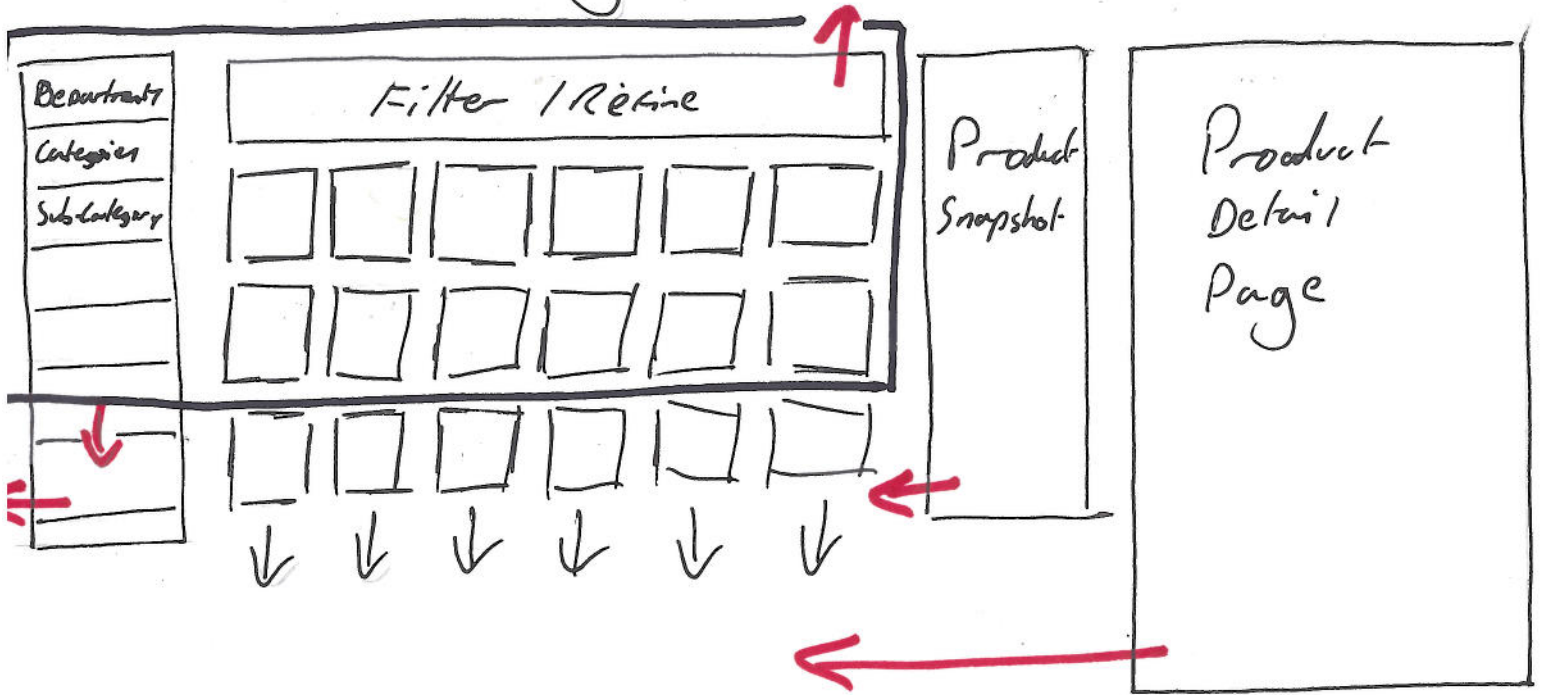
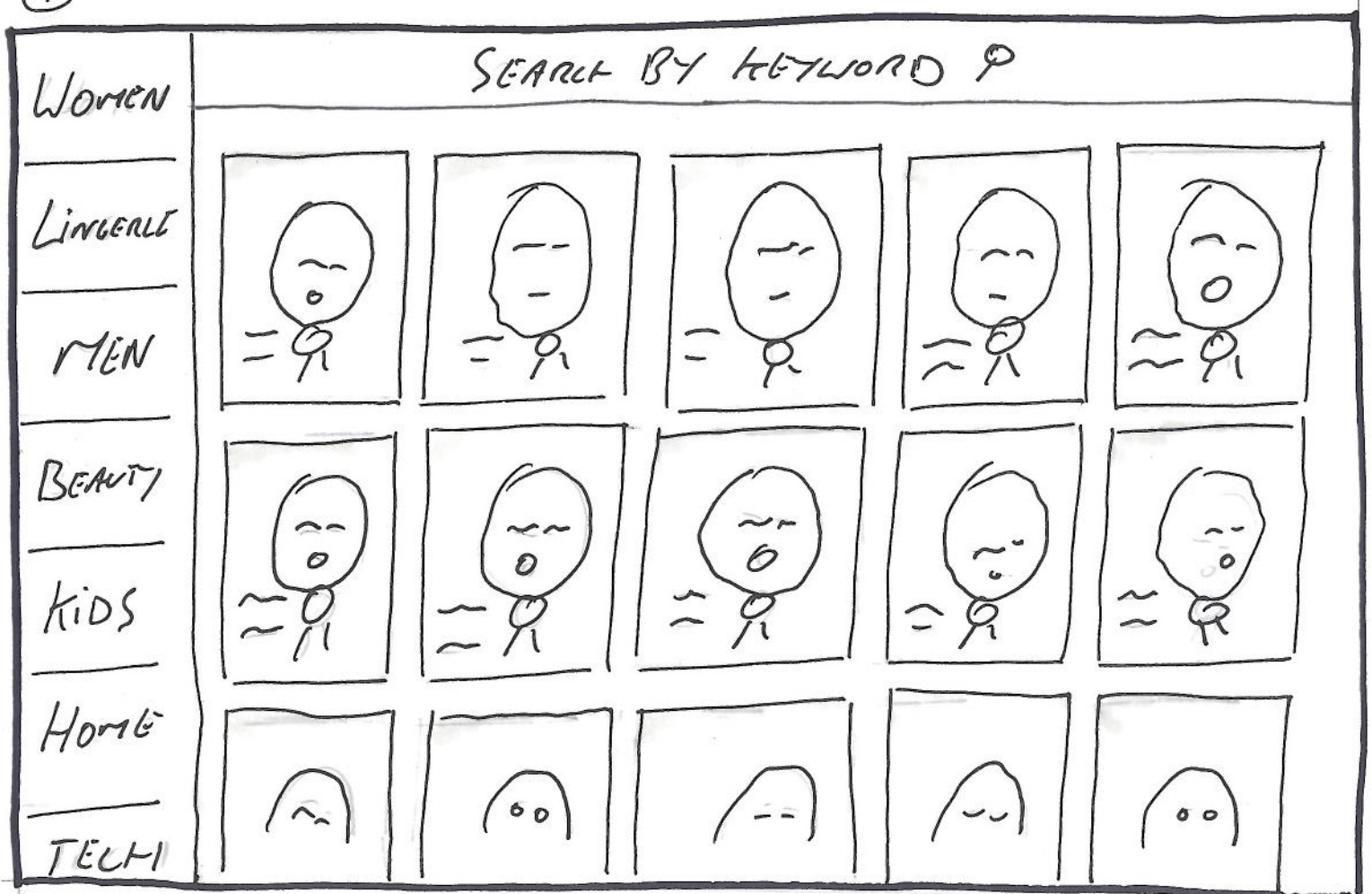


# Concept 1 : Sliding Panels


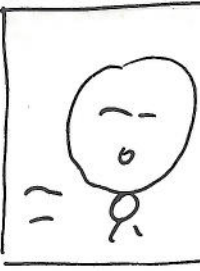


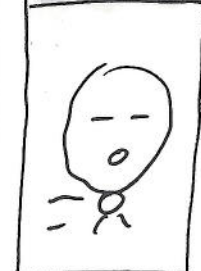
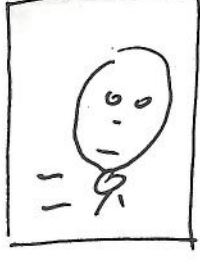

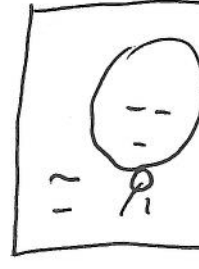

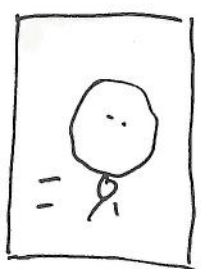





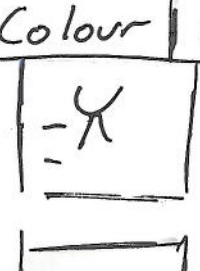
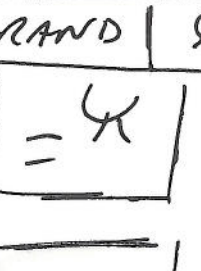
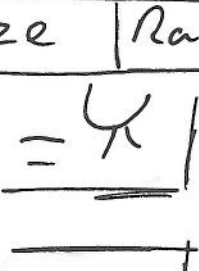

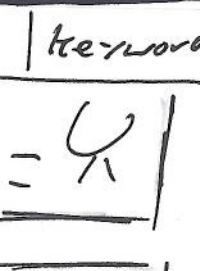
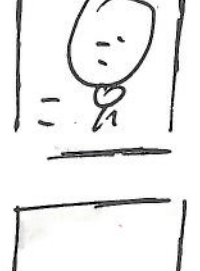
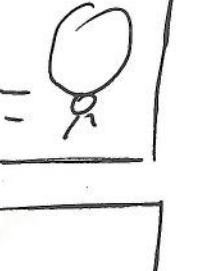
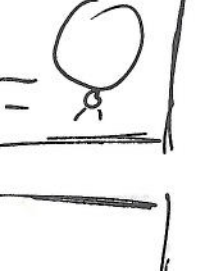
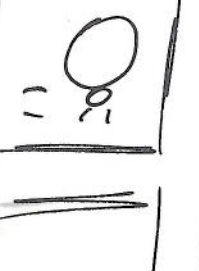
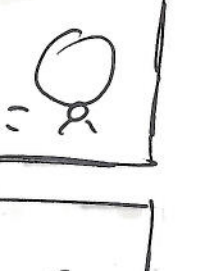
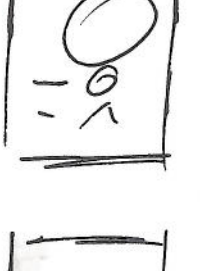
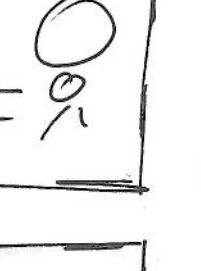
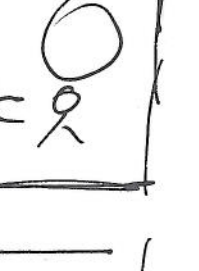




Journey: View all black Dresses





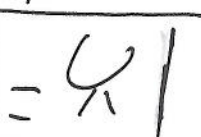





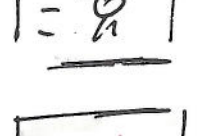
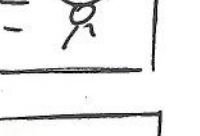

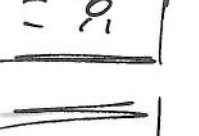
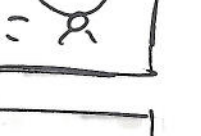




















①



2

< All Products	Colour	Size	Price	keyword	
Women					
Coats + Jackets					
Dresses					
JEANS					
Jumpers					
Jumpsuits					

3

< All Products	Colour	BRAND	Size	Rating	Price	keyword
< Women						
Dresses						
Bridesmaid Dresses						
DAY DRESSES						
Holiday Dresses						
Printed Dresses						
Sleeveless Dresses						
Dresses						

④

< All Products

< Women

Dresses

Bridal and  
Dresses

Day  
Dresses

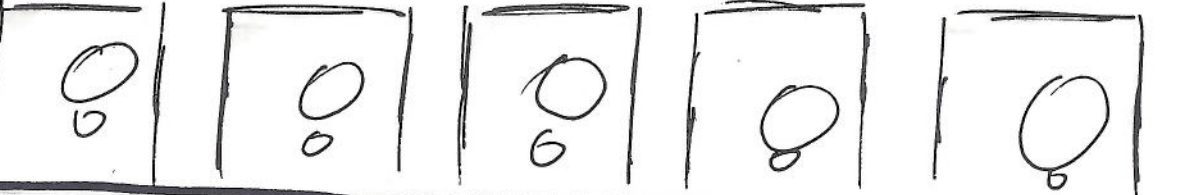
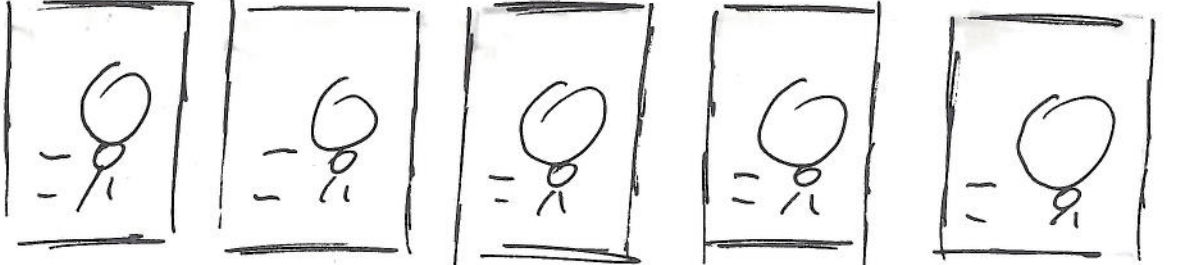
Holiday

Printed

Sleeved

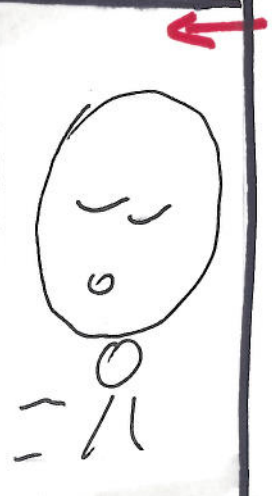
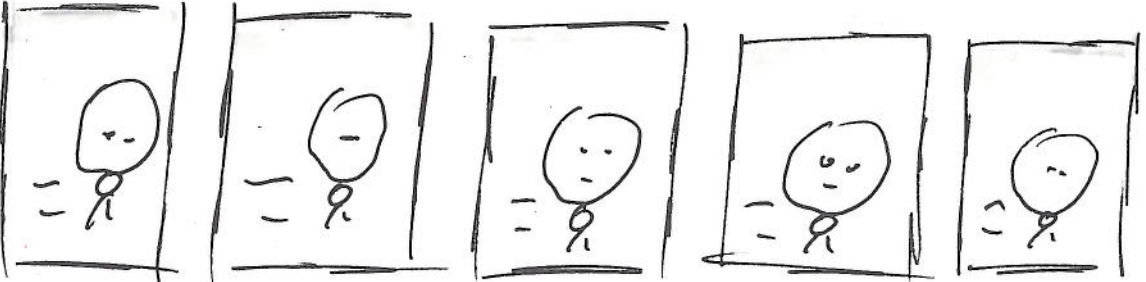
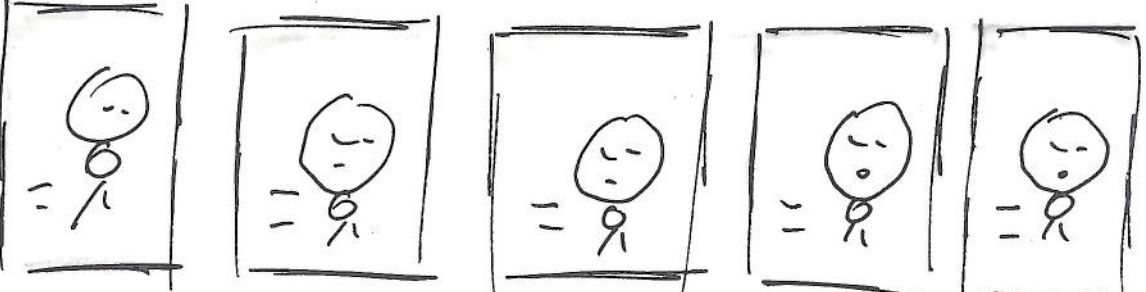
Colour	Brand	Size	Rating	Price	Keyword
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= R	= R	= Q	= R	= R
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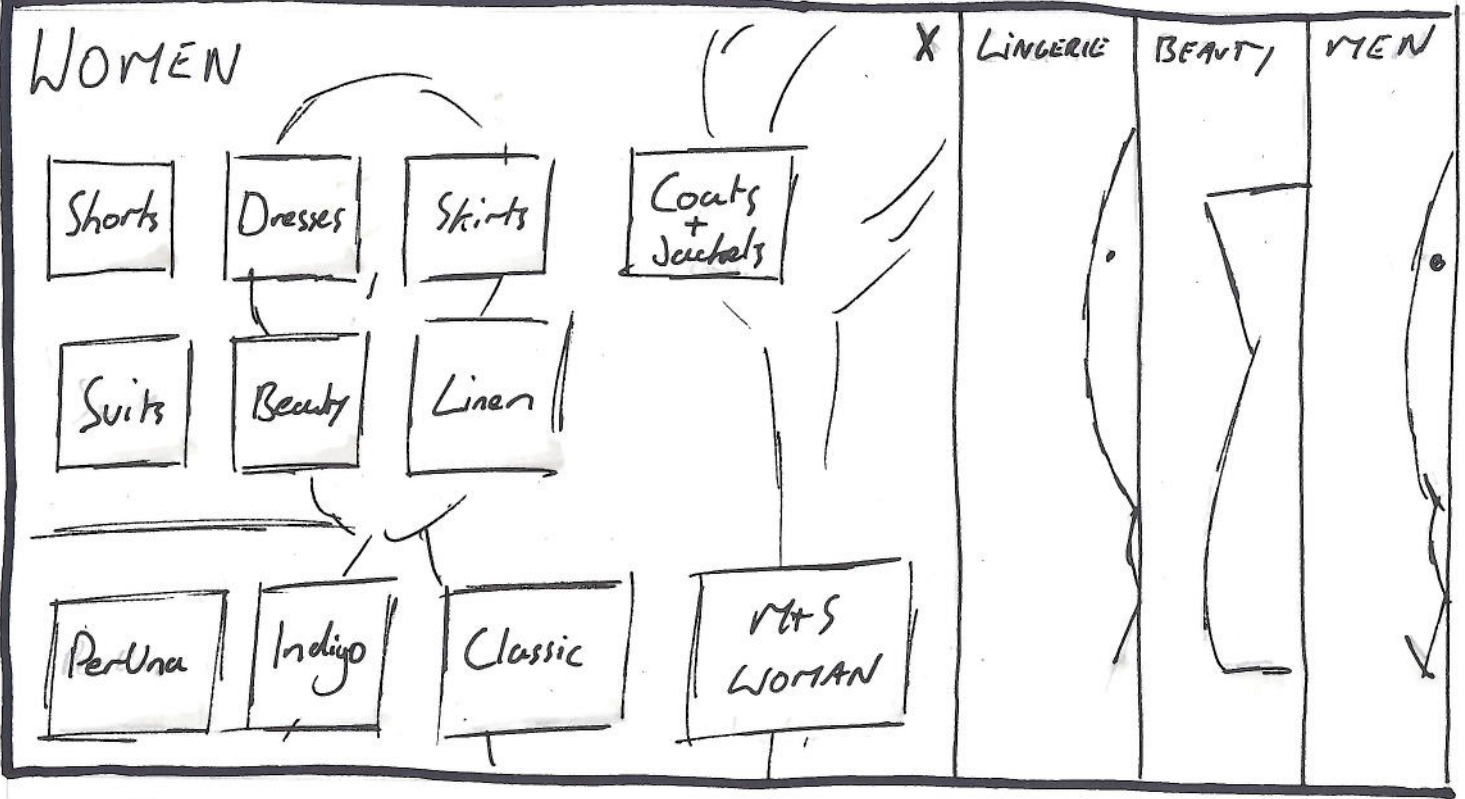
⑤

= R	= R	= R	= R	= R
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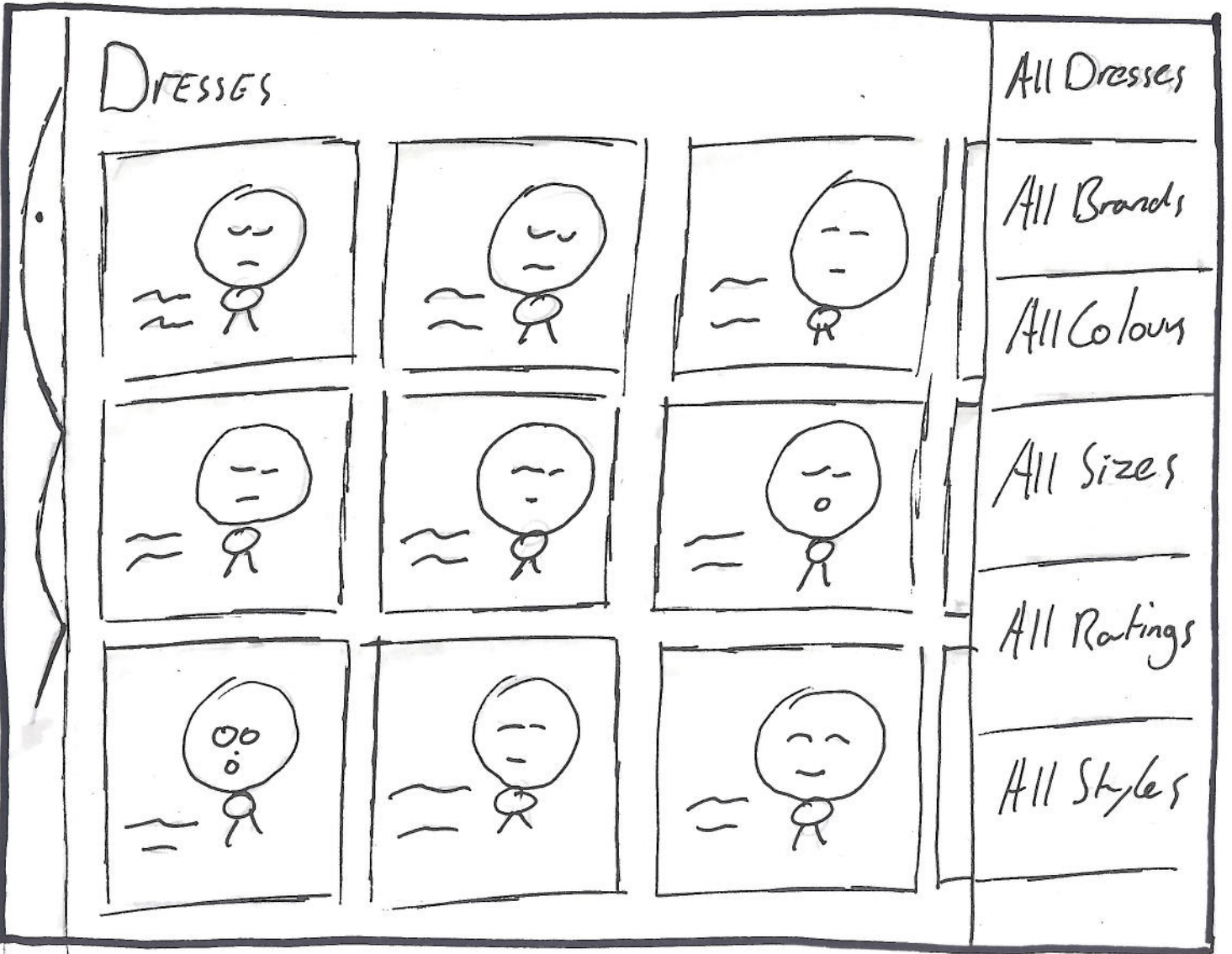




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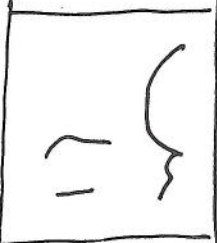
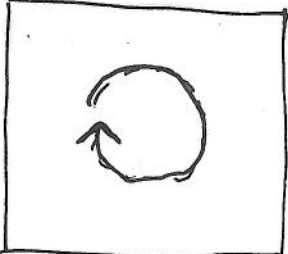
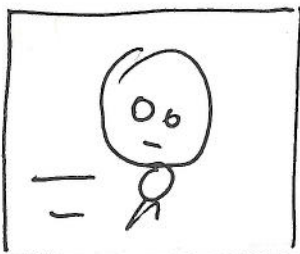
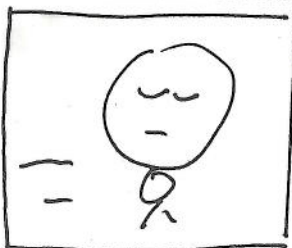
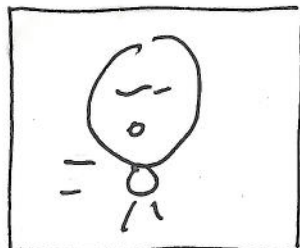
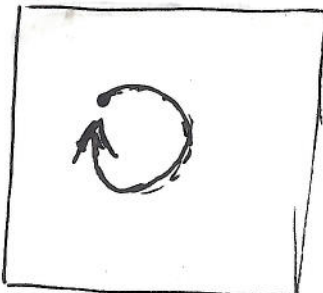
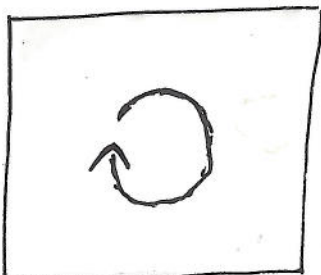


3



4

# DRESSES



All Dresses

Choose BRANDS

All Colors

All Sizes

All Ratings

All Styles

Peruna

Indigo

Classic

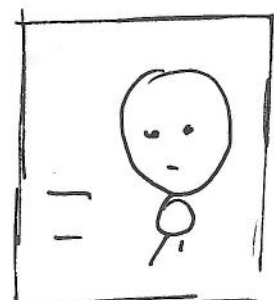
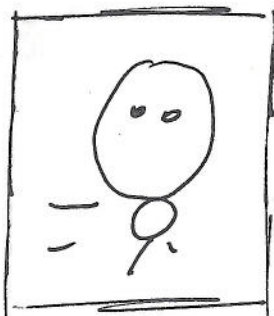
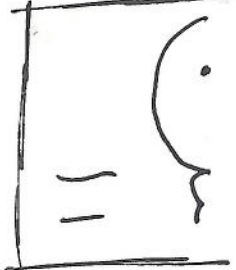
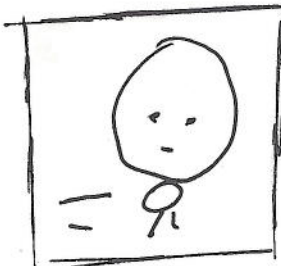
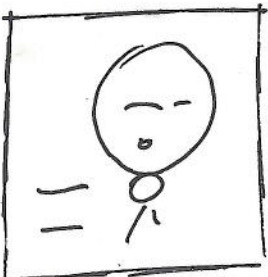
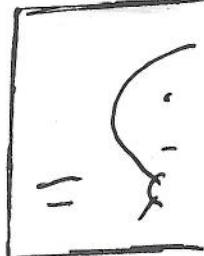
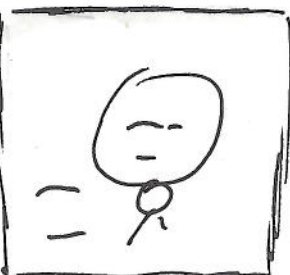
M+S Woman

Twiggy For

Limited

5

# DRESSES



ALL Dresses

2 Brands

INDIGO

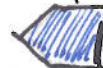
M+S Woman

Choose Colour

All Sizes

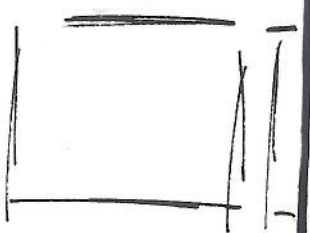
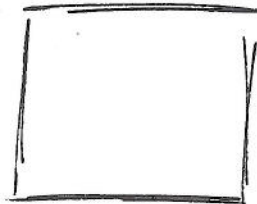
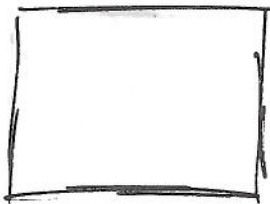
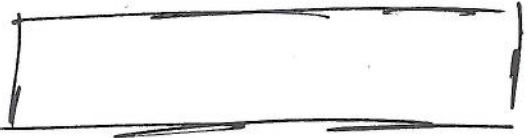
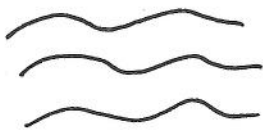
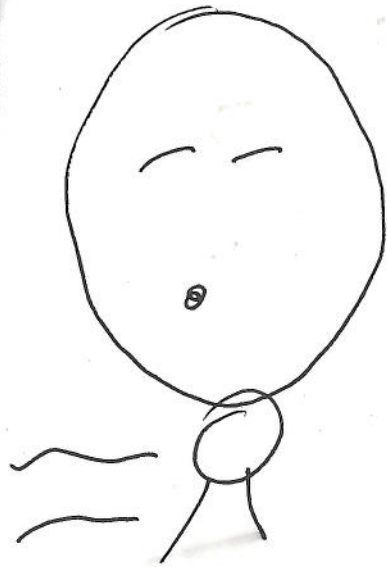
All Ratings

All Styles

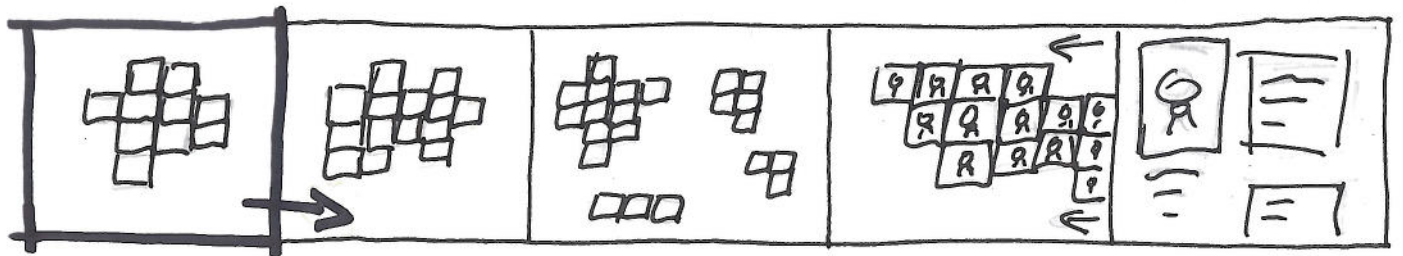


6

# Button Down Front Dress



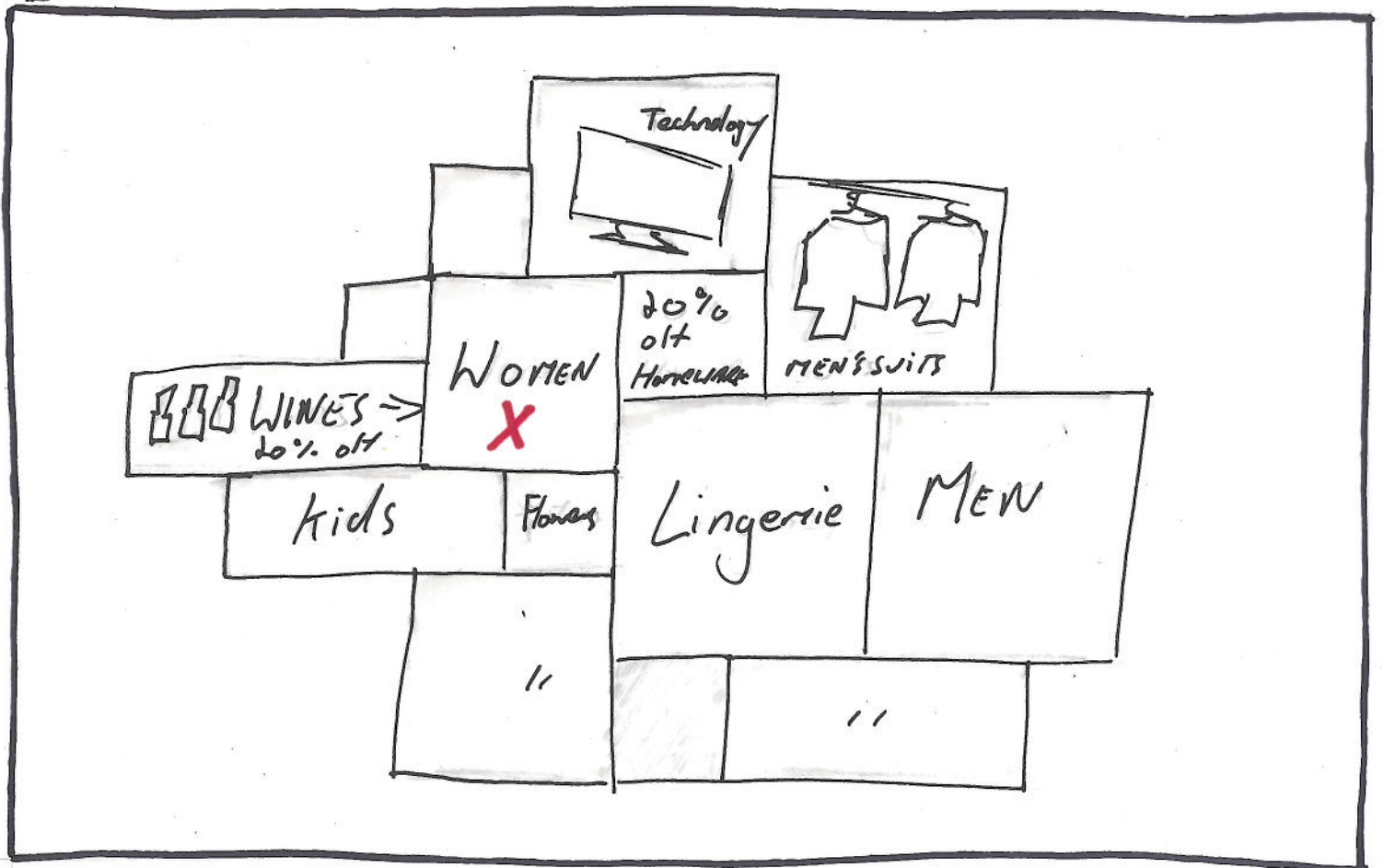
# Concept 3: Canvas



Customer moves the canvas along when they move through the categories.

## Journey: View all black Dresses

1

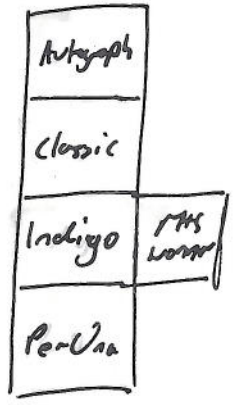
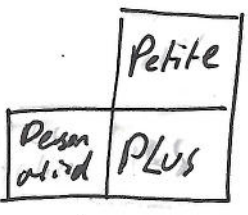
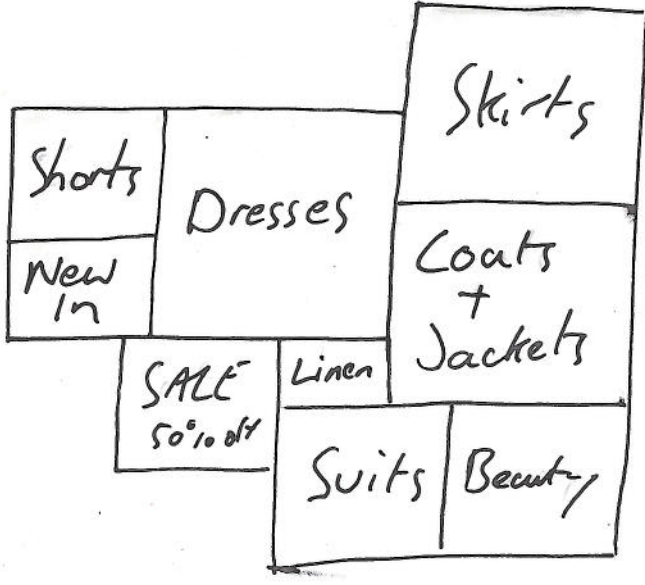




2

All DEPARTMENTS ←

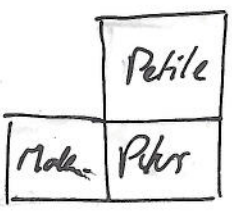
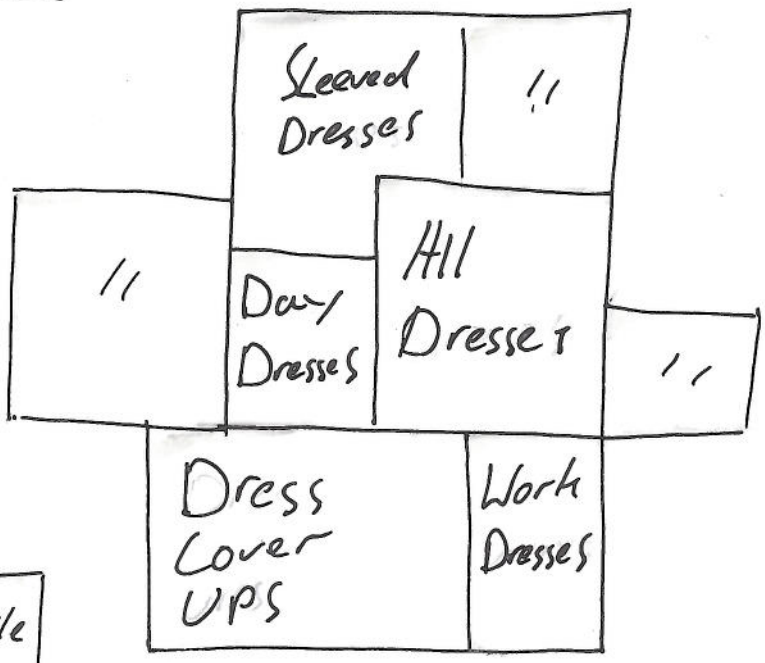
WOMEN



3

Women ←

















DRESSES

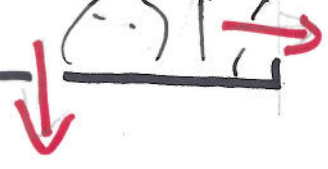


4

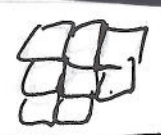
 DRESSES ←

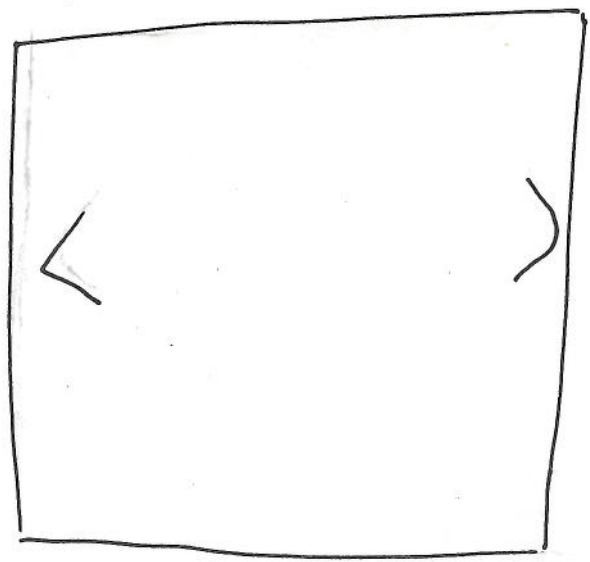
ALLDresses | size | Colour | style | Brand | Rating | Price



5

 All Dresses ←



Little Black Dress



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You May Also Be Interested In

--	--	--	--	--	--

6

 Dresses ←

All Dresses | Size | Colour | Style | Brand | Rating | Price

