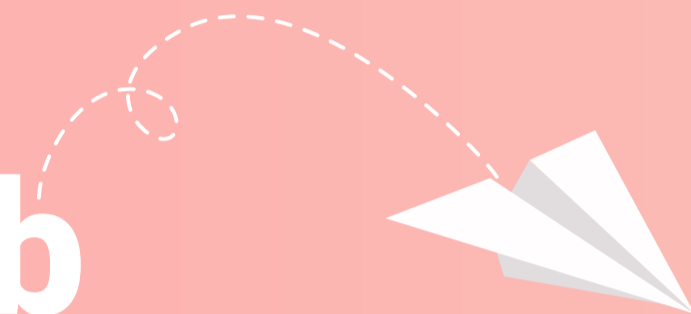


Elevating **Mobile and Web Solutions** from Development to Delivery



**Case Study for**



## Project

Website Design

## Created With

 Figma

## Year

2020

## Role

UX/ Ui Design and Development

## Type Of Website

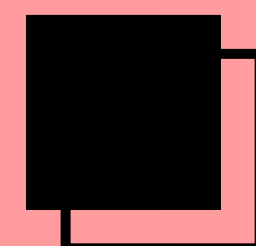
E-Commerce

## Monthly Sale

\$20 K +

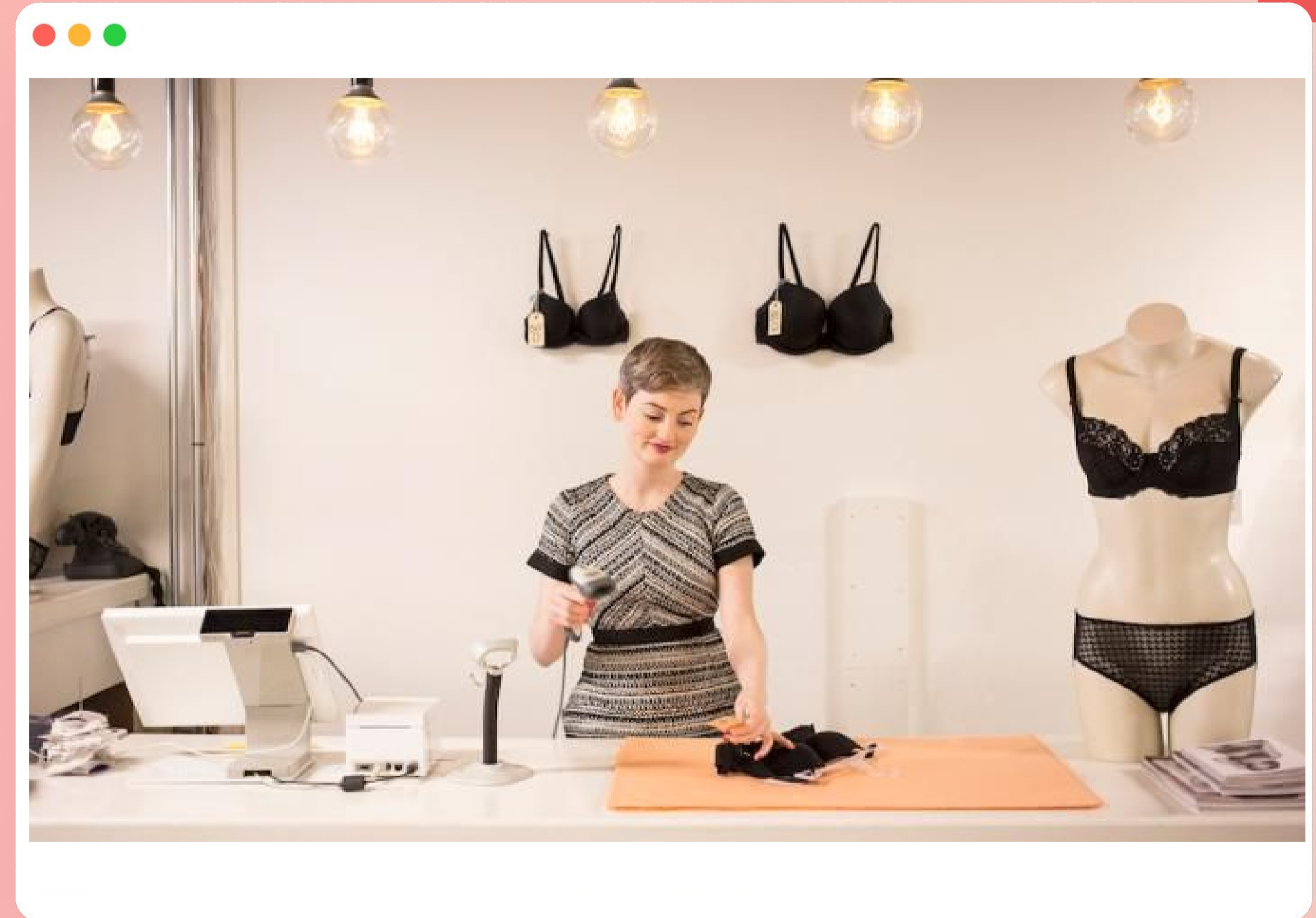
## Tech Used

Shopify



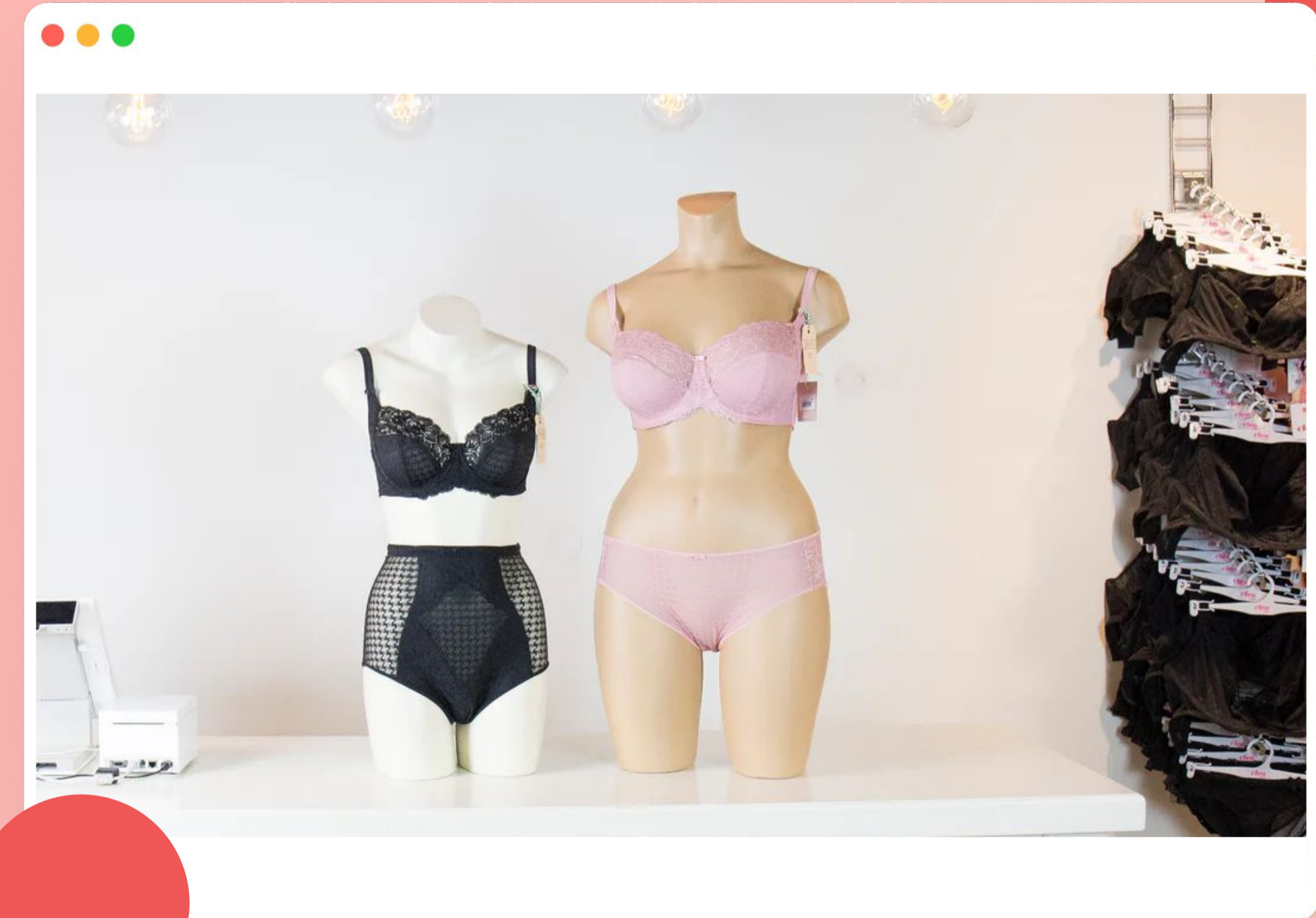
**“It's actually kind of crazy that there's a kind of general idea that bras are rubbish”**

Time to make shopping for lingerie and swimwear fun again! With cheerful colors, beautiful affordable models and always more than 100 sizes in stock and expert advice, we ensure that you also find your perfect fit.



# Project Brief

- ✦ SuperBra's mission is to increase women's self-confidence through well-fitting lingerie and swimwear. SuperBra's core values are expertise, quality, affordability, diversity and body positivity.
- ✦ SuperBra wants to bring a bra revolution to the Netherlands.
- ✦ Many women who have never been to SuperBra have the idea that a bra can never really be comfortable, and for many women shopping for bras is never really fun. SuperBra is doing everything it can to change this!



# Project Features

- ✓ Advance filters
- ✓ Home
- ✓ Product list
- ✓ Product detail
- ✓ Easy check out

loor herself experienced that with her small size and relatively large cup (EU bra size 60I, SuperBra size 60G) she was not really helped anywhere in the Netherlands. That was her reason to set up SuperBra in 2016. From the start, her ambition has been for SuperBra to become a chain, with multiple stores and a webshop, because she believes that online and offline reinforce each other. She deliberately chose Rotterdam as the location for the first SuperBra store, because of the diversity of the city and its 'don't talk, just brush' mentality.



# Advance filters

Shop by size ▾ Lingerie ▾ Swim ▾ Sport ▾ Perfect fit Brands ▾ Make an appointment Vacancies

Home > All lingerie

## All lingerie

871 products

Sort on: Date: new to old ▾

▼ Super bramate

1	2	2XL
3	3XL	3XL/4XL
4XL	5	5XL
6	7	8
34	36	38
40	42	44

▼ Colour

Blue

Shop by size ▾ Lingerie ▾ Swim ▾ Sport ▾ Perfect fit Brands ▾ Make an appointment Vacancies

X	60B	60C	60D	60DD	60E	60F	60FF	60G	60GG	60H	60HH	60J	60JJ	60K	X	X	X
65A	65B	65C	65D	65DD	65E	65F	65FF	65G	65GG	65H	65HH	65J	65YY	65K	X	X	65LL
70A	70B	70C	70D	70DD	70E	70F	70FF	70G	70GG	70H	70HH	70J	70JJ	70K	70KK	X	X
X	75B	75C	75D	75DD	75E	75F	75FF	75G	75GG	75H	75HH	75J	75YY	75K	75KK	X	X
X	80B	80C	80D	80DD	80E	80F	80FF	80G	80GG	80H	80HH	80J	80JJ	80K	X	X	X
X	X	85C	85D	85DD	85E	85F	85FF	85G	85GG	85H	85HH	85J	85YY	85K	85KK	X	X
X	X	90C	90D	90DD	90E	90F	90FF	90G	90GG	90H	90HH	90J	90JJ	90K	X	X	X
X	X	X	95D	95DD	95E	95F	95FF	95G	95GG	95H	95HH	95J	95YY	95K	X	X	X
X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X

### The shops

SuperBra has two physical stores. You will find our store in Rotterdam between the vintage shops, cooking and hobby shops on the Zwaanshals in Rotterdam. In Utrecht you will find our store on the bustling Amsterdamsestraatweg, close to the De Plantage shopping center. We want everyone to feel at home with us and you are always welcome for an extensive

✓ Delivery: 2-5 working days ✓ Free shipping from €60 ✓ 90 days return period

★★★★★ 40+ reviews | Our stores

**SUPERBra** What are you looking for?

Shop by size ▾ Lingerie ▾ Swim ▾ Sport ▾ Perfect fit Brands ▾ Make an appointment Vacancies

## NEW COLLECTION

WATCH NOW



## THE BEST SUPPORT

SHOP SPORTS BRAS

**About Floor and SuperBra**  
SuperBra's mission is to increase women's self-confidence through well-fitting lingerie and SuperBra's core values are expertise, quality, affordability, diversity and body positivity.

READ MORE

**Shop All bodys**

**Shop Strapless Bras**

**Shop All Sports**

**Super Bra favorites**

**Iconette Bra**

**PINKIE Parache Rocha Balconette Bra Navy** €54,95

**EWVA MICHALAK SF Balconette Bra Bronze** €66,95

**Note appointment**  
Unfortunately, we can't be helped if appointment is disappointing.

BOOK APP

**View all**

**Book a fitting in store or online**

**A bra is never more expensive than 80 euros**

**Nude shades from dark brown to light beige**

**From size 60 to cup K**

### Stay informed

Sign up for the latest SuperBra news and receive exclusive offers.

E-mail address

SIGN UP

**Our stores**  
SuperBra Rotterdam  
Zwaanshals 274  
3035 KM Rotterdam  
[View route](#)

**SuperBra Utrecht**  
Amsterdamestraatweg 284  
3561 CS Utrecht  
[View route](#)

[Opening hours](#)

**About Super Bra**  
About us  
Blog  
Stores  
Vacancies

**Customer service**  
Frequently Asked Questions  
Opening hours and directions  
Return Policy  
Appointment bra fitting  
Bra Information Leaflet  
Gift cards  
Terms and Conditions  
SuperBra and the coronavirus

**Contact**  
[info@superbra.nl](mailto:info@superbra.nl)

Would you like to make a Brafitting appointment?  
[make an appointment](#)

Kom bij ons werken!

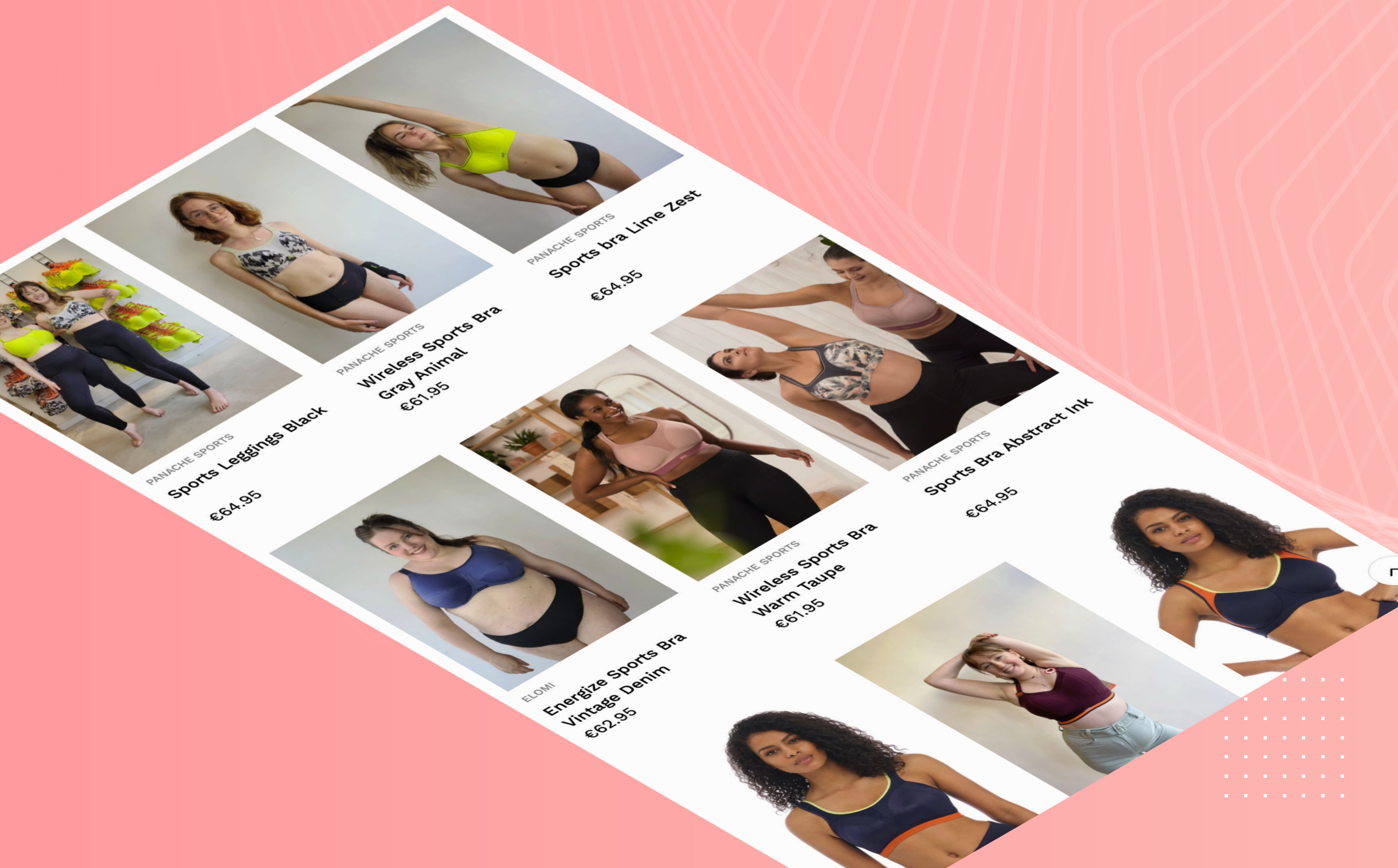
**SUPERBra**

VE.NL

# LINDA.





mt/spro

# Product List



✓ Delivery: 2-5 working days ✓ Free shipping from €60 ✓ 90 days return period

★★★★★ 40+ reviews | 📍 Our stores

**SUPERBra** What are you looking for?    

Shop by size ▾ Lingerie ▾ Swim ▾ **Sport** ▾ Perfect fit Brands ▾ Make an appointment Vacancies

Home > All sports

## All sports

42 products Sort on: Date: new to old ▾

▼ **Super bramate**

34	36	38
40	42	46
60D	60DD	60E
60F	60FF	60G
60GG	60H	60HH
60J	65D	65DD

▼ **Colour**

- Blue
- Brown
- Yellow
- Green
- Light Nude
- Nude
- Orange

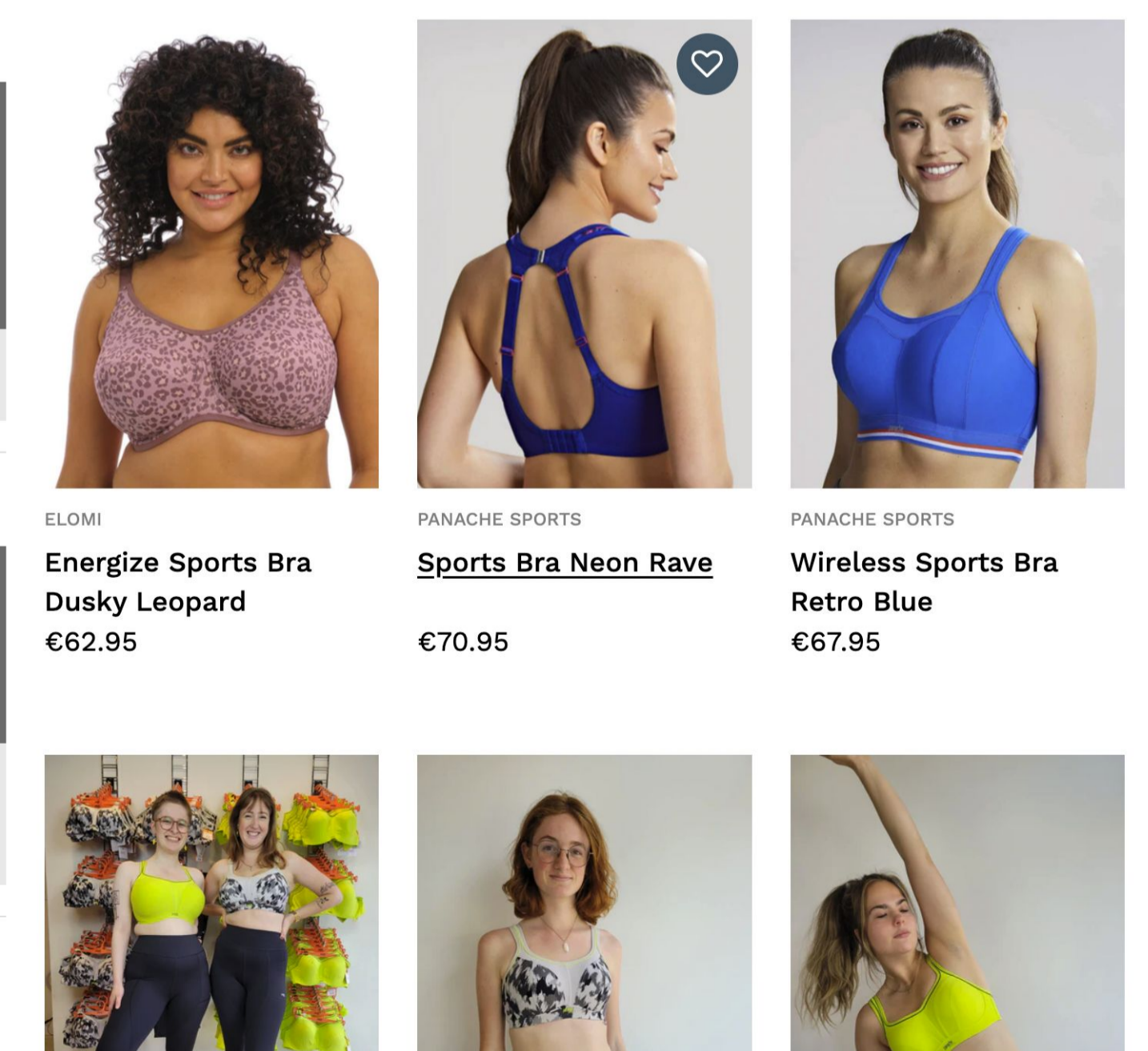
▼ **Brand**

- Anita

**Energize Sports Bra Dusky Leopard** €62.95

**Sports Bra Neon Rave** €70.95

**Wireless Sports Bra Retro Blue** €67.95





# Product Detail

The screenshot shows a product detail page for 'Sports Leggings Black' by PANACHE SPORTS. The page features a navigation bar with the SUPERBra logo, a search bar, and a menu with categories like 'Shop by size', 'Lingerie', 'Swim', 'Sport', 'Perfect fit', 'Brands', 'Make an appointment', and 'Vacancies'. The product is priced at €64.95 and has 40+ reviews. It includes a size selection dropdown, a quantity selector, and an 'ADD TO SHOPPING CART' button. A 'View the store inventory' link is also present. A promotional message at the bottom suggests making a fitness appointment if the user is unsure of their size.

✓ Delivery: 2-5 working days ✓ Free shipping from €60 ✓ 90 days return period

★★★★★ 40+ reviews | Our stores

**SUPERBra** What are you looking for?

Shop by size ▾ Lingerie ▾ Swim ▾ **Sport** ▾ Perfect fit Brands ▾ Make an appointment Vacancies

Home > All sports > Sports Leggings Black

PANACHE SPORTS  
**Sports Leggings Black**  
€64.95

SuperBramate [Size advice](#)

Select your size ▾

Number of  
- 1 +

**ADD TO SHOPPING CART**

[View the store inventory](#)

Don't know your Superbramate yet?  
Then make one [fitness appointment](#) !

# Easy Check Out

Winkelwagen

PANACHE SPORTS  
**Sport Legging Zwart**  
SuperBra Maat: 34  
Levertijd: 2 - 5 werkdagen

Subtotaal: €64,95  
Belasting inbegrepen en verzendkosten worden berekend bij de checkout

NAAR DE KASSA

Gratis verzending vanaf € 60  
Eenvoudig retourneren

Blijf op de hoogte  
Meld je aan voor het laatste SuperBra-nieuws en ontvang exclusieve aanbiedingen.

Snel checkout

shop Pay PayPal G Pay

Contactinformatie  
E-mail  
 Stuur mij een e-mail met nieuws en aanbiedingen

Bezorgadres  
Land/regio: Nederland  
Voornaam: Achternaam:  
Adres:  
Postbusnr., enz. (optioneel):  
Postcode: Stad:  
Telefoon:

Sport Legging Zwart 34 €64,95

Subtotaal €64,95  
Verzending Berekend bij de volgende stap

Totaal Inklusief €11,27 btw EUR €64,95

Added to shopping cart

PANACHE SPORTS  
**Sport Legging Zwart**  
SuperBra Maat: 34  
Levertijd: 2 - 5 werkdagen  
€64,95

CONTINUE SHOPPING NAAR WINKELWAGEN (1)

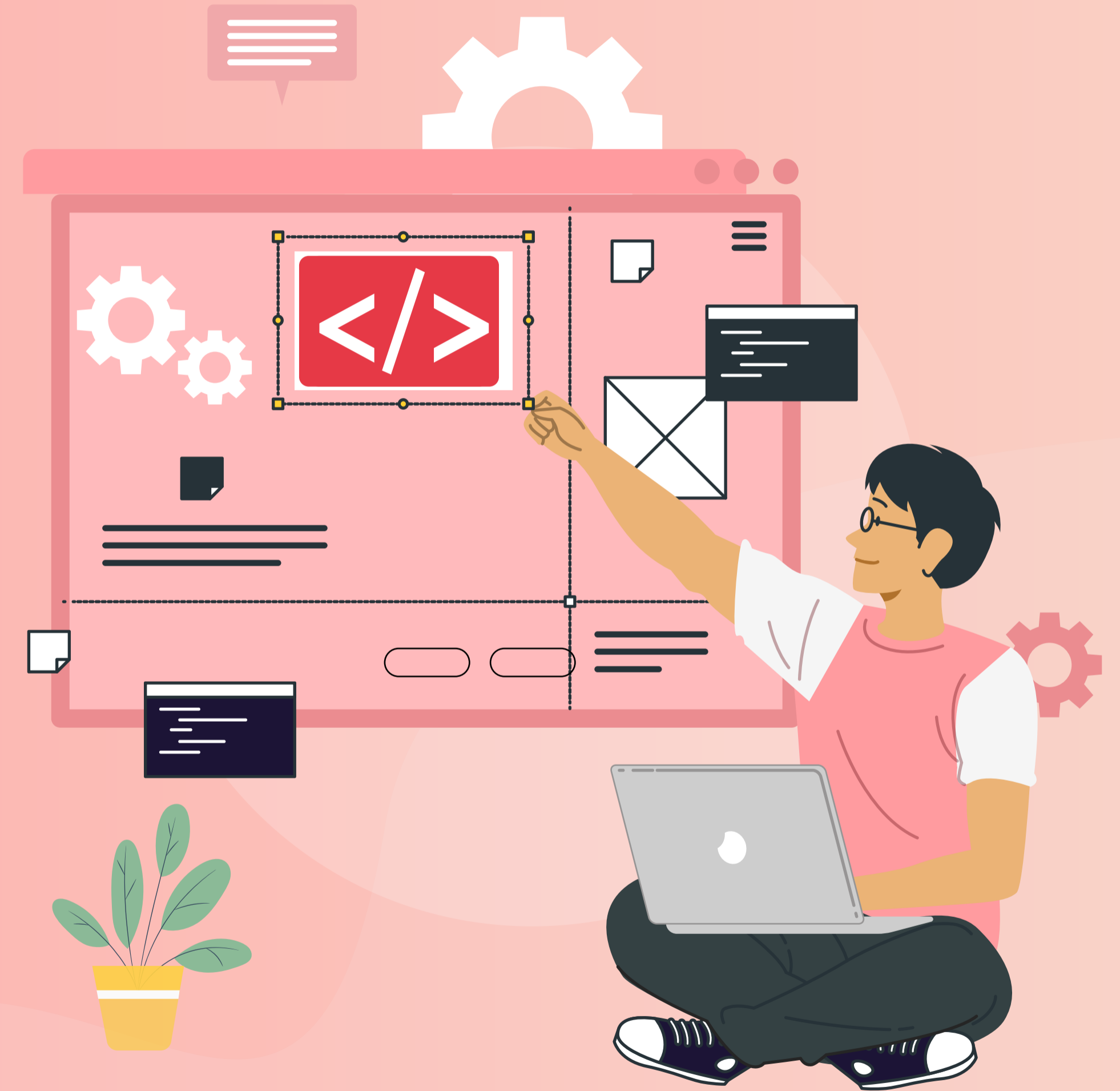
Leggings Black

Don't know your Superbramate yet? Then make one fitness appointment!

- ✓ Delivery: 1-3 working days
- ✓ Free shipping from € 60
- ✓ Easy returns


Description  
Get the most out of your workout with Panache's sports

# Project **technology**



# Get In Touch With Us

**Webethics**  
More Than Your Thoughts

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Ajit Singh Nagar, Punjab 160055

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 webethics

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