

BRIEF  
DESCRIPTION

Taking cues from a recent trip to Japan, Dean and Cassy Song were inspired to bring a piece of their travels back home with them. Their love for design and appreciation of quality goods led to the opening of their gift boutique in the Spring of 2013. MONO (pronounced moh-no), which means “things” in Japanese, sells small design goods to improve your home, office and lifestyle. Their items include stationery, office supplies, homeware, personal accessories and other unique products carefully sourced from US and International vendors with a keen eye for design aesthetics.

PRIMARY  
OBJECTIVE

Create a well designed e-commerce website that informs existing and potential customers about MONO's company, mission, and products.

PROJECT  
DELIVERABLES

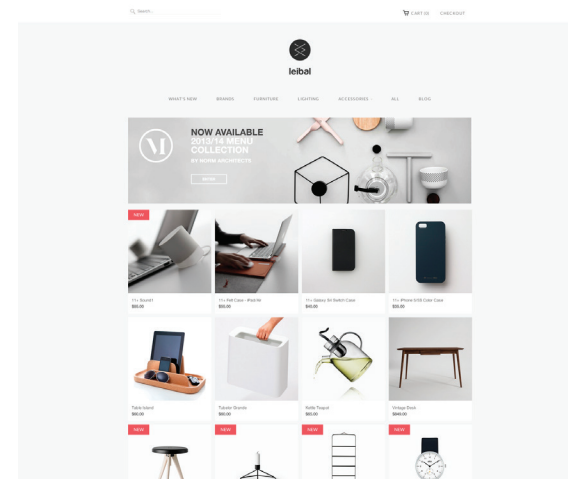
- + Designed Website with Shopping Cart
- + Project Brief (PDF)
- + Final Portfolio Entry (PDF)

TARGET  
AUDIENCE

- + Age: 18–35
- + Gender: Male and Female
- + Income: Average–High
- + Spending Habits: Moderate–High
- + Geographic Location: World Wide
- + Special Interests: Art, Design, Shopping, Photography, Stationery.

ASSETS  
NEEDED

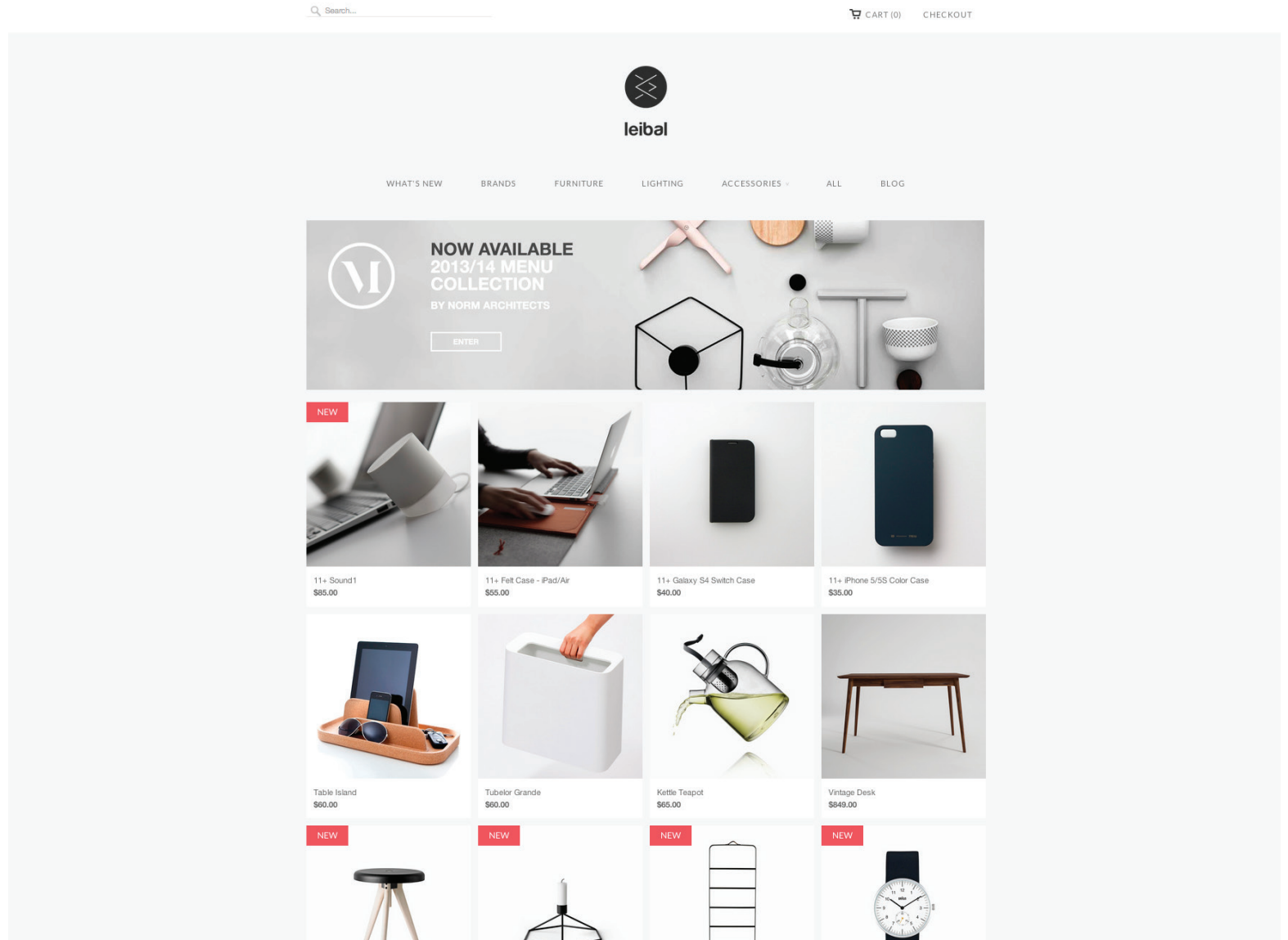
- + Images of Products
- + Wordpress & E-commerce Website Solution

CURRENT  
WEBSITEEXAMPLES //  
INSPIRATION

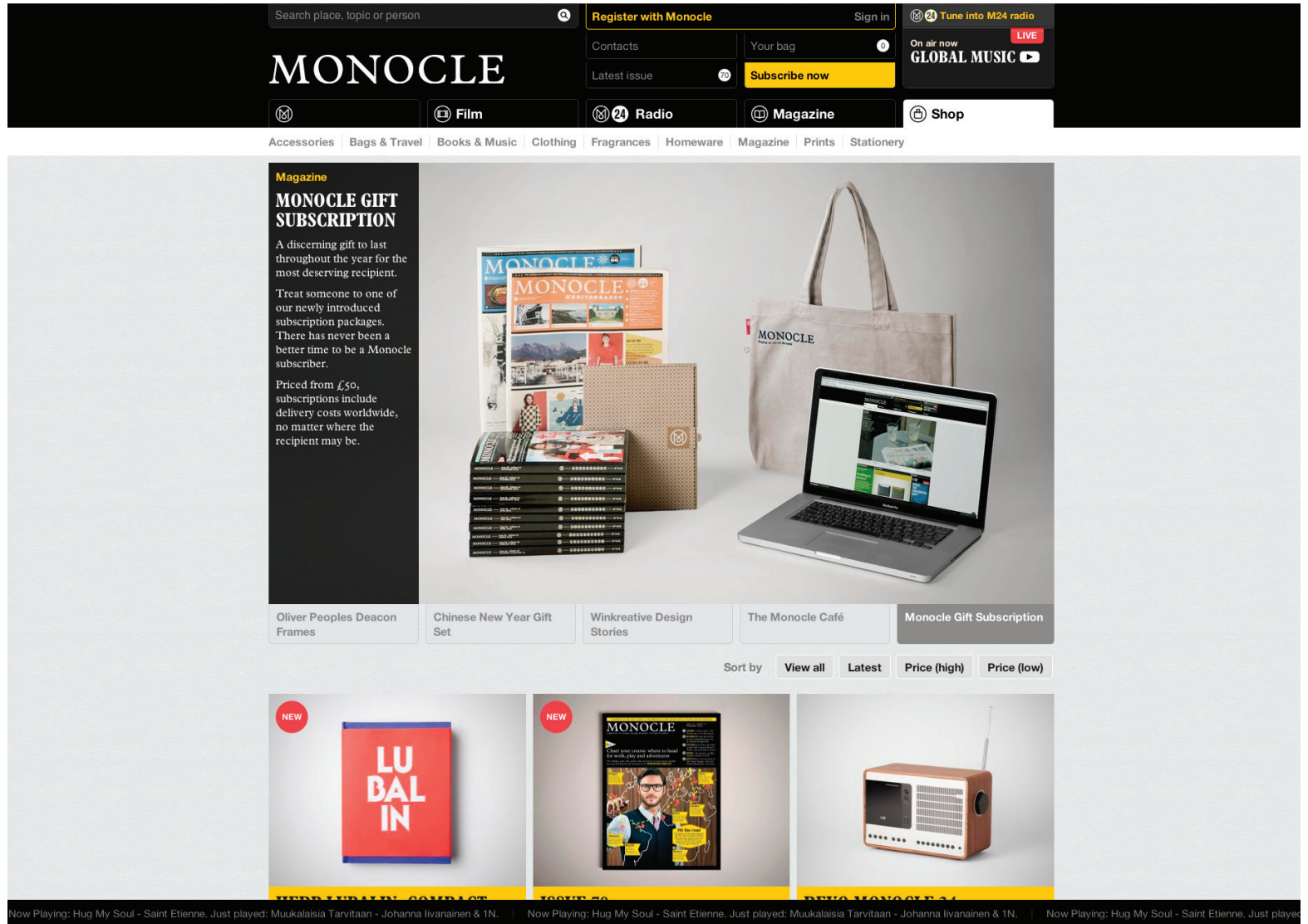
CURRENT  
WEBSITE



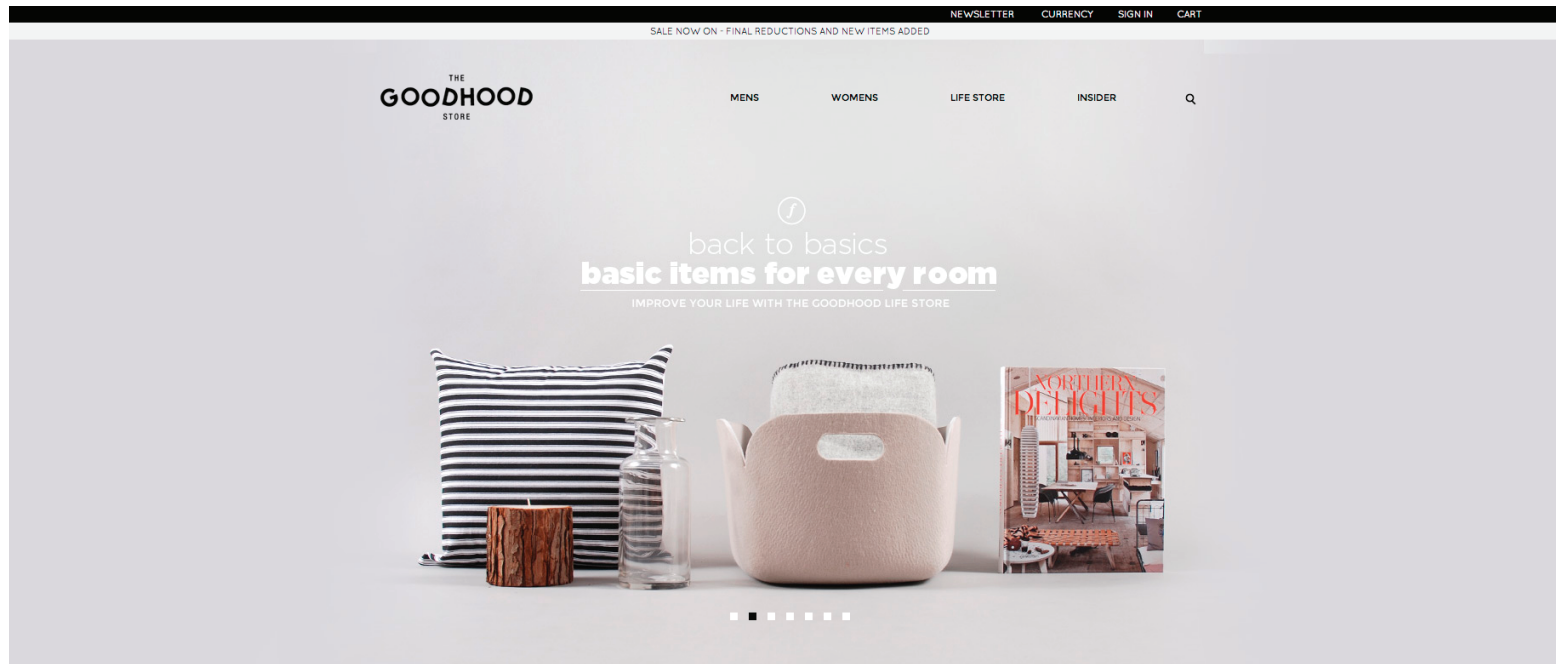
EXAMPLES //  
INSPIRATION



EXAMPLES //  
INSPIRATION



EXAMPLES //  
INSPIRATION



Mens

BACK TO BASICS

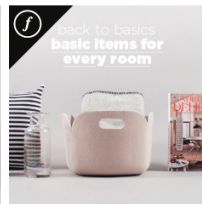
With the start of the new year, there's no better time to get your wardrobe basics in order. With our hand picked selection featuring Levis Vintage, Goods By Goodhood and Clarks you can't g... > Read more



Womens

BACK TO BASICS

With the start of the new year, there's no better time to get your wardrobe basics in order. With our hand picked selection featuring Levis Vintage, YMC and Opening Ceremony x DKNY you ca... > Read more



Life Store

back to basics  
basic items for every room

Getting your home in a good place should be near the top of your list this year. So to help you make your house a home the team at The Goodhood Life Store have put together a collection of... > Read more



Insider

BEST OF THE WEEK - JANUARY WEEK 4

January is dragging a bit now huh? Here are three things to get you through. Wichaine posted a nice photo recap of Spot Jam. A jam that went down in Tottenham north London last year... > Read more



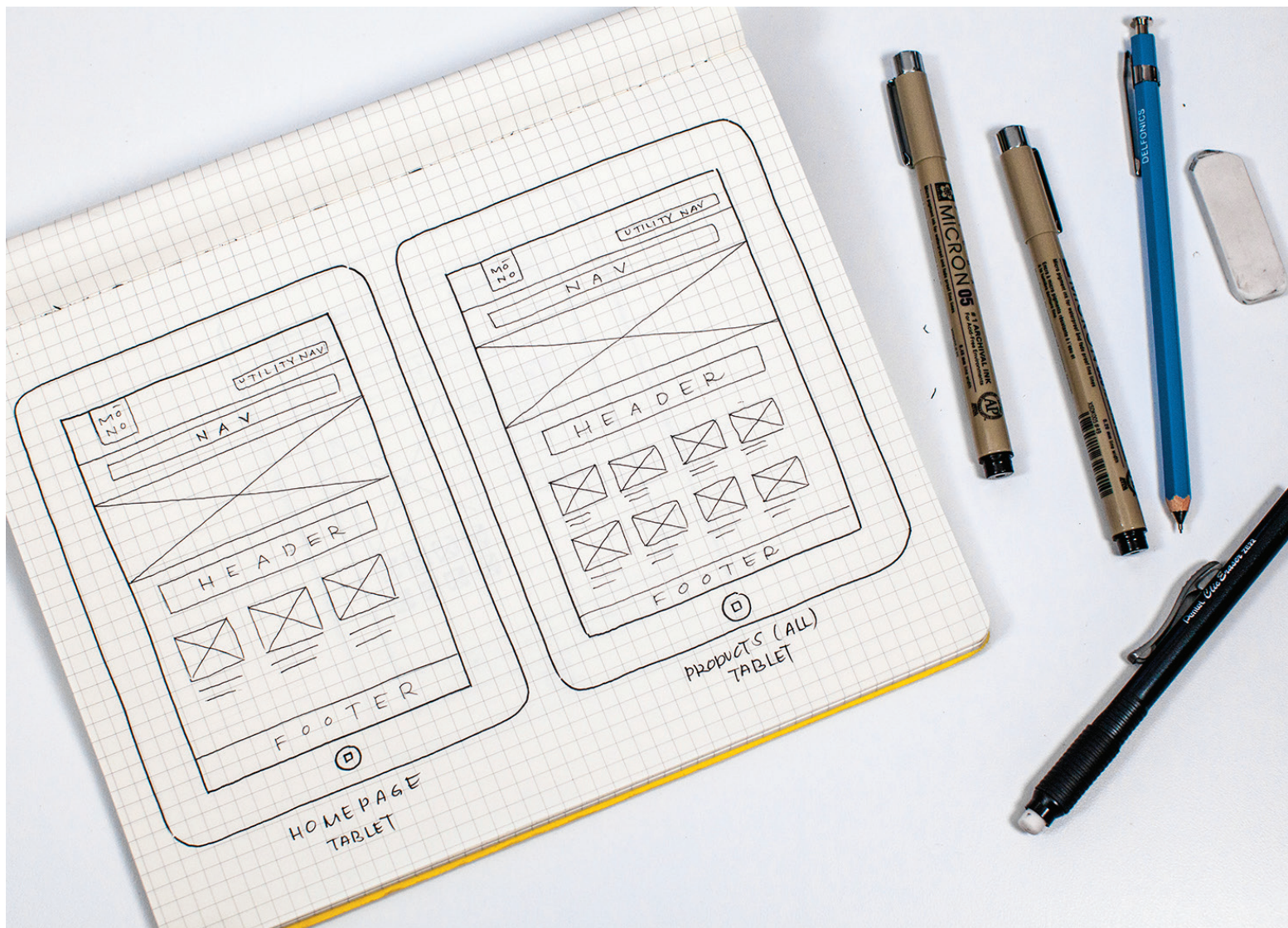
SITEMAP  
SKETCH



DESKTOP  
WIREFRAMES



TABLET  
WIREFRAMES





TABLET  
WIREFRAMES



MOBILE  
WIREFRAMES



MOBILE  
WIREFRAMES



COLOR  
STUDY



TYPE  
SAMPLES**OPEN SANS CONDENSED BOLD** × **BENTHAM REGULAR****ABOUT THE STORE**

Taking cues from a recent trip to Japan, Dean and Cassy Song were inspired to bring a piece of their travels back home with them. Their love for design and appreciation of quality goods led to the opening of their gift boutique in the Spring of 2013. MONO (pronounced moh-no), which means “things” in Japanese, sells small design goods to improve your home, office and lifestyle. Their items include stationery, office supplies, homeware, personal accessories and other unique products carefully sourced from US and International vendors with a keen eye for design aesthetics.

**OPEN SANS CONDENSED BOLD** × **OPEN SANS CONDENSED LIGHT****ABOUT THE STORE**

Taking cues from a recent trip to Japan, Dean and Cassy Song were inspired to bring a piece of their travels back home with them. Their love for design and appreciation of quality goods led to the opening of their gift boutique in the Spring of 2013. MŌNO (pronounced moh-no), which means “things” in Japanese, sells small design goods to improve your home, office and lifestyle. Their items include stationery, office supplies, homeware, personal accessories and other unique products carefully sourced from US and International vendors with a keen eye for design aesthetics.

**LATO BOLD** × **LATO LIGHT****ABOUT THE STORE**

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