

SHOPIFY THEME DESIGN + DEVELOPMENT

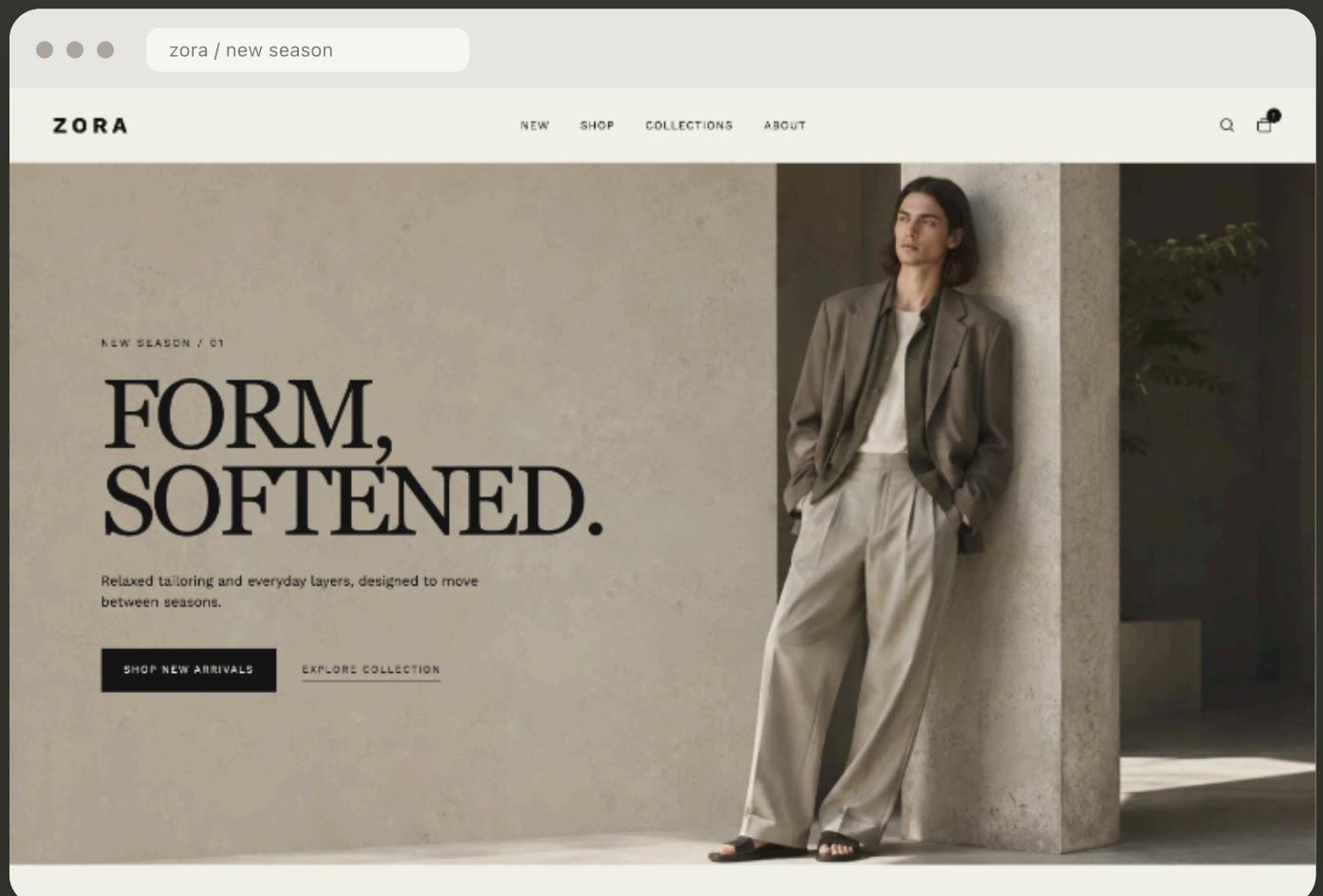
ZORA

A self-directed fashion storefront concept built from Shopify's minimal Skeleton theme.

FASHION ECOMMERCE

RESPONSIVE DESIGN

LIQUID + CSS + JS

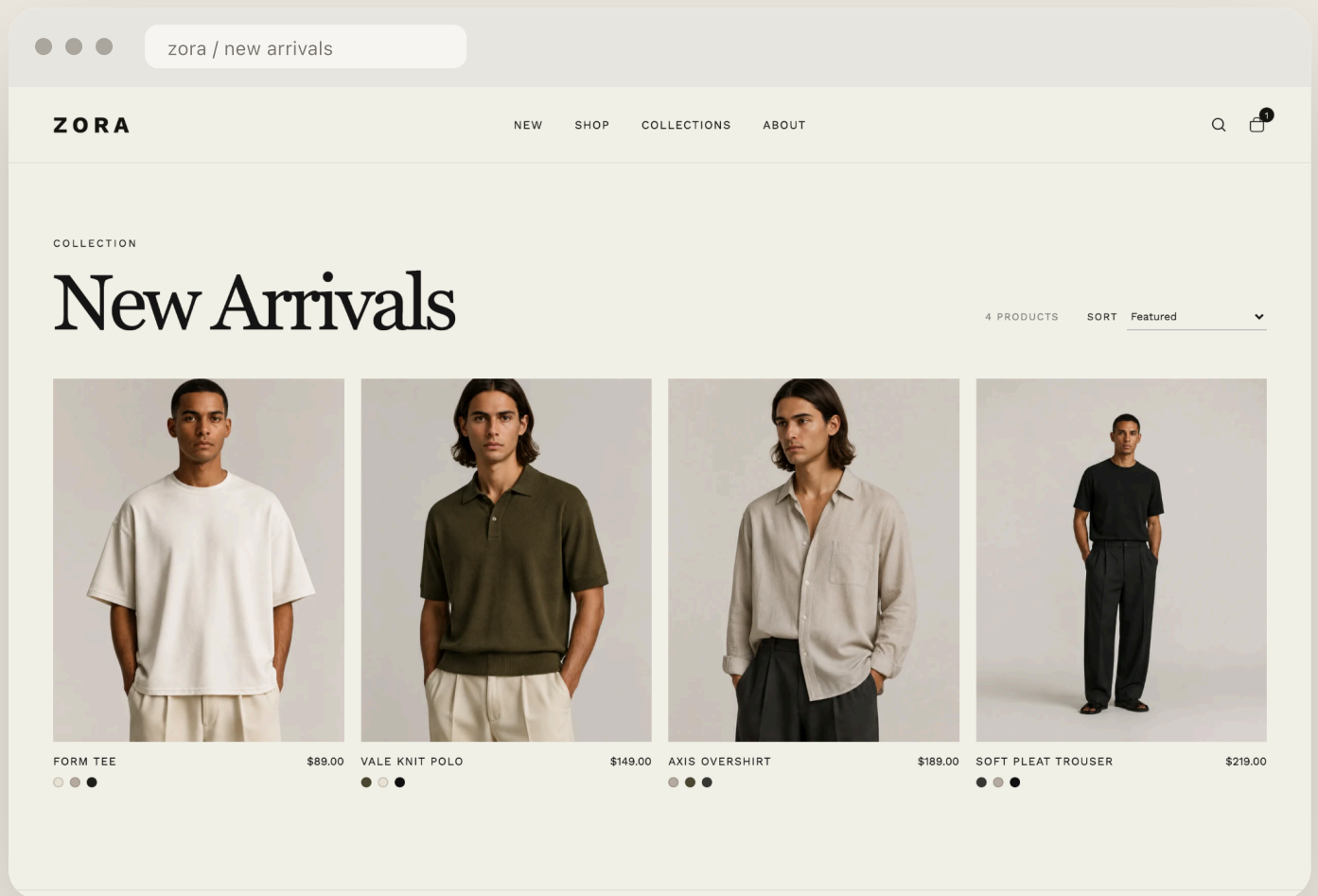


THE BRIEF

From bare Shopify skeleton to a considered fashion storefront.

The goal was to create a premium contemporary fashion experience without relying on a pre-styled commercial theme. The build focused on strong visual hierarchy, editorial merchandising and practical ecommerce UX.

01 Custom visual system	02 Collection merchandising
03 Variant-first PDP	04 Responsive mobile pass



COLLECTION EXPERIENCE

Merchandising without clutter.

A restrained 4-column grid keeps imagery dominant while still exposing price, colour options and sorting controls. The visual language stays consistent with the homepage rather than falling back to a generic product grid.

PRODUCT DETAIL PAGE

Clear purchase decisions, minimal friction.

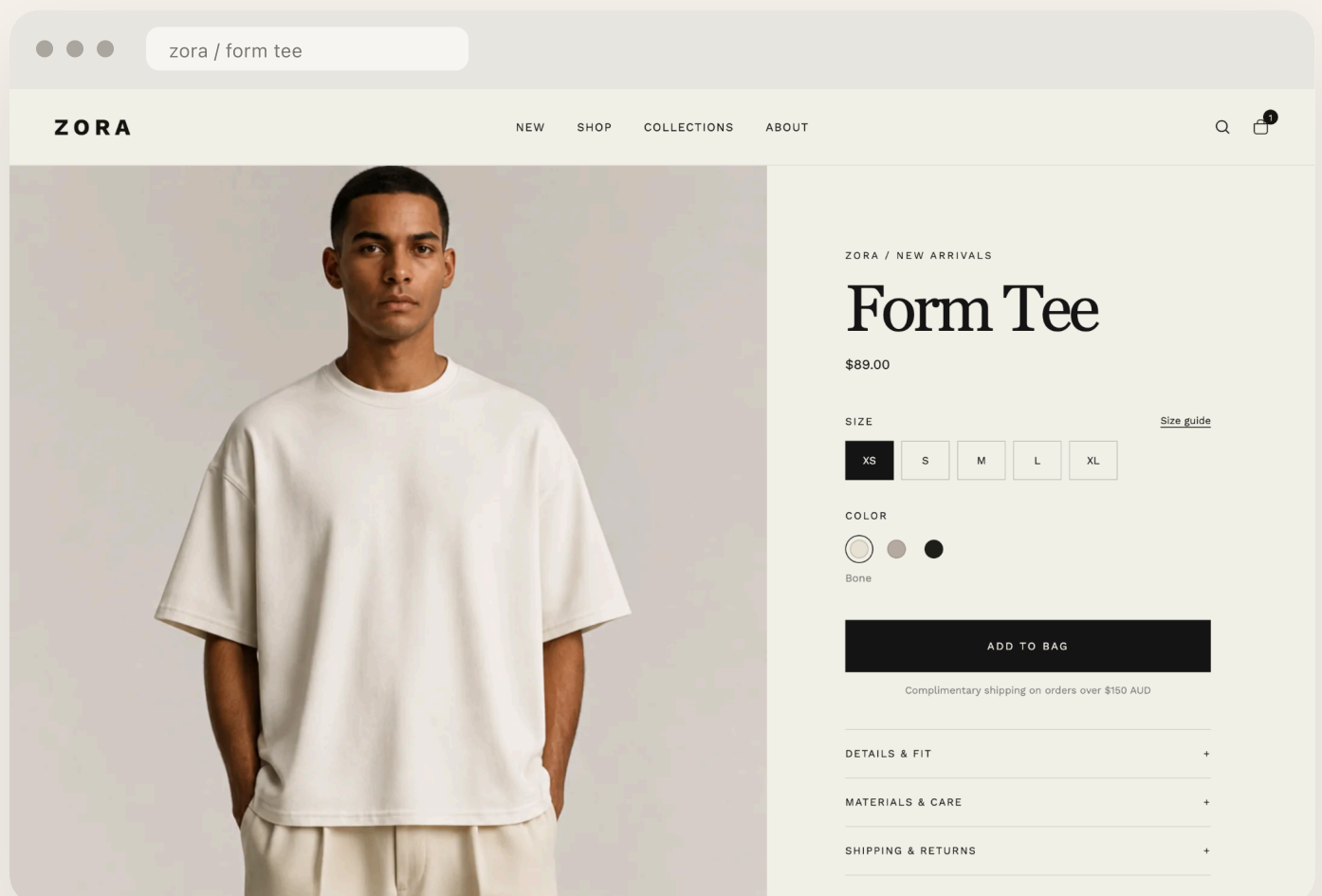
The PDP pairs large editorial imagery with a sticky purchase panel, explicit size choices, colour swatches, a size guide and expandable product details.

Size buttons instead of a generic variant dropdown

Visual colour swatches

Prominent full-width add-to-bag CTA

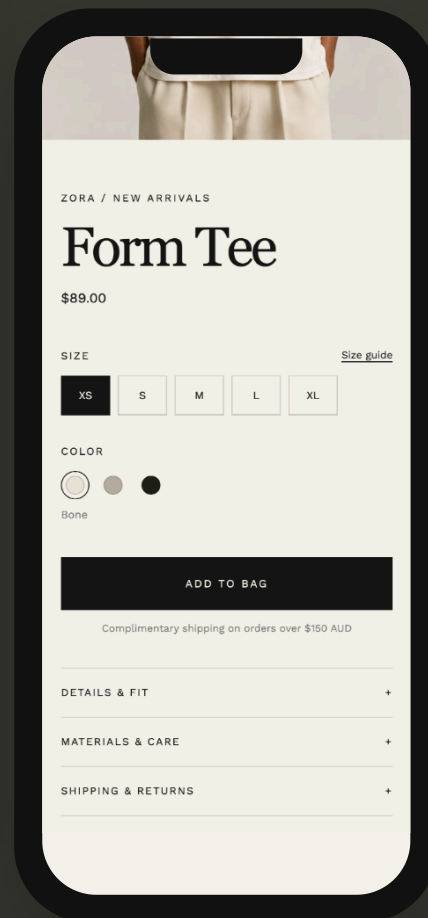
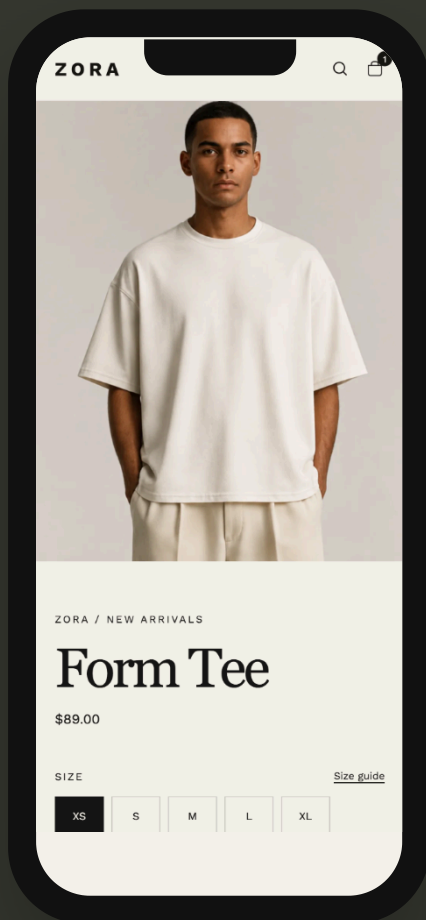
Responsive mobile stacking



RESPONSIVE PASS

Designed to collapse cleanly, not simply shrink.

The product experience becomes a direct vertical purchase flow on smaller screens, preserving the same visual hierarchy while keeping size, colour and add-to-bag actions easy to reach.



SHOPIFYCONCEPT STORE

RESULT

A compact Shopify concept that demonstrates more than styling.

The final storefront shows theme-level design, responsive implementation, product merchandising, variant UX and a cohesive visual system — all built from a deliberately minimal starting point.