PROJECT CASE STUDY

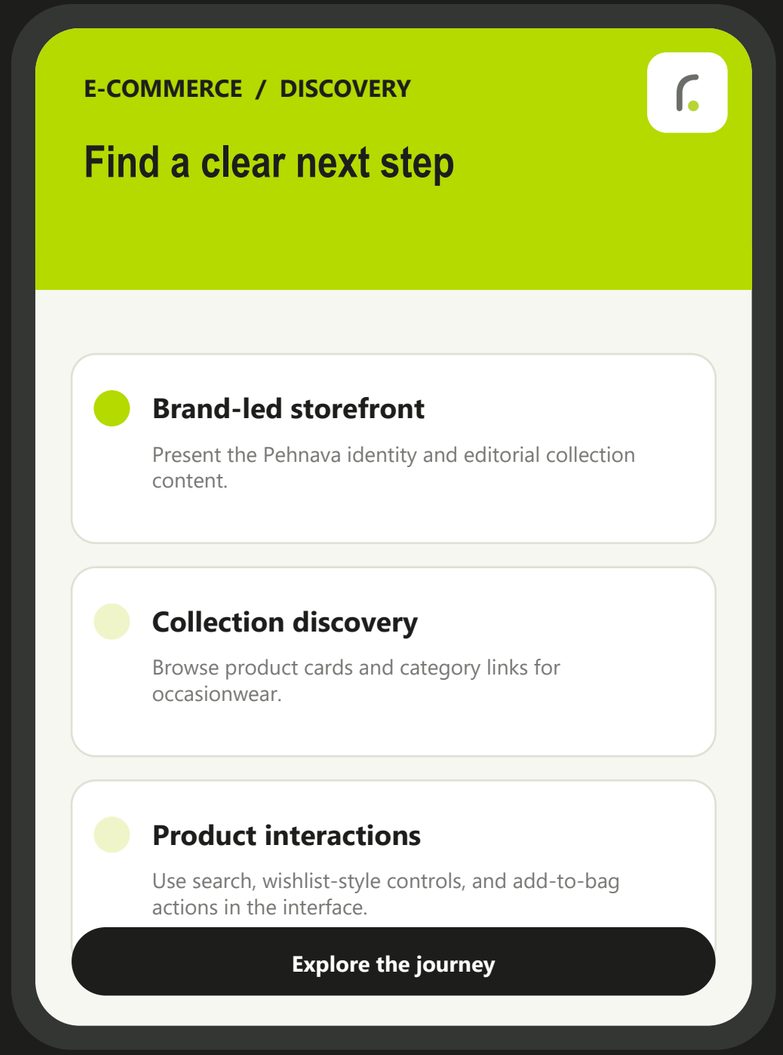
Pehnava

Indian occasionwear storefront concept

An editorial occasionwear storefront concept bringing brand storytelling, product discovery, category browsing, search, wishlist-style controls, and a shopping-bag interface together.

DOCUMENTED STATUS

Public storefront concept; production commerce integrations not confirmed



Illustrative interface based on documented project scope

The project in brief

Pehnava is an editorial-style storefront concept for Indian occasionwear, shaped by the brand idea “A little more you.” The experience brings together collection storytelling, product cards, category browsing, search, wishlist-style controls, add-to-bag interactions, and newsletter sign-up.

PROJECT CHALLENGE

Fashion shoppers need an inviting way to discover a collection, understand its visual identity, and move between categories and products without losing the editorial feel.

01 / PLATFORM

Indian occasionwear storefront concept

02 / APPROACH

A brand-led storefront combines occasionwear imagery and collection content with clear category navigation and familiar product-discovery and shopping controls.

03 / STATUS

Public storefront concept; production commerce integrations not confirmed

The summary describes documented project scope; it does not claim unverified results.

A clearer route through the challenge

Fashion shoppers need an inviting way to discover a collection, understand its visual identity, and move between categories and products without losing the editorial feel.

DESIGN INTENT

A brand-led storefront combines occasionwear imagery and collection content with clear category navigation and familiar product-discovery and shopping controls.

Project scope

The public project information does not confirm the technology stack, a live product catalogue, inventory, payment, tax, shipping, fulfillment, or production order processing. The case study describes visible storefront concepts and does not claim sales, conversion, customer, or performance results.

Documented status

Public storefront concept; production commerce integrations not confirmed

Turn the brief into a coherent experience

A brand-led storefront combines occasionwear imagery and collection content with clear category navigation and familiar product-discovery and shopping controls.

01	**Brand-led storefront**	Present the Pehnava identity and editorial collection content.
02	**Collection discovery**	Browse product cards and category links for occasionwear.
03	**Product interactions**	Use search, wishlist-style controls, and add-to-bag actions in the interface.
04	**Supporting storefront content**	Explore the shopping bag interface, newsletter sign-up, and support-oriented footer links.

Three capabilities shape the product

A visual index of the documented features in this project.

01

Brand-led storefront

Present the Pehnava identity and editorial collection content.

Collection discovery

Browse product cards and category links for occasionwear.

Product interactions

Use search, wishlist-style controls, and add-to-bag actions in the interface.

The cards summarize the project brief; they do not represent measured outcomes.

From discovery to a considered next step

The four stages below follow the project’s documented workflow.

Discover the brand

Explore the editorial storefront and occasionwear collection.

Browse categories

Use collection and category links to explore product cards.

Review products

Use search and wishlist-style controls while browsing items.

Continue shopping

Use add-to-bag interactions and review the shopping-bag interface.

Workflow steps are documented journey descriptions, not evidence of completed or live transactions.

The documented product surface

A structured view of the feature set and its stated boundary.

Brand-led storefront

Present the Pehnava identity and editorial collection content.

Collection discovery

Browse product cards and category links for occasionwear.

Product interactions

Use search, wishlist-style controls, and add-to-bag actions in the interface.

Supporting storefront content

Explore the shopping-bag interface, newsletter sign-up, and support-oriented footer links.

07 / FEATURE SPOTLIGHT 1

Brand-led storefront

Present the Pehnava identity and editorial collection content.

DOCUMENTED SCOPE

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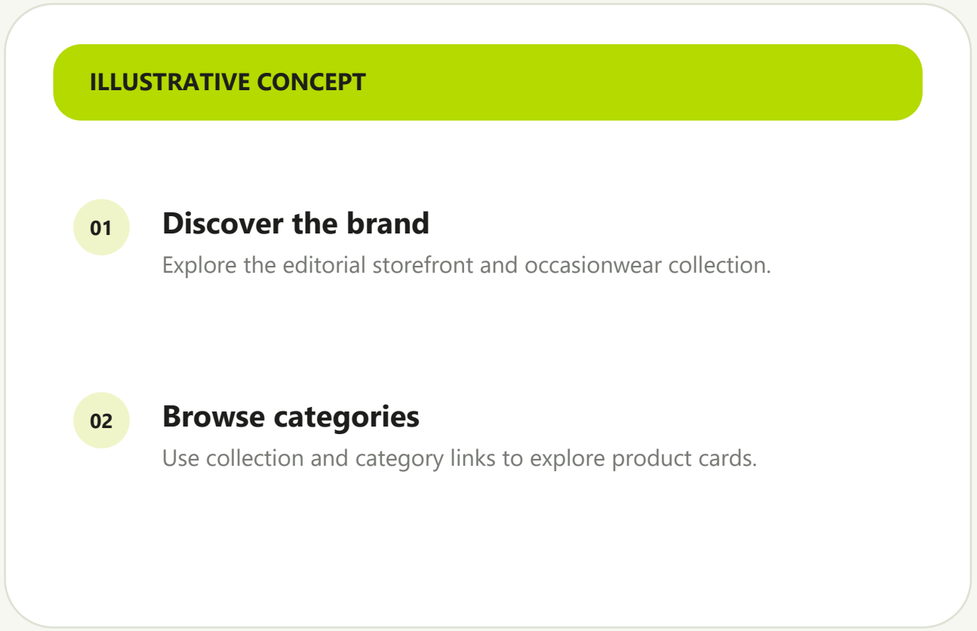
Illustrative page concept; not a screenshot of a live product.



07 / FEATURE SPOTLIGHT 2

Collection discovery

Browse product cards and category links for occasionwear.

DOCUMENTED SCOPE

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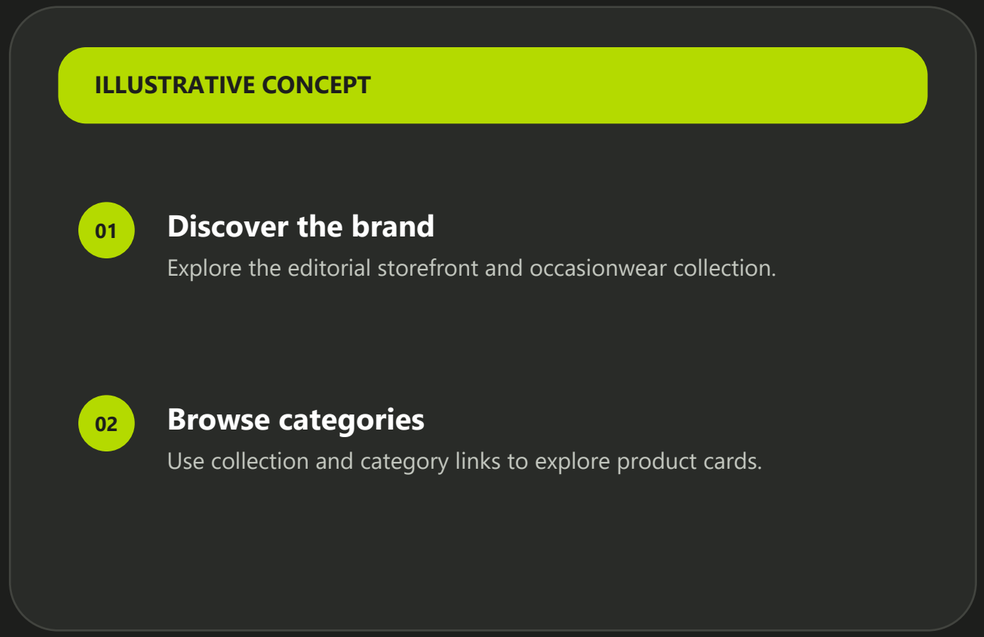
Illustrative page concept; not a screenshot of a live product.



07 / FEATURE SPOTLIGHT 3

Product interactions

Use search, wishlist-style controls, and add-to-bag actions in the interface.

DOCUMENTED SCOPE

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Illustrative page concept; not a screenshot of a live product.

ILLUSTRATIVE CONCEPT

01 **Discover the brand**
Explore the editorial storefront and occasionwear collection.

02 **Browse categories**
Use collection and category links to explore product cards.

How the stages connect

A storyboard view of the documented journey, shown without invented users or outcomes.

01

Discover the brand

Explore the editorial storefront and occasionwear collection.

02

Browse categories

Use collection and category links to explore product cards.

03

Review products

Use search and wishlist-style controls while browsing items.

04

Continue shopping

Use add-to-bag interactions and review the shopping-bag interface.

The sequence represents documented product intent; it does not imply a live customer transaction.

One product, connected capabilities

The feature groups below are presented as a conceptual map, not a technical architecture.

Brand-led storefront

Present the Pehnava identity and editorial collection content.

Collection discovery

Browse product cards and category links for occasionwear.

Product interactions

Use search, wishlist-style controls, and add-to-bag actions in the interface.

Relationships are illustrative and do not claim integrations or implementation details.

Separate the challenge from the solution

This comparison keeps the project problem and documented product response in view.

01 / CHALLENGE

Fashion shoppers need an inviting way to discover a collection, understand its visual identity, and move between categories and products without losing the editorial feel.

02 / APPROACH

A brand-led storefront combines occasionwear imagery and collection content with clear category navigation and familiar product-discovery and shopping controls.

The product, from entry point to next step

A simple blueprint drawn from the documented experience and feature set.

START

Discover the brand

Explore the editorial storefront and occasionwear collection.

EXPLORE

Brand-led storefront

Present the Pehnava identity and editorial collection content.

CONTINUE

Continue shopping

Use add-to-bag interactions and review the shopping-bag interface.

What the brief says

A concise reference for the product concept, its status and its documented scope.

Industry

E-Commerce

Product

Indian occasionwear storefront concept

Status

Public storefront concept; production commerce integrations not confirmed

Scope

The public project information does not confirm the technology stack, a live product catalogue, inventory, payment, tax, shipping, fulfillment, or production order processing. The case study describes visible storefront concepts and does not claim sales, conversion, customer, or performance results.

Questions to validate before release

These are review recommendations, not completed project work or tested results.

User needs

Confirm the intended audience, core tasks and acceptance criteria.

Content clarity

Review language, labels and decision points for the relevant product context.

Responsive behavior

Test supported screen sizes, navigation and layouts on target devices.

Quality checks

Validate accessibility, error handling, privacy and operational expectations.

Scope matters as much as features

This summary reflects the documented project scope and does not add unsupported outcomes.

The public project information does not confirm the technology stack, a live product catalogue, inventory, payment, tax, shipping, fulfillment, or production order processing. The case study describes visible storefront concepts and does not claim sales, conversion, customer, or performance results.

Documented status

Public storefront concept; production commerce integrations not confirmed

No unverified outcomes

No performance, customer, financial or operational results are claimed by this case study.

What comes before production

These general review areas are recommendations, not capabilities claimed as delivered.

Validate requirements

Confirm scope, acceptance criteria and user needs.

Review privacy and security

Define appropriate protections and operational controls.

Verify integrations

Confirm required external systems and validate them before launch.

Plan operations

Establish ownership, support, monitoring and maintenance responsibilities.

The concept at a glance

An editorial occasionwear storefront concept bringing brand storytelling, product discovery, category browsing, search, wishlist-style controls, and a shopping-bag interface together.

Brand-led storefront

Present the Pehnava identity and editorial collection content.

Collection discovery

Browse product cards and category links for occasionwear.

Product interactions

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Documented status: Public storefront concept; production commerce integrations not confirmed

EXPLORE THE PROJECT

A considered foundation

Pehnava

An editorial occasionwear storefront concept bringing brand storytelling, product discovery, category browsing, search, wishlist-style controls, and a shopping-bag interface t

VIEW PROJECT

Public storefront concept; production commerce integrations not confirmed

Documented project scope only; no unverified results are claimed.