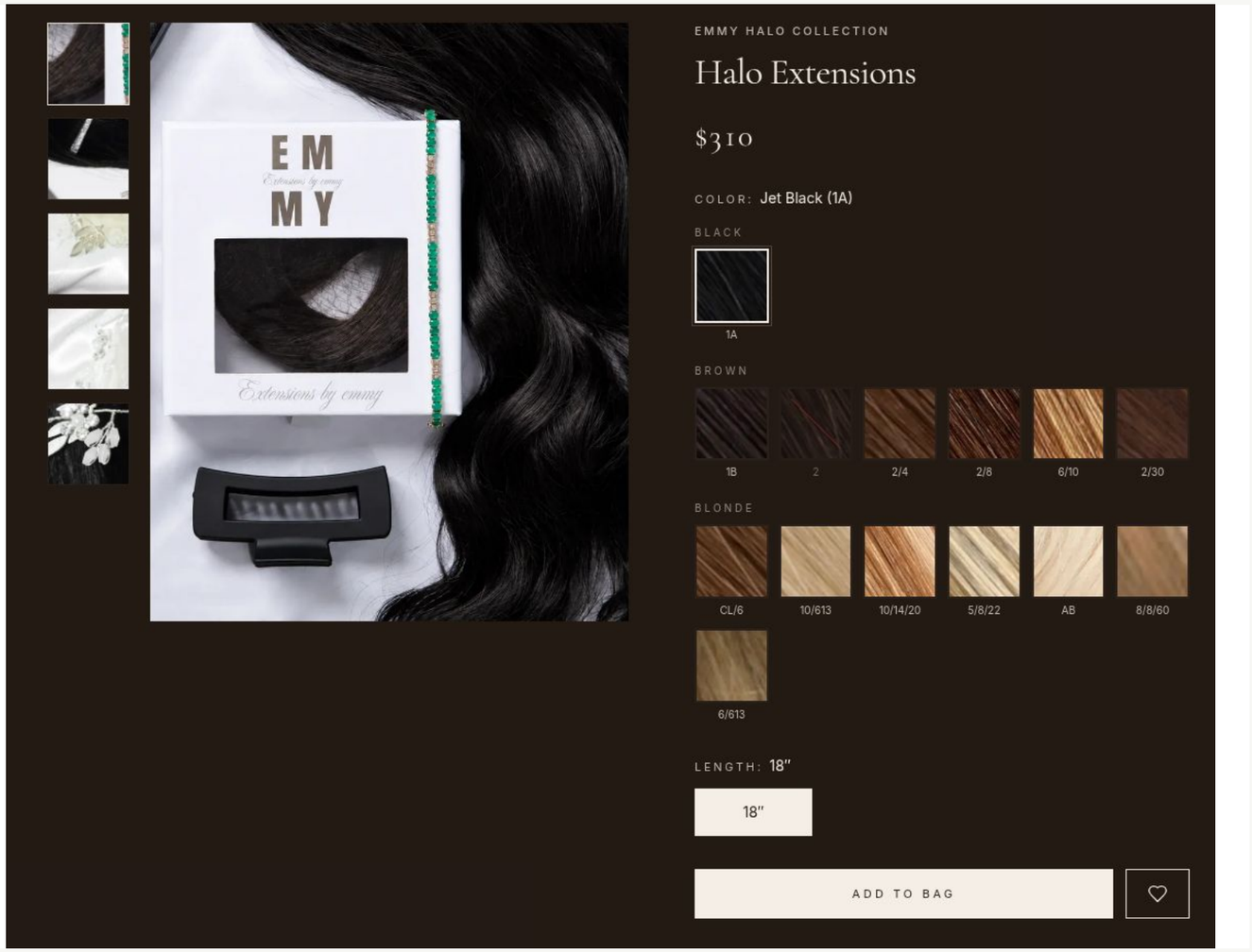
Shade groups, length and add-to-bag hierarchy make the product-page structure legible in the archived evidence.

REVIEW

The supplied review capture records attention to content/image corrections. It does not establish a conversion increase or every current live integration.

03 / Technical reference

Current portfolio reconstruction. Reference guidance and open production requirements, not a released manufacturing specification.



COLOR REFERENCE / #251D19 / #D5C0A2 / #FAF8F2 / #746458. Screen samples only; approve physical output with the supplier.

RESPONSIVE LAYOUT

Preserve image aspect ratios and reading order. Inspect collection, product, cart and support states at phone, tablet and desktop widths.

UI STATES

Document selected/unselected shade, length, availability, validation and add-to-bag feedback from implemented states only.

ASSET HANDOFF

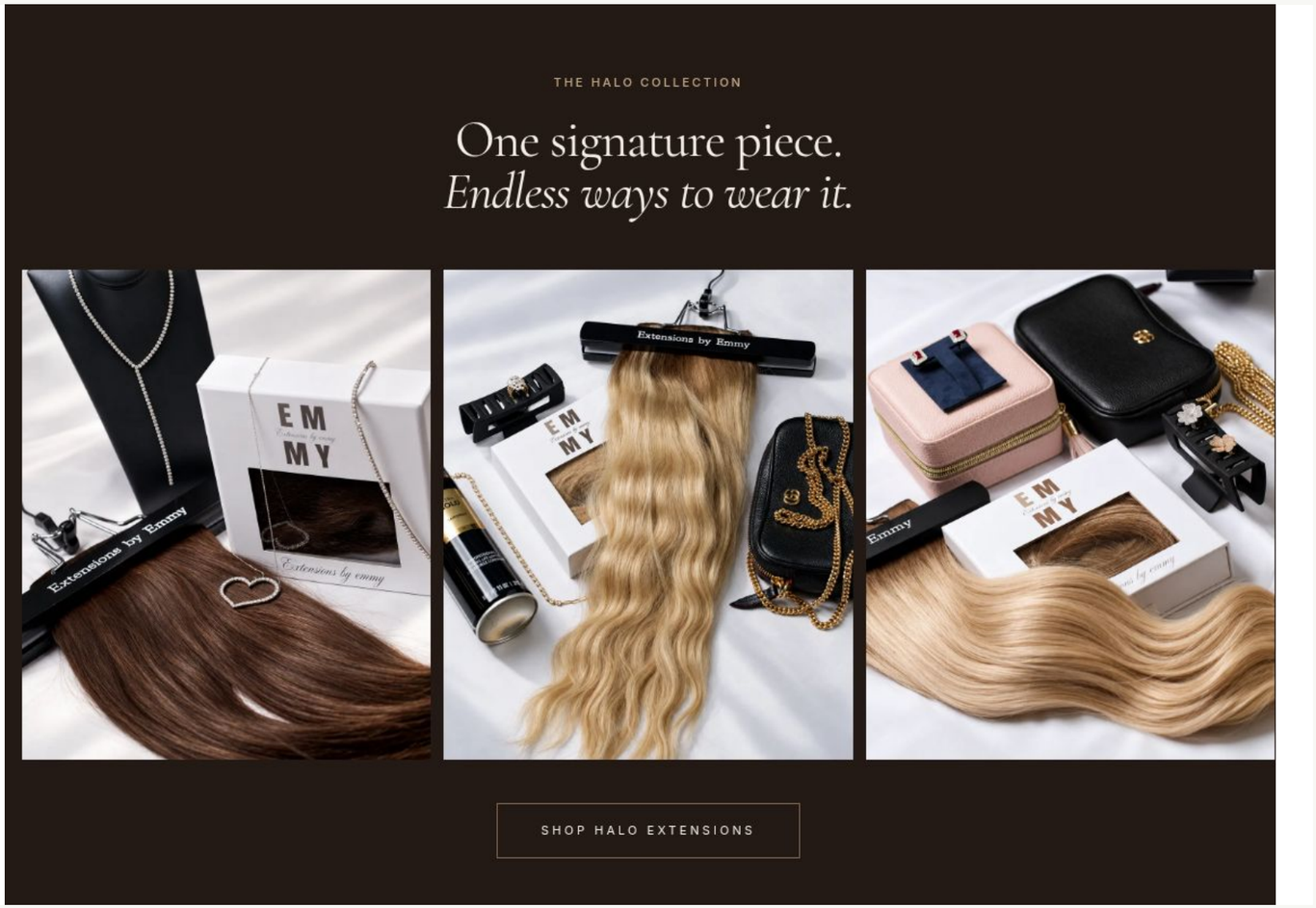
Keep an image/credit register, alt text, original imagery and optimized web exports. Avoid claiming product photography or packaging design.

DELIVERY EVIDENCE

Use the archived captures as design evidence. Current stock, checkout and business integrations require separate live verification.

04 / Handoff and provenance

A reviewable record of the design system, source evidence and next production decisions.



Preflight: verify content and rights; confirm dimensions and substrate; inspect typography and image resolution; prepare the requested output profile; obtain a final proof and approval.

INCLUDED

Mood board, palette reference, source applications, design decisions and technical checklist.

SOURCE OF TRUTH

Original editable artwork, archived website captures and supplier templates remain authoritative. This reference does not replace those masters.

CREDITS AND ASSISTANCE

Website work by Ori; supplied imagery and physical product/packaging remain credited to their sources. Any later visualization is described separately as AI-assisted.