PROJECT OVERVIEW

Elaara creates elegant, everyday jewellery in 925 silver with 18K gold plating. Designed for modern women, each piece blends timeless style with lasting quality.

PROJECT SCOPE

- Brand Identity
- Website UI/UX Design
- Mobile App UI/UX
- Brand Guidelines
- Product Photography
- Social Media Creatives
- Marketing Collaterals

PROBLEM & SOLUTION

Problem

Most of Gen Z and Millennials are drawn to jewellery that blends elegance with everyday wear. However, the market lacks options that combine premium quality with affordability. Many brands either focus on luxury or mass-market jewellery, leaving a gap for consumers who want durable, stylish pieces that can be worn daily without compromising on quality.

Accessibility is key—people want jewellery that is easy to find, easy to buy, and designed with a clear value proposition that differentiates it from competitors.

UX Improvements

- Simplified product discovery with clear filters for materials, occasions and price ranges
- Streamlined checkout process with minimal steps to reduce friction and cart abandonment
- Mobile-first design optimized for Gen Z and Millennial shopping behaviors
- Trust-building elements including customer reviews, ratings, and clear return policies

UI Enhancements

- Modern, minimalist aesthetic that appeals to Gen Z and Millennials while maintaining premium feel
- Consistent visual hierarchy guiding users through the purchase journey
- Accessible color contrast and readable typography for all ages
- Micro-interactions and subtle animations for enhanced user experience

LOGO DESIGN & REDESIGN

Voice & Tone

Formal — Casual
Serious — Playful
Impersonal — Personal
Technical — Simple
Reserved — Expressive
Traditional — Modern
Formal — Casual
Serious — Playful
Impersonal — Personal
Technical — Simple
Reserved — Expressive
Traditional — Modern

TYPOGRAPHY

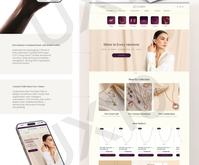
Primary Typeface
Lusenia
Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ! @ # $ % ^ & * ( )

Secondary Typeface
Geologica
Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ! @ # $ % ^ & * ( )

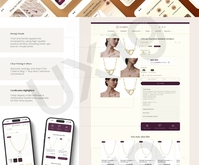
JUST A FEELING

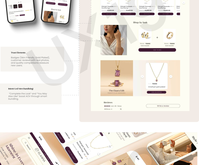
Where timeless style meets the grace of your everyday life.

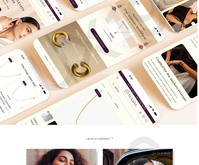
USER PERSONAS

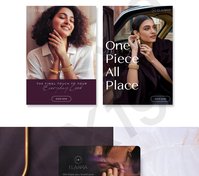


WEBSITE DESIGN









SOCIAL CAMPAIGNS